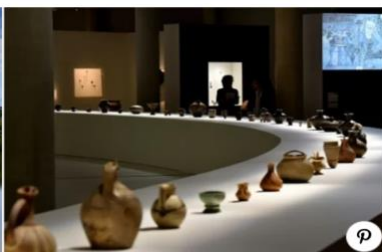




Title of research project „Cooperation of brands and revived heroes of the 12th century in a Georgian product of the 21st century“

Description of research project

In Georgia, brands often cooperate and recall historical facts in their production, this strategy presents the country's history to the younger generation and foreign customers. Rustaveli's 12th century heroes brought to life in 21st century enamel jewelry. Georgia is the cradle of viticulture, therefore this topic is covered in various artistic fields and brands. The purpose of the research is to study how profitability and customer loyalty to the brand increase when historical elements are introduced into the production of the product. (both in local customers and in foreign customers)



L'exposition "Géorgie, berceau de la viticulture" à la Cité du vin a débuté le 31 juillet et s'achèvera le 5 novembre 2017.

Après sa première exposition "Bistrot!", la Cité du Vin de Bordeaux a inauguré lundi 31 juillet 2017 un nouveau cycle sur les vignobles en commençant par "la Géorgie, berceau de la viticulture" où les premières traces de vin au monde ont été découvertes il y a 8.000 ans.

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