



Natakhtari is Russia's No. 1 Georgian lemonade. It embodies the spirit of Georgian feasts and vibrant flavors.

Since 2025, it has been produced in Russia in 0.5 L glass bottles and 1 L and 1.5 L PET bottles.

The category was declining. The brand needed to grow

CSD MARKET · RUSSIA 2025	
Category performance	-2.4% YTD
Premium segment growth	+3.4%
Top 3 players' share	~50%
PET share by volume	91%
Seasonal peaks	New Year + warm season

NATAKHTARI AT LAUNCH
Brand awareness was 20.1%, leaving it off the shortlist for festive purchases
Taste scores were strong: 90% liked it and 72% were willing to buy it
Seen as “tasty but unfamiliar,” it was not a top choice for a large festive table
After localization, the brand risked losing its Georgian USP, its key differentiator

The goal went beyond growing sales.

We also had to make locally produced Natakhtari relevant to the category's biggest seasonal occasion

while preserving its key distinction: Georgian DNA.

People already loved Natakhtari.

But when shopping for the celebration, they chose familiar brands.

Across age groups (25–35, 35–45, 20–30 and 40+), different motivations led to the same barrier:

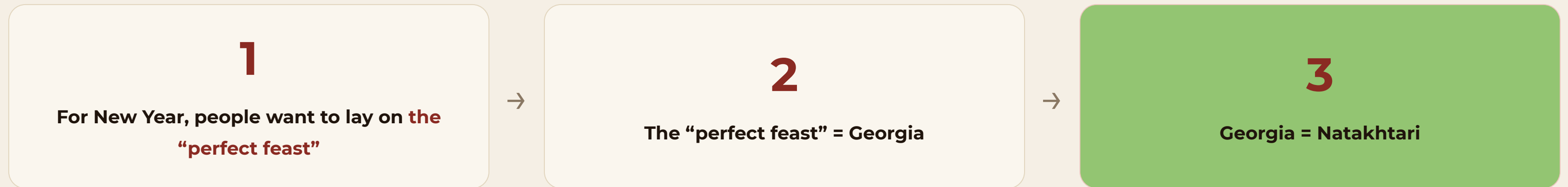
BARRIER

Even with strong affinity for the taste, Natakhtari lost out to familiar brands during the big festive shop

Insight

For New Year, people try to create the perfect festive table.
For Russians, one ideal of the perfect feast is Georgian.

Natakhtari did not need to explain why it belonged at the celebration. It needed to claim a space it already owned culturally.



Natakhtari brings a Georgian feast to the New Year's table: big, generous and long.

Rooted in the brand, New Year and the consumer occasion, with a clear visual and verbal device.

Competitors relied on universal codes: comfort, warmth and family.

Natakhtari found a territory no other brand could claim as naturally: Georgian abundance.

COMPETITORS SAID

Comfort

Warmth

Family

← unclaimed territory

NATAKHTARI SAID

A Looooong Georgian Feast

Rooted in the brand, New Year and the occasion

Creates a visual and verbal device

← impossible for a competitor to claim

“A Looooong Georgian Feast”

It reads instantly in words, stretches visually and adapts easily across channels:

TIME

The celebration stretched out from December 1

TYPOGRAPHY

The letters stretched across campaign assets

MEDIA

Long OOH formats

CONTENT

Long-form content

ACTIVATION

A long virtual feast

The idea was designed to power the campaign **and** live on beyond it

STRATEGIC ROLE

The idea gave the brand ownership of what was culturally its own: **Georgia = Natakhtari = Feast** .

SHORT TERM

New Year creates demand for the **perfect feast**

LONG TERM

A platform foundation that can scale across seasons, not just New Year.

The idea directly addressed the localization challenge.

We did not rely on rational arguments to prove that Natakhtari was still Georgian.

**We created an emotional experience:
Natakhtari brought a big, generous and long Georgian feast to the New Year's table.**

Every channel. One idea. A distinct role.

Rather than repeating one KV across every channel, the campaign followed one principle: each element made the feast bigger, longer or closer to purchase.

01

Launch earlier

02

**Stretch across the
city**

03

**Bring it to life in
content**

04

Join the celebration

05

Reach the shelf

06

**Drive
purchase**

A longer season. A physical idea.

Stronger visibility

START: DECEMBER 1

Idea in action: a Georgian feast lasts longer.

One month earlier

OOH • 50+ SITES

Long OOH formats did more than carry the creative. They proved the idea.
The medium became part of the creative.

Reach: 9M people

DIGITAL / SOCIAL / INFLUENCERS

Dozens of personalized assets adapted to different audiences and format lengths

Digital: 32M + influencers: 7.6M

Turned the idea into content

OK SHOW “AN EVENING WITH AN ACCENT”

We created more than a product shot at a festive table. The shows followed guests preparing for New Year, bringing the spirit of Georgia into their dishes and ending every episode with a feast.

And placed it in mainstream New Year entertainment

VK SHOW “BY THE WAY” · DECEMBER 31

The final mass-reach moment. The long Georgian feast naturally reached New Year’s biggest night.

FILM “SHURIK’S ADVENTURES”

Natakhtari joined the festive-table storyline in the year’s biggest New Year film, rather than appearing as an ad break.

Brought the idea to the shelf

RETAIL AUDIO · PYATEROCHKA

The “feeeast” audio sting ran in 23,000 stores. It turned seasonal emotion into choice at the shelf, where it mattered.

Offtake +34% MoM, with distribution unchanged

Turned communication into purchase

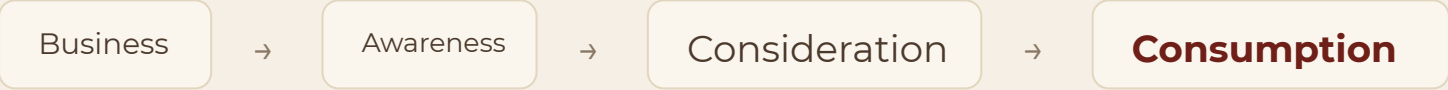
CAMPAIGN HUB + RECEIPT UPLOAD

The final expression of the idea: the big feast became a virtual table that people could join by buying Natakhtari.

150,000+ site visits

Visibility and growth in a declining category

Results across the funnel:



+30%

Sales, December–January
vs previous season
target +20%

TOP 3

Fastest-growing brands as category
sales fell 2.4%

+5.5 pp

Brand awareness: 25.6%
target ≥25%

116.25M

Total reach
target >100M

+3.8 pp

Consideration
+3.7 pp consumption

+34%

Offtake at Pyaterochka, MoM
with distribution unchanged

Additional effectiveness metrics

44 sec.

Average time on site

(Yandex Metrika)

54,643

Engagements

Total for influencer posts and seeding

+35%

1.5 L format sales growth

Distribution unchanged in stores with a 20% share (Nielsen)

0.59%

CTR AstraLab/BYYD

5% above target

70%

Associated with Georgia

No. 1 among other “Georgian” brands (BHT Tracking CSD, March '26)

+26%

0.5 L format sales growth

Distribution unchanged in stores with a 20% share (Nielsen)

87%

Banner viewability

benchmark: 65%

+1.33 pp

Most frequent consumption, up 76%

Top 3 among brands by metric growth (Brand Pulse 2025 Total)