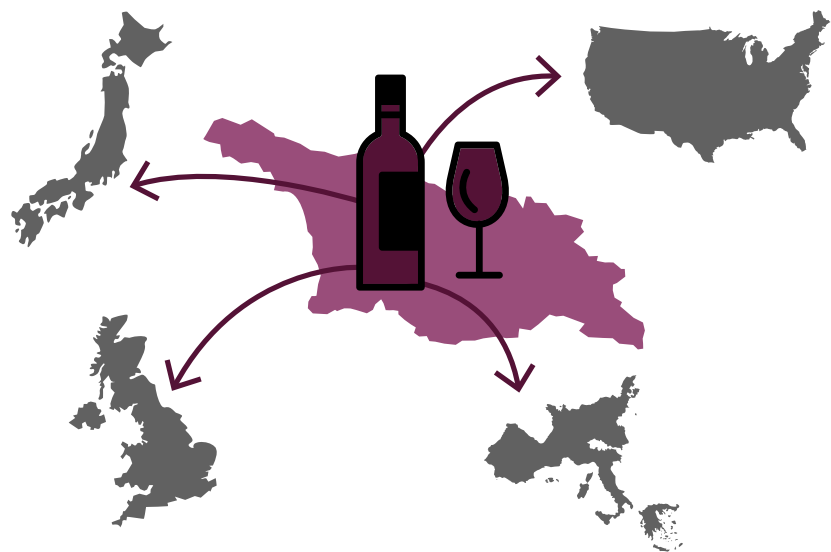


# Data and Insights for Export Promotion and Competitiveness Programs

Case Study: Strengthening Georgian Wine  
Promotional Campaign with Consumer  
Insights Surveys



Premise is a crowdsourced insights company with technology that mobilizes a community of over six million global smartphone users to source actionable, trustworthy data in near-real-time. Leveraging consumer insights surveys in emerging and frontier markets, Premise enables trade facilitation and export-led promotion programs to understand consumer preferences and behaviors better. As a result, development programs, government agencies, and local producers can make informed decisions on products and brand awareness, increase acquisitions, and enhance competitiveness in the global market.



## Real-time Data and Insights for Trade Facilitation and Export Promotion

Premise provides the unique capability to gather real-time data and insights across frontier and emerging markets. With high absorption capacity for new products in key markets such as the United States, the United Kingdom, the European Union, Gulf Countries, South Korea, Japan, and Australia, Premise empowers export promotion strategies with up-to-date and actionable

insights. This comprehensive understanding of consumer trends helps identify opportunities and tailor marketing efforts for maximum impact.

Premise consumer insight surveys are valuable to various stakeholder types, including local producers, associations, government agencies for export promotion, and donor agencies in the following ways:

- 1. Understanding consumer needs.** Gather valuable information about consumer preferences, expectations, and pain points so producers can tailor their offerings effectively.
- 2. Product development and improvement.** Get feedback on existing products to help producers identify areas for improvement, uncover desired features, and refine their development process.
- 3. Market segmentation.** Enable producers to segment their target market based on demographics, psychographics, or preferences so strategies and offerings can be tailored accordingly.
- 4. Competitive analysis.** Gain insights into product comparisons to allow producers to understand advantages and disadvantages and adjust marketing and positioning strategies.
- 5. Brand perception and loyalty.** Gauge consumer perception and loyalty to help producers identify areas for brand improvement and enhance customer loyalty.
- 6. Pricing and value perception.** Assess how consumers perceive product value and pricing so producers can optimize pricing strategies for profitability and competitiveness.
- 7. Communication and marketing effectiveness.** Evaluate marketing messages, campaigns, and channels to enable producers to refine strategies and engage their target audience more effectively.

## Case Study: Consumer Insights Survey for Georgian Wine

In collaboration with Cultivating New Frontiers in Agriculture (CNFA), Premise conducted a consumer insights survey targeting select markets in the United States to explore preferences, behaviors, and opinions related to Georgian wine products.

In March 2023, Premise deployed the survey to 400 regular wine drinkers above the age of 21 in key U.S. markets—California, the Washington D.C., and the New York City metro areas. The objective was to establish a baseline understanding of U.S. consumers' preferences and opinions regarding Georgian wine, including factors such as frequency of consumption, quality, flavor, and price.

The findings revealed highly promising prospects for Georgian wine exports to the United States, provided an effective promotional campaign is implemented. Survey respondents expressed interest in Georgian wines and ranked them similarly to wines from Australia, Argentina, and South Africa, indicating a growing market for Georgian products.

**52%**  
of people have  
found Georgian  
wine at their local  
wine shop and  
**20%**  
at specialty wine  
shops

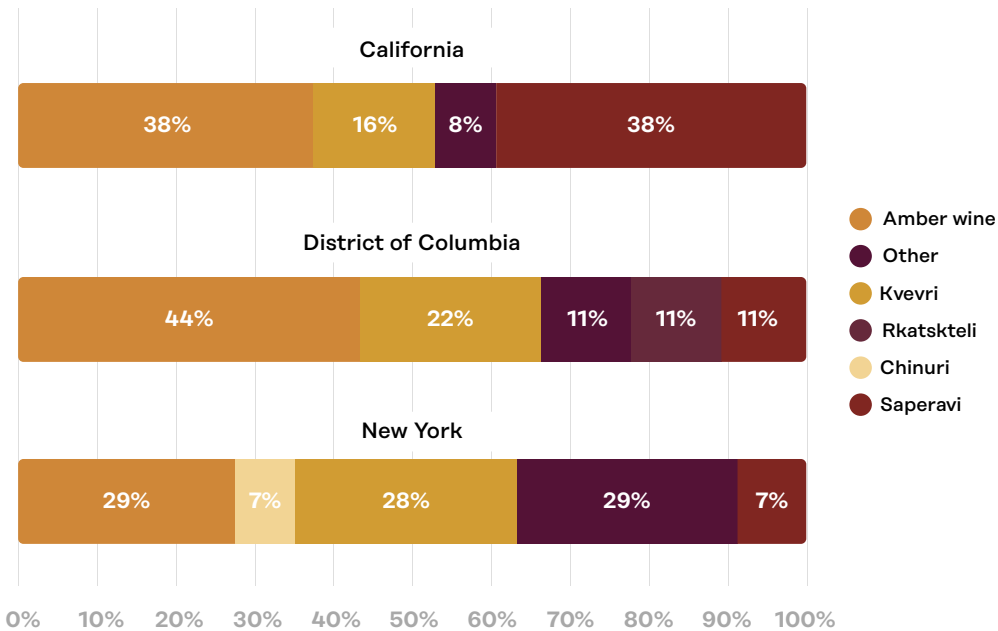


**20%**  
of respondents  
have tried Georgian  
wine and  
**91%**  
are willing to try  
Georgian wine

The survey highlighted three primary factors influencing consumer choices when purchasing wine: price, wine grape variety, and region of origin:

- Most respondents considered the prices of Georgian wines comparable to those from other regions.
- Many respondents were not aware of the unique grape varieties used in Georgian wines, indicating potential opportunities for education and promotion.
- Most respondents were unfamiliar with Georgia's distinction as the oldest wine-making region in the world, suggesting the potential for captivating consumers with the rich history and tradition behind Georgian wine.

Using these findings to guide strategy, CNFA's Georgia Agriculture Program will work in conjunction with the Georgian Wine Agency to run more effective promotional campaigns of Georgian wines, focusing on wine grape varieties, country image of Georgian wines, unique wine-making technology, and specific wine products, such as chacha.



*Saperavi wine, a dry red wine, was the second most purchased wine in California and much less purchased in the Washington DC and New York City areas. This might reflect a preference of Californians for dry red wines over other types.*

## Conclusion

Consumer insights surveys provide a strong foundation for developing effective marketing strategies, and the ability to track trends throughout the project lifecycle ensures continuous adaptation to consumer preferences. Utilizing Premise’s robust capabilities for on-demand consumer insights, organizations can unlock export potential and help beneficiary countries gain a competitive edge in international markets.

**57%**

say the price of Georgian wines are equal to wines from other countries



**90%**

of respondents did not know Georgia is home to the world’s first known wine creation