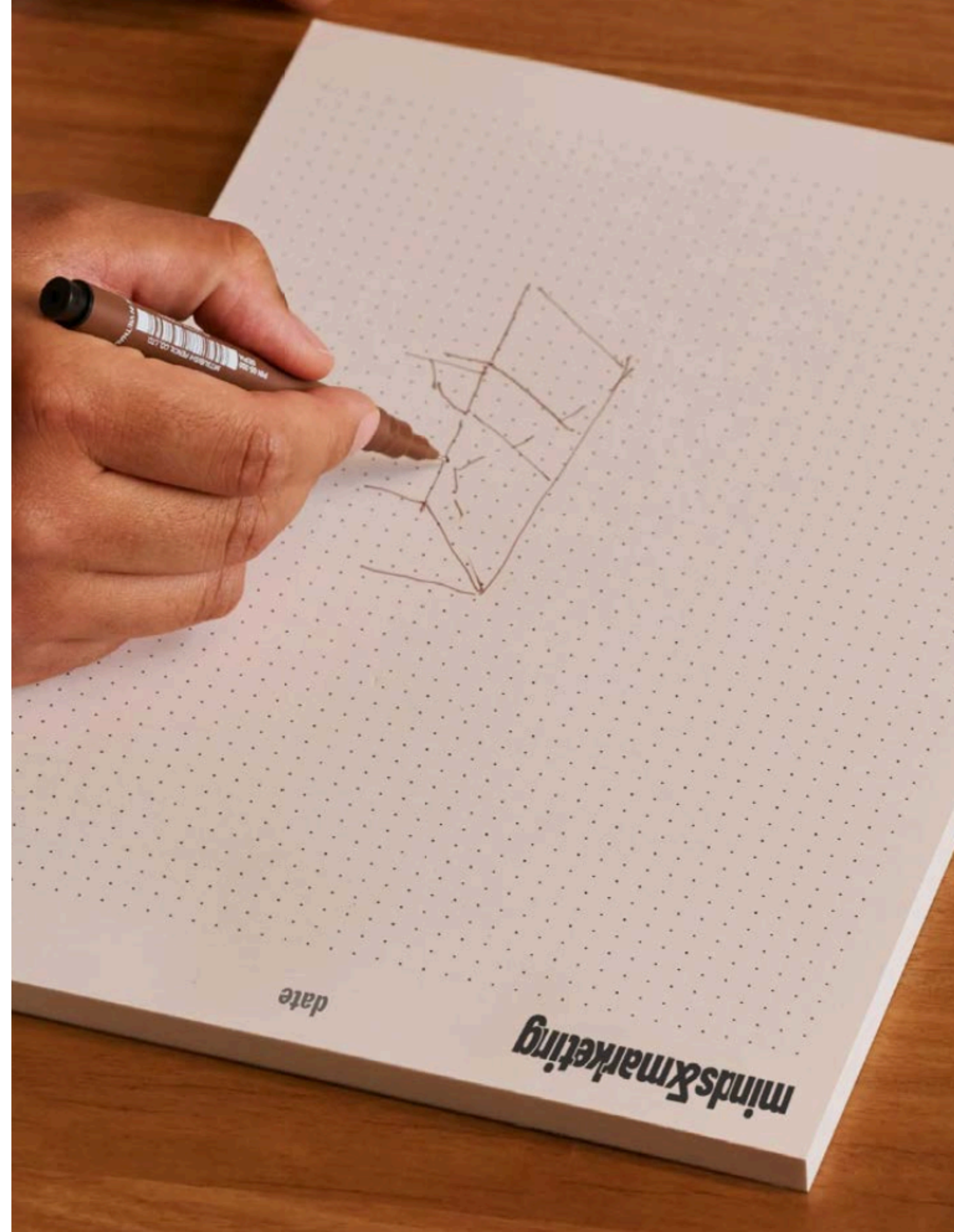


the state of brand strategy in georgia

minds&marketing, november 2025



in this report

In Georgian marketing ecosystem, creativity and performance often take the spotlight - yet every powerful brand begins with a strong strategy.

This research aims to explore how georgian businesses approach brand strategy today:

- how developed is the strategic thinking behind local brands?
- what challenges and barriers exist in building long-term brand strategies?
- where do we stand in terms of expertise, awareness, and application of strategic principles?
- and most importantly - what needs to change to strengthen the brand strategy ecosystem in Georgia?

Through this study, minds&marketing seeks to map the current landscape of brand strategy in georgia and uncover key insights from professionals shaping it - including brand strategists, marketing leads, brand planners and agency experts

About methodology:

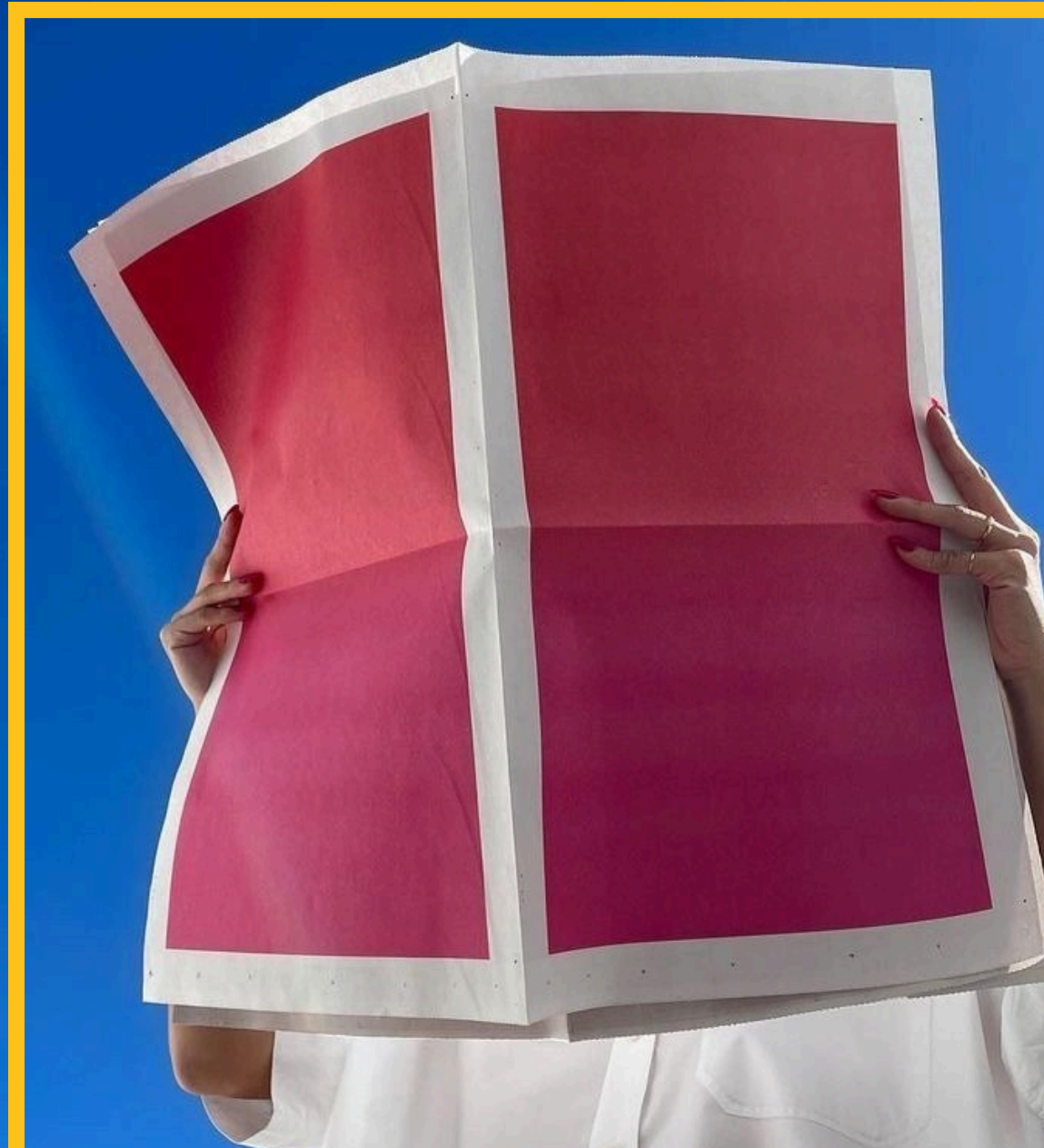
In October 2025, 10 Georgian strategists participated in an online survey. Some of them work at agencies, others independently, and some represent specific brands. In addition, two in-depth interviews were conducted.

The study is based on a qualitative research methodology aimed at exploring and analyzing respondents' perspectives, experiences, and emerging trends to form a comprehensive understanding of where we stand today - and where we can be tomorrow.

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take aways:



While strategy on a global level stands at a crossroads and is finding new paths for development, in Georgia it is still in search of its place. While internationally there is a growing conversation about strengthening the role of strategy, here we are still in the stage of proving its function and necessity.

low awareness of brand strategy

There is a general lack of clear understanding and vision regarding the essence, role, and necessity of brand strategy. Most strategists agree that: Brand strategy is often mistaken for a marketing campaign or a creative idea; Its impact on business results is poorly understood; Strategy is perceived as a “nice to have” rather than a fundamental business document; The dominance of performance marketing and short-term results poses a threat to strategic thinking.

limited educational opportunities

Respondents emphasize that advancing the field of strategy requires relevant educational programs. There is a strong need for formal academic pathways that establish brand strategy as a distinct discipline requiring specialized knowledge and training.

lack of qualified professionals

Most respondents acknowledge a shortage of qualified brand strategists in Georgia. A key contributing factor is the so-called “Juniorization” of the job market - the influx of young professionals who often lack both theoretical and practical knowledge in strategic disciplines.

weak strategic foundation of georgian brands

The majority agree that Georgian brands have a weak and underdeveloped strategic foundation, largely stemming from the lack of education and professional expertise in this area.



take aways:

improving strategic thinking among local brands

Despite the challenges, most participants note that the value strategic thinking within local brands is improving, indicating gradual progress in understanding the importance of brand strategy.

declining demand for strategy

Paradoxically, while the value of strategic thinking is improving, demand for strategic services has declined or remained unchanged over the past 12 months. Forecasts for the next year are similarly cautious — most expect demand to decrease or stay stable, revealing a gap between growing awareness and actual investment in strategy.

limited budgets for strategic work

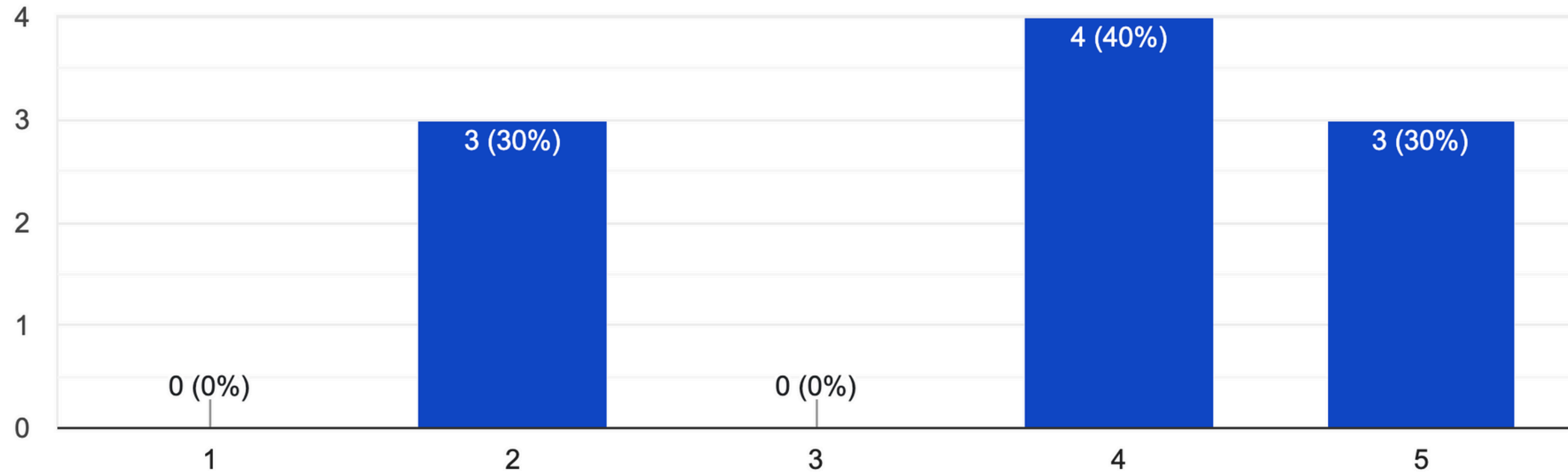
Most respondents identify insufficient or nonexistent budgets for strategic initiatives as a key issue. This, again, reflects low awareness — if businesses better understood strategy's value for long-term growth, funding would follow naturally.

broader national context

The country's challenging political and socio-economic environment pushes brands to prioritize short-term, performance-driven actions over long-term strategic planning. However, the more unstable the environment becomes, the greater the need for brand stability and strategic resilience to withstand external pressures and navigate uncertainty.

my clients/colleagues don't fully understand the role of strategy in driving business impact.

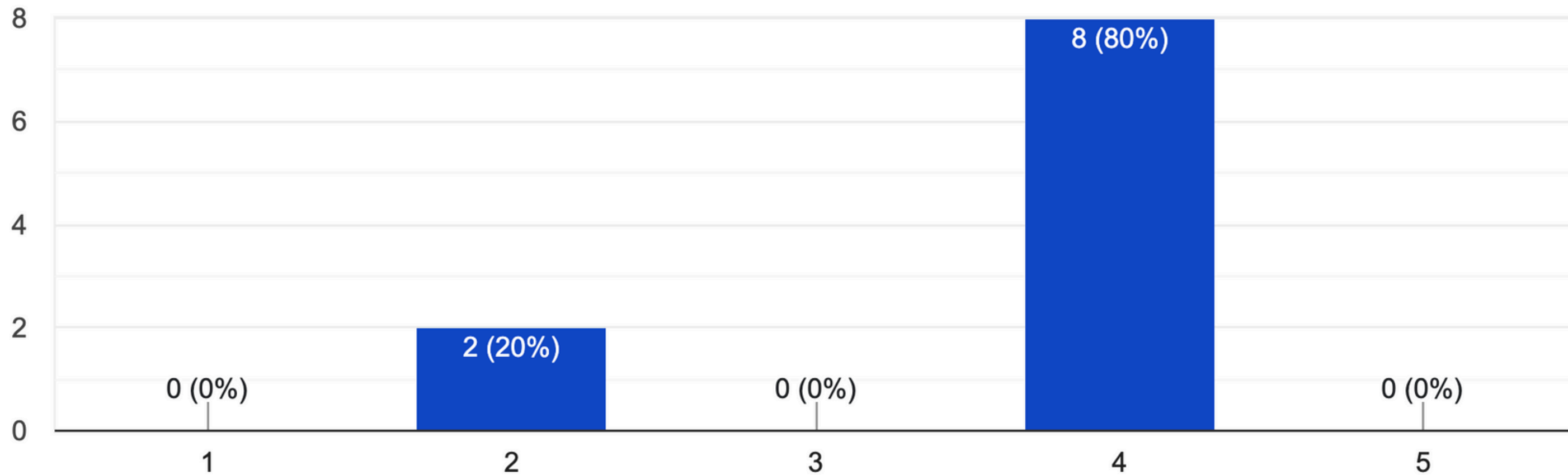
10 responses



summary

strategy is often seen as optional or “nice to have,” not essential.

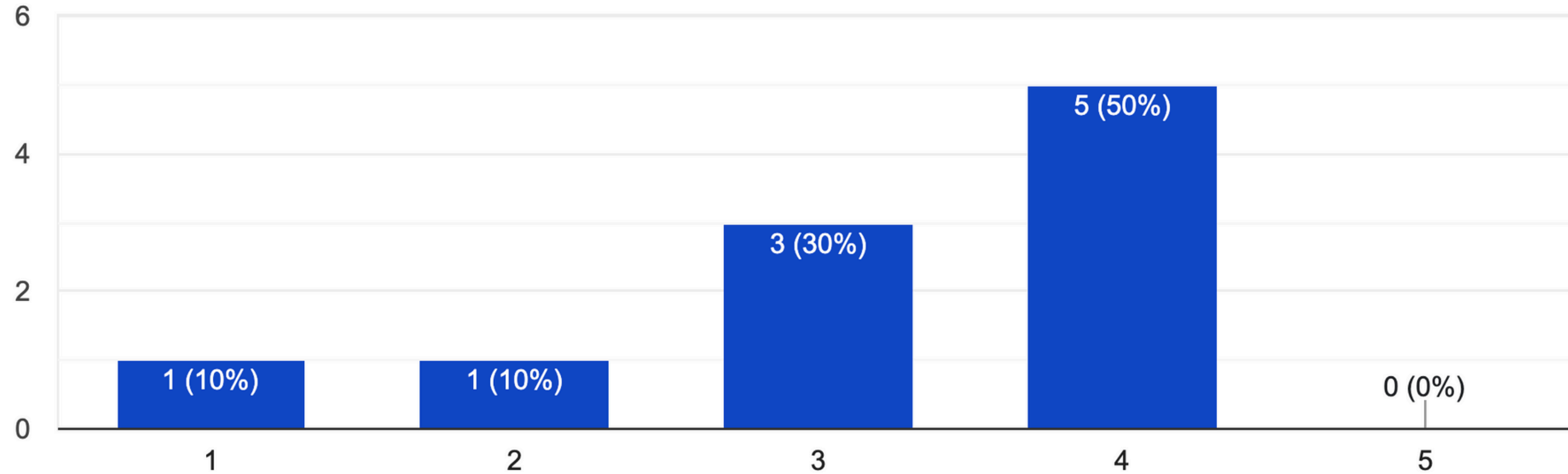
10 responses



summary

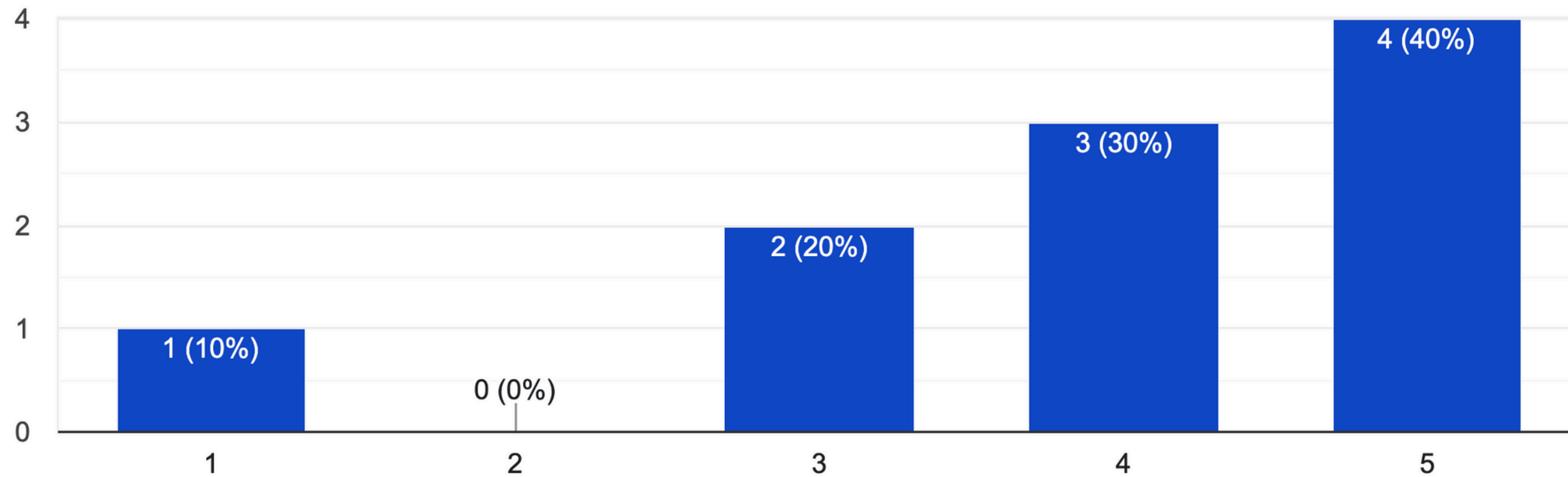
strategy is the first thing cut when time or budget are tight.

10 responses



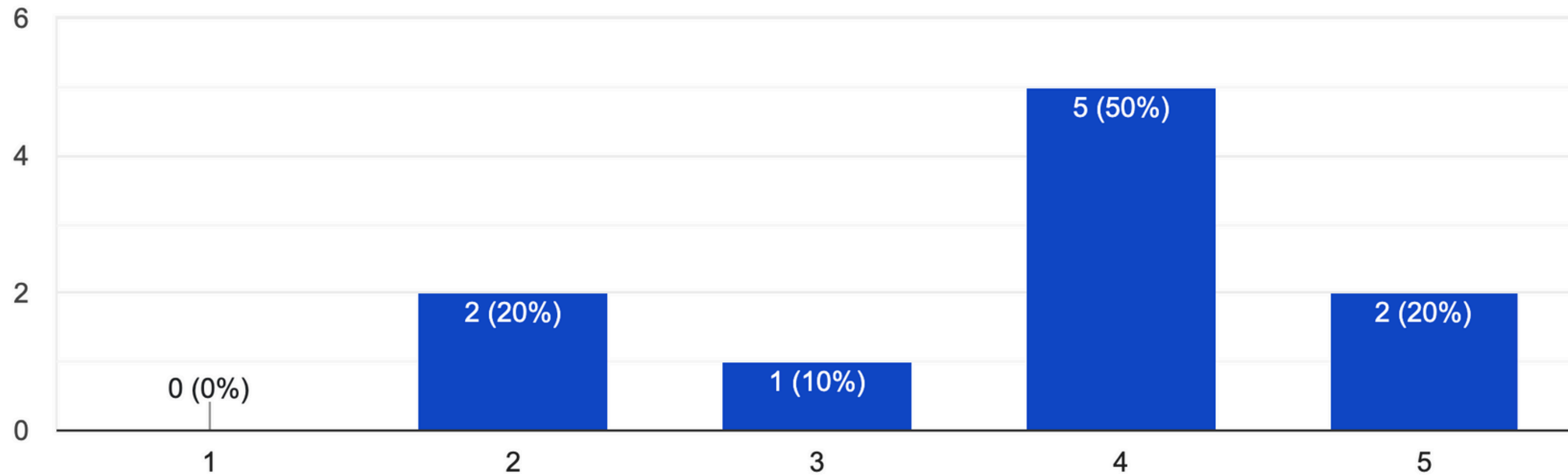
the strategic foundation of Georgian brands is weak or underdeveloped.

10 responses



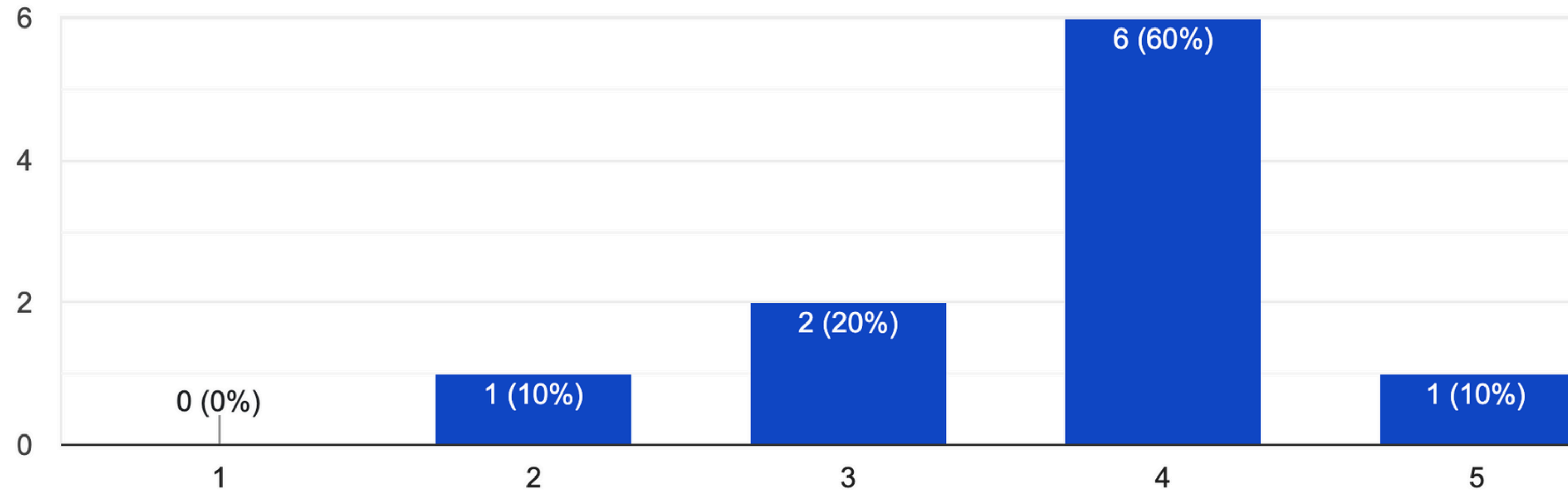
there is a lack of qualified brand strategists in Georgia.

10 responses



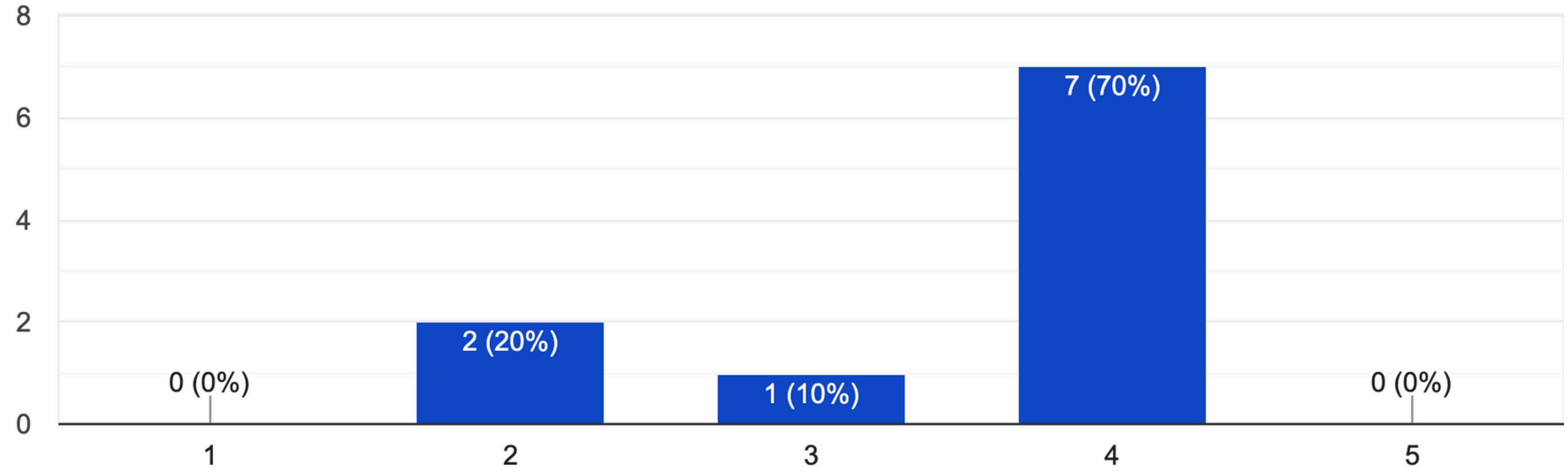
many brands mistake marketing campaigns or creative ideas for brand strategy.

10 responses

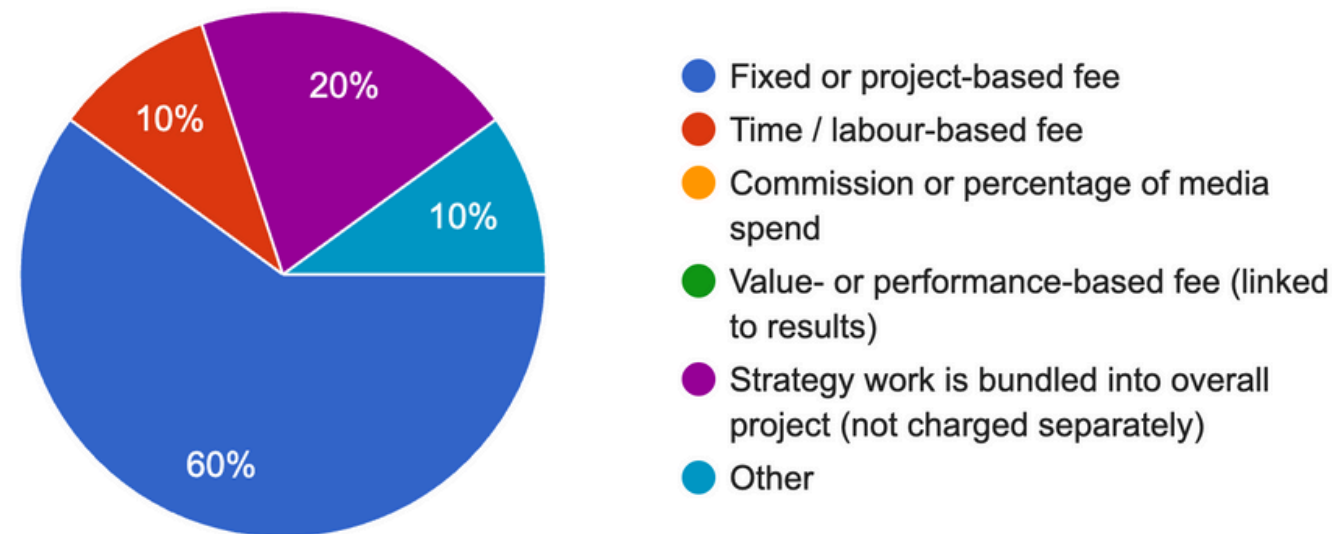


the value of strategic thinking is growing among local brands.

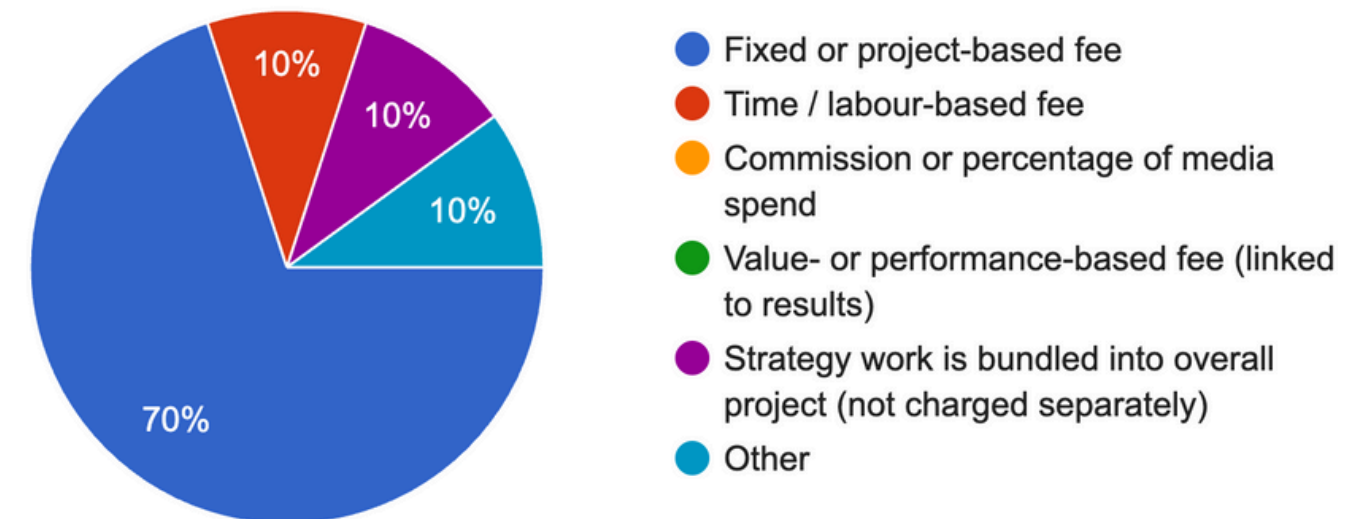
10 responses



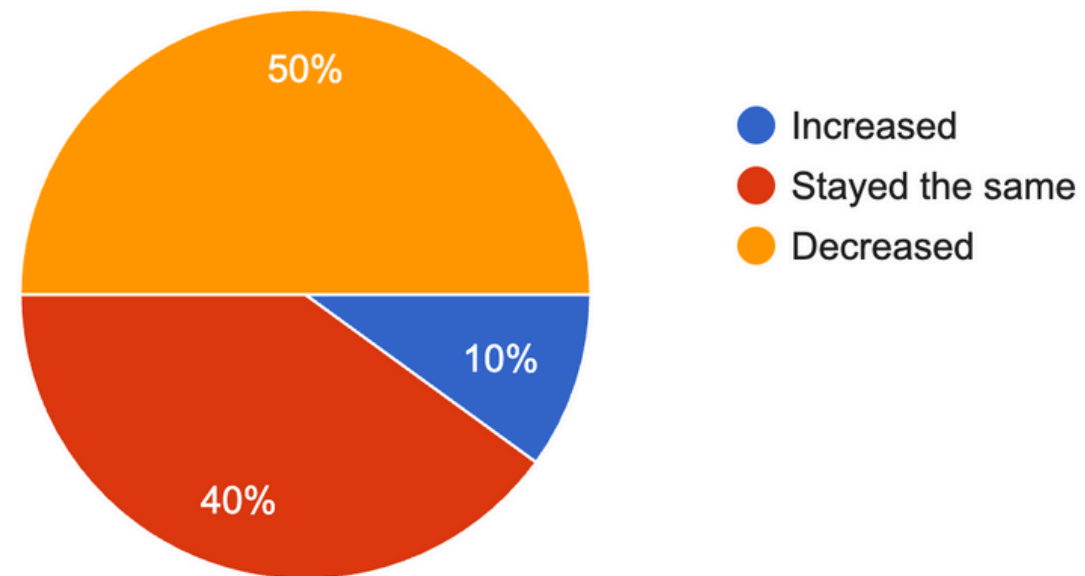
how is strategy work typically charged in your company / agency?



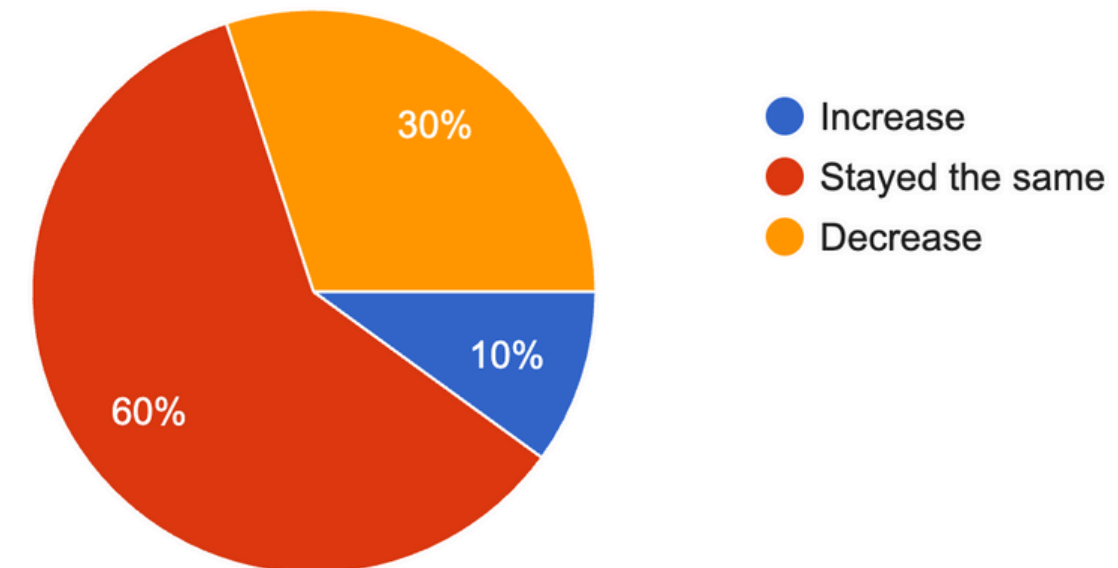
how should strategy work ideally be charged, in your opinion?



compared with last year, how has the demand for your strategy / planning work changed?

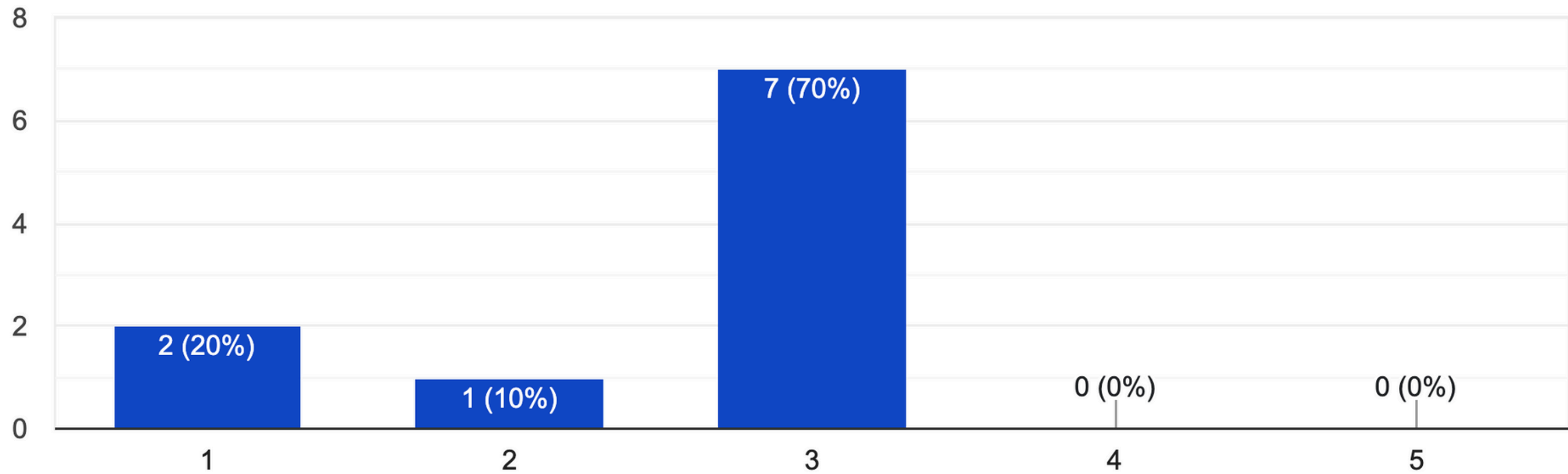


in the next 12 months, do you expect the demand for strategy work to:



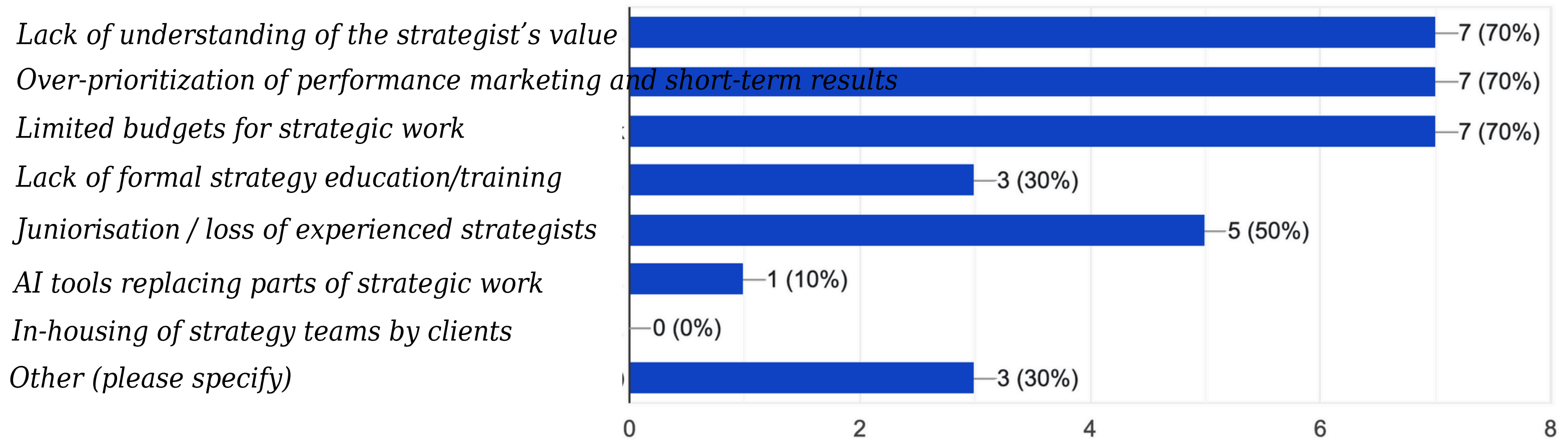
the planning/strategy function has gained more influence with clients this year.

10 responses



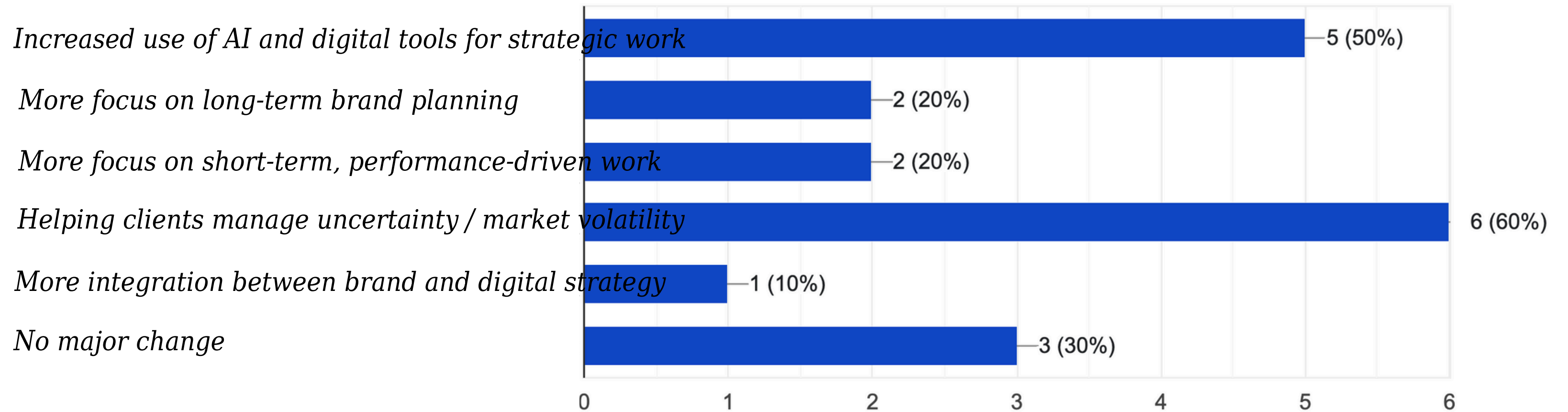
in your view, what are the biggest threats to brand strategists in georgia? (choose up to 3)

10 responses



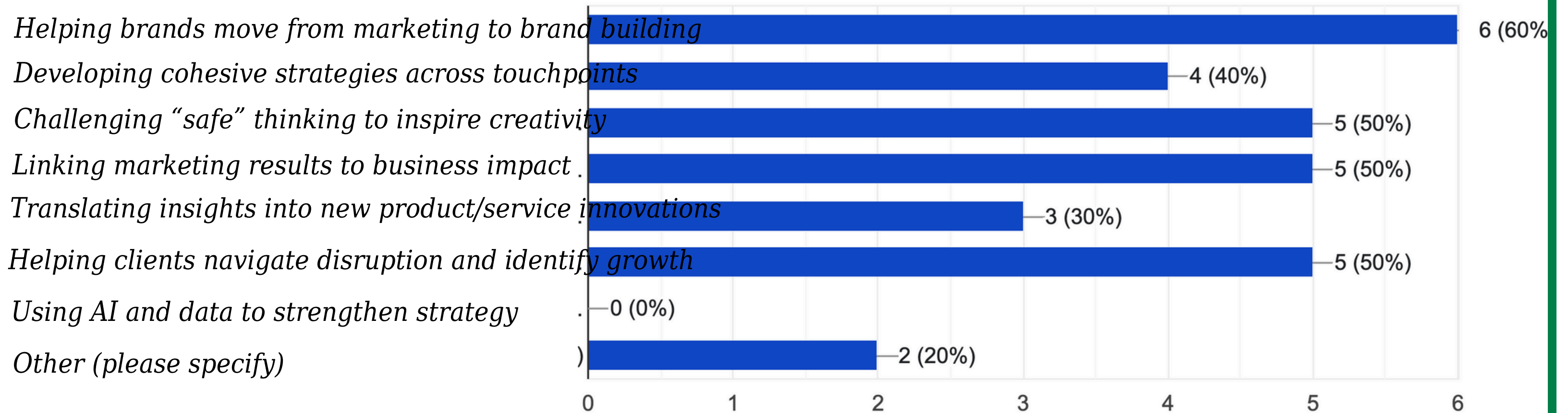
which aspects of your role have changed over the past year?

10 responses



in the next 12 months, where do you see the biggest opportunities for strategists to bring value to brands?

10 responses



open insights: what should change in the Georgian marketing ecosystem to strengthen the role of brand strategy?

10 responses

- Management in some Georgian companies don't fully understand the value, as many brands might have had negative experience in strategy work that lead changing strategy many times and non of them bringing real value. So they look at it as time consuming and not effective
- General uncertainty about country's direction & stability.
- A genuine understanding of the role of strategy from the client's side.
- Lack of knowledge and budget. Also they have bad past experiences with incompetent strategists and agencies.
- Budget + lack of understanding what strategy is. No education about brand strategy and what it means
- lack of education and budget.
- Market dynamics and politicisation
- They do not see and understand value of strategy. Political situation in the country since the independence.
- Lack of understanding the value of strong brand strategy - general awareness.
- სტრატეგიის არსის/ფუნქციის/საჭიროების აღქმა

open insights: in the next 12 months, where do you see the biggest opportunities for strategists to bring value to brands?

10 responses

- Companies if investing in inhouse or freelance strategists need to be fully in in the process and understand that nobody will just write their strategy - its highly collaboective process where they need to give all the insights and have commitment to integrate it in each touchpoint to bring strategy in life. Also understanding that companies require discipline and consistency in order to make strategic documents work - it require big push - consistency and time so they should not give up easily.
- Government
- We need to motivate businesses to become brands.
- Successful cases of top brands and educating the marketers.
- More awareness and real life cases brought to daylight so everyone knows what the role of the strategy is in reality - not blurry mixed associations
- marketing and branding should be positioned as the integral part of the business.
- Real, not russian sanctions based economic growth and increase in competition
- Political situation, that will make brands able to think on long term. Education on strategy.
- To bring interest and even educate key decision makers of the brand on the role of brand strategy.
- განათლება, განათლება და კიდევ ერთხელ განათლება

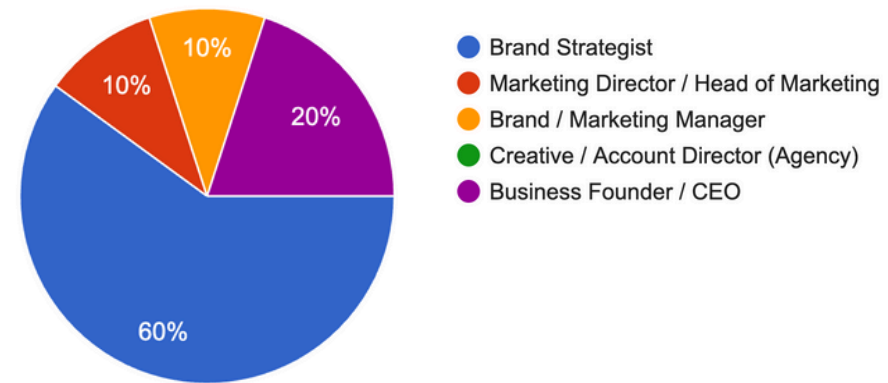
open insights: if you could describe the current “state of brand strategy” in georgia in one word or short phrase - what would it be?

10 responses

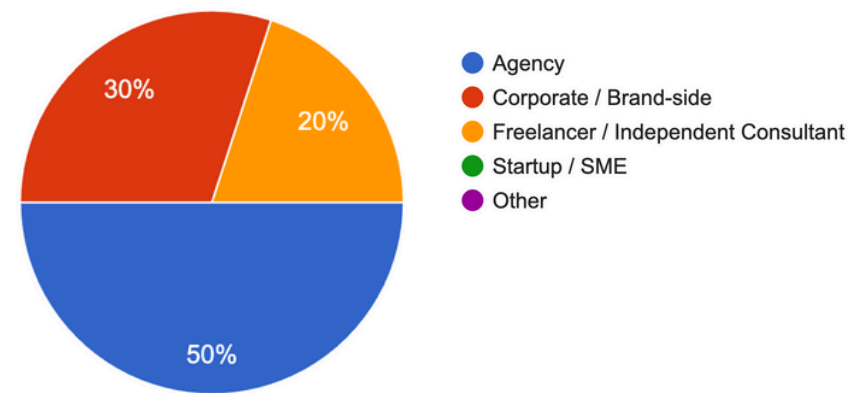
- Blurred
- Let's do it next year
- Brand Strategy also needs a Brand Strategy.
- Imitation
- Lost
- delusional.
- Overlooked
- Short term money making obsession at all cost - Disaster
- introduction
- ბაღში შევიყვანეთ ბავშვი

respondents' profile

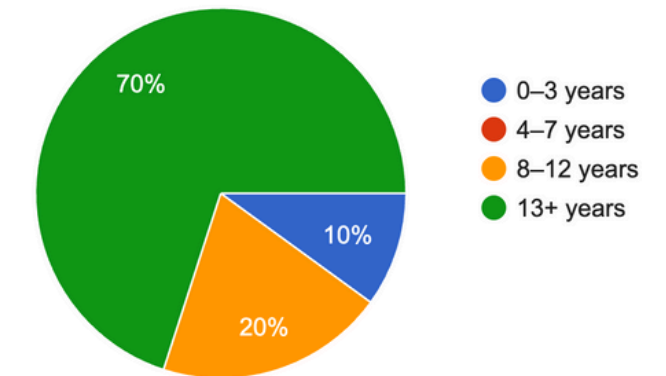
your current role:



organization type:



years of experience in marketing / branding:



thank you for your time!

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