



As a Sign of Love

An audio drama about barbed wire, poetry, art and capturing the beauty in everyday life.

Marketing plan

Play Synopsis

After the 1992-1993 war in Abkhazia, 300,000 people had to leave their homes and continue living in different regions of Georgia. A large part of them moved to places unsuitable for normal life, such as buildings of schools, hotels, hospitals, etc. The territory of Abkhazia is still occupied by Russia.

The radio play "Sign of Love" tells the story of the current residents of the hotel "Georgia" (Sakartvelo), a building in the heart of Tbilisi, the capital of Georgia. The stories clearly preserved in the author's memories revolve around the daily life of her elderly neighbors and depict one of the New Year periods of the 2010s.

The main characters of "A sign of love" are old friends: Ishtar, Lily and Makrine, who are connected by a common pain. Their unity is the only bright spot in their life after the war, and despite their daily arguments, they know deep down that it is the strength of this bond that keeps them going.

It is in this environment that little Tako grows up and through the stories of her beloved grandparents, she gets to know the side behind the barbed wire, poetry, art and capturing the beauty in everyday life.

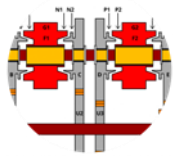
Another New Year became the beginning of tragic events: the rooms of the "Georgia" hotel were slowly emptied. Only memories and a collection of poems by the great Georgian poet Galaktion Tabidze remained from Tako's beloved grandmothers, which became a refuge for old friends in the last years of their lives. This book is a golden thread that connects Tako to her never-before-seen homeland, dear people, and at the same time it is a symbol of beauty as a counterbalance to the ravages of war, with the inscription inscribed like a spell: "To dear Takunia, from Ishtar, Lily and Makrine as a sign of love."

Creative Team

Author/Script Writer: Gvantsa Pipia
Director: Vakhtang Kantaria, Tamaz Kandelaki
Sound Director: Tamaz Kandelaki
Sound Engineer: Bako Khvichia

Composer: Vakthang Kantaria
Editor: Nathia Khostaria, Gvantsa Pipia
Art Director/Producer: Zurab Kandelaki

A synchromesh Georgia production



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GOALS

1. Raise awareness of "*Sign of Love*" as a unique cultural and historical audio story from Georgia.
2. Reach Georgian diaspora and wider European audiences interested in post-Soviet memory, war displacement, and literary audio formats.
3. Position the drama as a tribute to intergenerational memory, poetry, and beauty amid war.
4. Drive engagement and listens on digital platforms (e.g., Spotify, SoundCloud, YouTube).

TARGET AUDIENCES

Group	Interests
Georgian diaspora in Europe	Cultural memory, nostalgia, audio content in Georgian
European listeners	Artistic audio drama, post-Soviet history, human stories
Human rights & cultural NGOs	Memory, displacement, civil war impact
Academics & students	Memory studies, post-Soviet history, trauma, literature
Poetry lovers	Georgian poetry, Galaktion Tabidze, literature in exile
Podcast & audio drama fans	Unique, multilingual or subtitled storytelling formats

MARKETING STRATEGY

1. Emotive Branding & Positioning

Emphasize:

- Real-life displacement & memory of war
- Importance of literature and poetry (Tabidze's poems)
- Beauty, resilience, and everyday life in Tbilisi
- The audio drama as **oral history meets artistic expression**

Use title:

 *Sign of Love* — An Audio Drama of Memory, War, and the Poetry That Survives It

TACTICS & BUDGET

1. Creative Assets & Multilingual Materials (€400)

- Poster, social media visuals, quote cards in Georgian + English
- Subtitled teaser video (30–60 sec)
- Audiograms with snippets + visuals for Instagram/TikTok
- Bilingual synopsis and short “about” text for platforms

Tools; Canva Pro, Descript, Headliner

2. Social Media Campaign (€600)

- Platforms: Facebook (for diaspora), Instagram (visual storytelling), TikTok (younger, poetry-loving audience), and YouTube
- 2–3 posts/week over 6–8 weeks
- Hashtags: #SignOfLove #GeorgianAudioDrama #TbilisiHotelStories #Displacement #Abkhazia #GalaktionTabidze

Paid ads: €300 for Georgian diaspora, audio drama fans, literary/cultural interests in Germany, France, Italy

Content support: €300 for design, translations, subtitles

3. Press & Cultural Partnerships (€400)

- Press releases in Georgian and English
- Target:
 - Georgian cultural press (Netgazeti, Indigo, Liberali)

- European podcast/audio media (*Podnews*, *EuropeNow*, *The Calvert Journal*, *Balkan Insight*)
 - EUNIC/ICR/cultural institutes
- Reach out to Georgian embassies & cultural centers in Paris, Berlin, Rome, Brussels

Option: hire local PR support for 1–2 weeks or collaborate with journalist

4. Virtual Listening Event / Panel (€300)

- Title: “Memory, Exile, and the Voice: A Conversation with the Creators of *Sign of Love*”
- Platforms: Zoom or YouTube Live
- Format: Short listening segment + discussion with director, writer, and cultural figures
- Invite press, cultural institutions, diaspora groups

Subtitles to help cross-language engagement

5. Influencer & Literary Outreach (€300)

- Identify 20–30 micro-influencers in the fields of:
 - Post-Soviet history, war displacement, poetry
 - Georgian diaspora cultural content
- Send them teaser material + early access link

€100 for paid shoutouts, €200 for outreach help or honorariums

6. Podcast Directories & Festival Submissions (€200)

- Submit to:
 - Podcast platforms (Podmust, Podchaser, Listen Notes)
 - Audio drama festivals (Prix Europa, HearSay, New York Festival, BEA)
 - Request inclusion in curated Spotify/Apple Podcast playlists
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7. Contingency, Monitoring & Analytics (€300)

- Reserve funds for extra ad boost or translations
- Use free tools like Bitly, Google Analytics, or Chartable to track:
 - Listen counts
 - Link clicks
 - Audience geography

BUDGET SUMMARY

Activity	Cost (€)
Creative Assets & Subtitles	€400
Social Media Ads & Content	€600
Press Outreach & Partnerships	€400
Online Listening Event	€300
Influencer Engagement	€300
Distribution & Festivals	€200
Contingency & Analytics	€300
TOTAL	€2,500
Buffer Remaining	€500 (optional translations, travel, extra PR)

SUCCESS INDICATORS

Metric	Target
Total listens/downloads	3,000–5,000 in 3 months
Social reach (impressions)	30,000+
Social media engagements	1,500+
Diaspora group shares or reposts	20+
Festival entries / selections	3+
Online event attendees / views	100–300
Press or blog mentions	10+ outlets