



# UM Georgia, the official representative of the global network UM Worldwide in Georgia, has turned 21



Curiosity and continuous development are the keys to success in the advertising world. UM Georgia, a company that embodies these qualities, has been a leading force in the Georgian market for the past 21 years.

Today, UM Georgia is a full-service media agency with a wealth of experience working with both local and international brands. Our team of 21 highly skilled specialists stays at the forefront of industry trends and innovations, offering

clients a comprehensive range of services. From traditional advertising (TV, radio, print, outdoor) to digital marketing, PR strategy development, and influencer marketing.

*Nino Bestavashvili, the Executive Manager of UM, will provide us with more detailed information about the company.*

**Nino, please walk us through the history of UM Georgia, its development, and its transition into a network advertising company**

UM Georgia has been operating in Georgia since 2003 and is a part of the global advertising network, Universal McCann Worldwide, Inc., which, in turn, is a member of the American advertising and marketing company Interpublic Group of Companies (IPG). The main reason for the network media agency to enter our market was the increased marketing activity of global brands in Georgia, and they needed an agency with international experience that could offer high-quality services to these brands. Therefore, by opening a network media agency by the founder of the company, Mr. Gia Alikhanashvili, and with the support of global UM, sharing their experience in the local team, we further strengthened our positions in the market.

Globally, UM has over 120 offices in nearly 100 countries worldwide and more than 3,000 employees who create innovations for global clients, including brands such as Accenture, American Express, CVS, General Mills, GoPro, Henkel, Johnson & Johnson, Levi Strauss & Co, Mattel, and Upfield. Our headquarters is located in New York.

**What primary services does UM Georgia currently offer to its clients?**

The agency provides comprehensive media and creative services to its partner companies, encompassing strategic media planning and placement, digital and social media placement and advertising, content marketing, design and copywriting, PR strategy development and implementation, as well as influencer marketing

**What is the main niche for which companies choose to partner with you?**

We have been operating on the market for 21 years and naturally, over the years we have accumulated the kind of experience that always appeals to our partners and most importantly, creates valid trust on their side. Additionally, our qualified team is always ready to bring effective solutions to the table that always result in success for our partners and respective parties.

I would like to highlight one important advantage, due to which we have many years of successful cooperation with the

majority of our clients - this is the provision of full range of marketing and advertising services for partner companies, because our group, together with UM Georgia, also represents 5 agencies, which are united under the Advertising.ge. These agencies are:

- UM Georgia - Media
- McCann Tbilisi - creative/marketing
- STV Digital/McCann – digital media
- Kedi/Momentum - organization /production of events
- Adss Print - advertising production /printing

An important competitive advantage of our company is that we offer our clients integrated marketing and advertising services via "Single Window System", which means that our partner has one account manager and all services under advertising.ge (5 agencies) our partner gets via one account manager. This is huge comfort, transparency and most important financial saving for our partners. This scheme is very convenient

especially for big clients who need a full range of services and don't want to spent time communicating with different agencies or persons to get different kind of marketing and advertising services - starting with creative production, media, digital media, event management, print or other advertising materials production.

**What are UM Georgia's future plans?**

Regarding our future goals, we plan to further strengthen our team, particularly in digital media direction. We will achieve this by expanding our services and adopting new digital technologies, such as AI marketing.

Throughout our company's history and into the future, our aim has been to offer our existing and potential client's competitive prices, financial transparency at every stage of our collaboration, and innovative media planning to achieve the best business results for brands.

**um** #71, Vazha-Pshavela Ave., 0186 Tbilisi, Georgia  
+ (995) 322 207 355 (Office) + (995) 577 281 500 (Cell)  
info@umww.com.ge || umww.com || umww.com.ge

