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# How “Noy” Yerevan Ararat Brandy Wine Vodka Factory uses advertising and product placement to differentiate their products?

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# Statement of Research Question

- “Does “Noy” Yerevan Ararat Brandy-Wine-Vodka Factory do effective branding?”
- “Is their branding effective and what can be done to make it more effective?”.



# 1. Methodology

→ **Interview**

With the general director of the Noy company

→ **Survey 1**

With tourists who attended the tour in Noy .

→ **Survey 2**

With randomly chosen people from Yerevan

→ **Noy Tour**

Noy company has a tour which they consider as a form of promotion

# Interview

Interviewee Marina Harutyunyan General director of the Noy company

“We spend most of our resources on the quality of our products, and our investments come back to us. Once tourists taste our cognac and see how good it is they of course will buy it.”

# Key Findings: Interview

Quality of the product is the most important

Rebranding every 5 years

95% of sales of the company happen in Russian Federation



# Survey 1

The survey consisted of 19 males and 11 females.

All were tourists that attended the tour organized by  
Noy.

Tourists were from

Russia

US

France

Iran

# Key Findings: Survey 1

Most of the tourists were going to buy Noy cognac after the tour

Most of the tourists did not know about Noy before coming to Armenia

Those who did not know found out about the tour through the internet and through Noy's website



# Survey 2

Random people from the streets of Yerevan

29 people took part in the survey

18 males

1 females

age range from 16 to 45



# Key Findings: Survey 2

Most of the Armenians know about the company

The did not see any advertisements of the company

Most of the interviewees prefer Armenian cognac over others



# Noy Tour

Tour organized inside the Noy company

fee 5000 AMD

Two types of survey

with degustation

without degustation

Three language available

Russian

English

Armenian

# Key Findings: Tour

The tour is a form of promotion

The price for the tour is less compared to what the company spends on the tour

The degustation during the tour is what makes people buy the product

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# Conclusion

This study indicates that Noy is effective because at this point with this data it is clear that

- people are aware of this brand
- they are aware of its products
- the company does have very high sales.

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**Thank you for your  
attention!**



**The End**