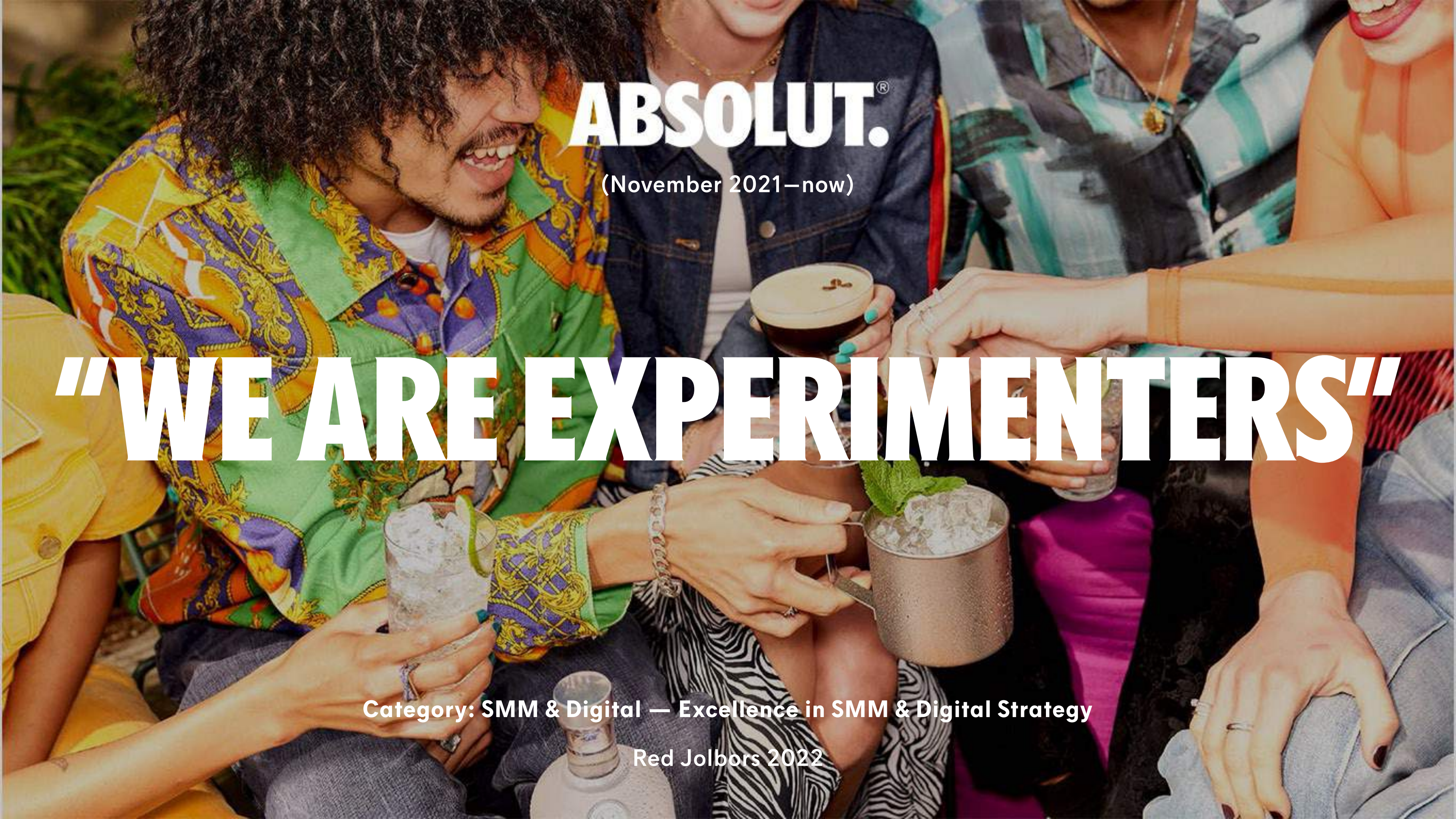




ABSOLUT.®

(November 2021—now)

“WE ARE EXPERIMENTERS”

Category: SMM & Digital — Excellence in SMM & Digital Strategy

Red Jolbors 2022

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SMM & DIGITAL
**EXCELLENCE IN SMM
& DIGITAL STRATEGY**

Instagram

Absolut Vodka

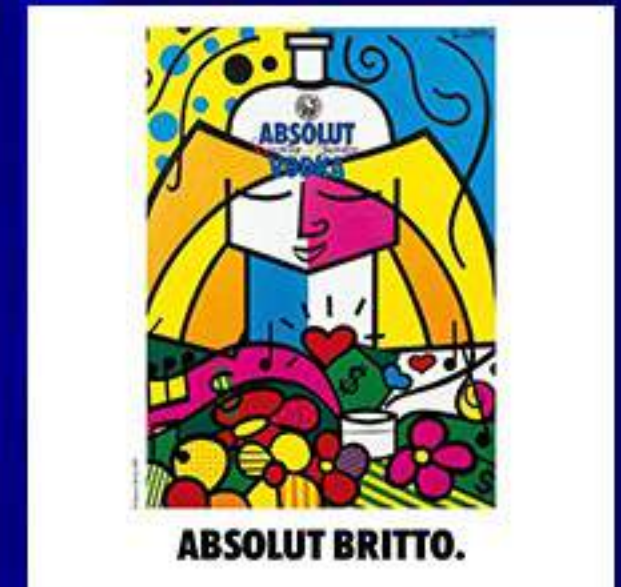
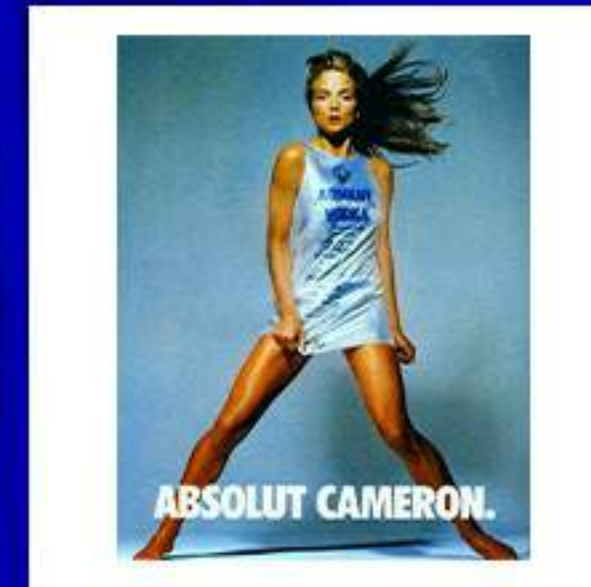
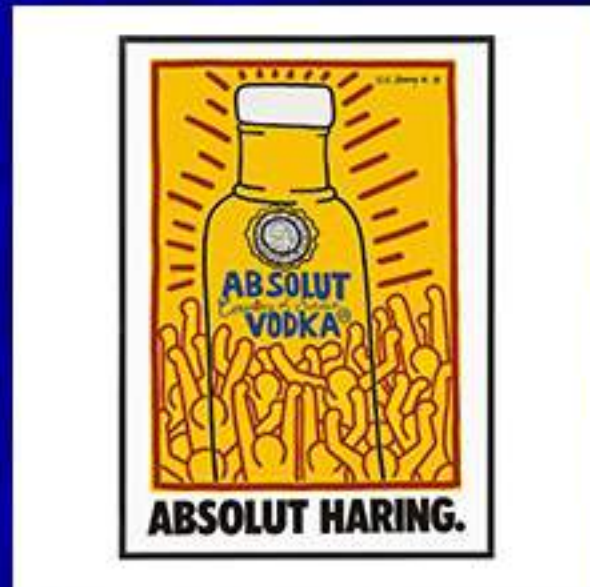
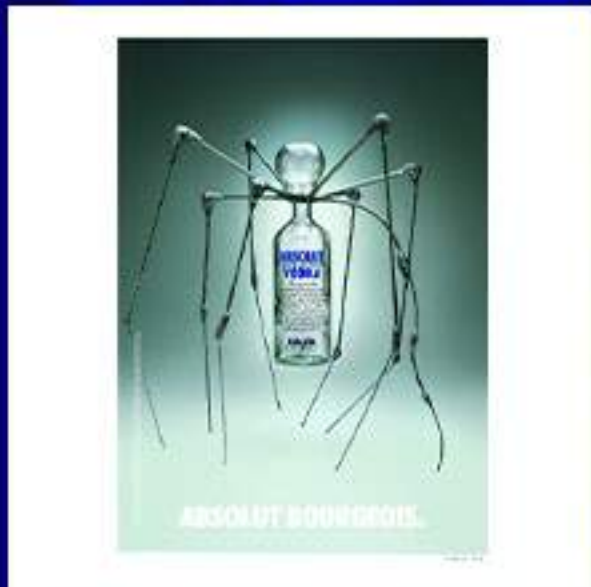
Absolut

Absolut is the leading premium vodka brand and the sixth largest spirits brand in the world.

Absolut is also known for its **collaborations with top artists, designers and photographers**, including Andy Warhol, Keith Haring, David Cameron and many more.

Vibrant and eye-catching designs, bold marketing campaigns reflect the true essence of Absolut —

**"WE ARE ABSOLUT.
WE ARE DIFFERENT."**



Absolut

CHALLENGE

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Challenge

On the global stage, Absolut is presented as an inspiring and aesthetically pleasing brand.

We aimed to support and strengthen Absolut's presence as a creative brand at the **local market**. Our end goal was to **increase customer loyalty**.

The **challenge** for us was that the core audience and target audience of the brand did not match.

THE TARGET AUDIENCE OF THE BRAND IS *PROGRESSIVE CREATIVE YOUTH* (PROGRESSIVE CONNECTORS), WITH WHOM WE NEEDED TO FIND COMMON GROUND IN DIGITAL COMMUNICATIONS.

Absolut

SOLUTION

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Solution

Kazakhstan is known for its young talents. Based on that, our idea was

**TO BUILD A STRONG CONNECTION BETWEEN
THE BRAND AND LOCAL ART,**

but more importantly, to support creative youth and introduce them to our audience.

This is how the manifesto “We are experimenters” was born. And referring to this,
we aim to build a strong community of like-minded people.

WE ARE EXPERIMENTERS

OUR STRATEGY

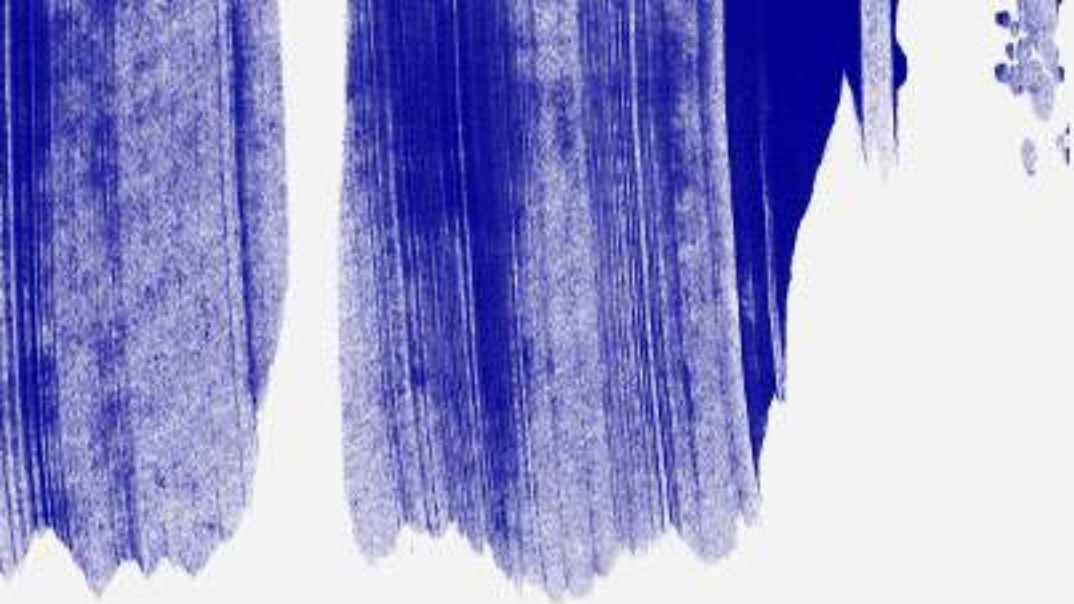
Absolut becomes a part of the narrative of the Kazakhstan art scene. In its turn, Absolut's Instagram becomes a **media platform for creators from Kazakhstan**. On our Instagram page, we introduce followers to innovators in the creative industry.

Our heroes were:

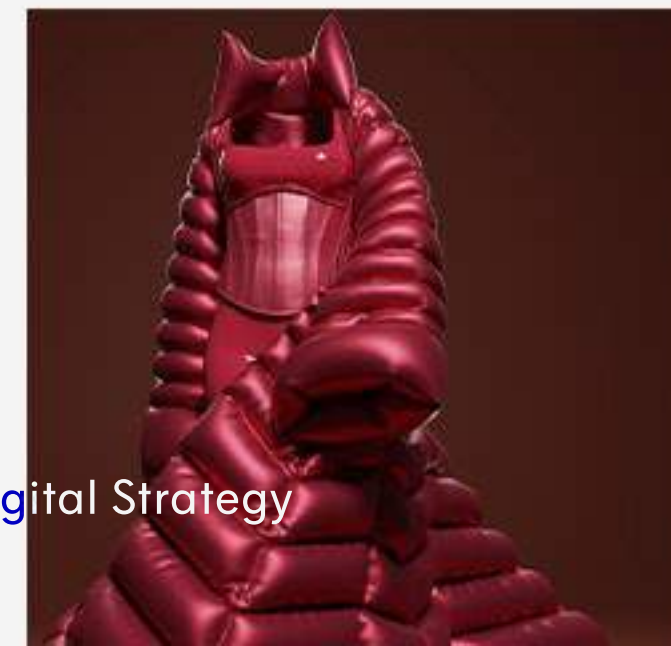
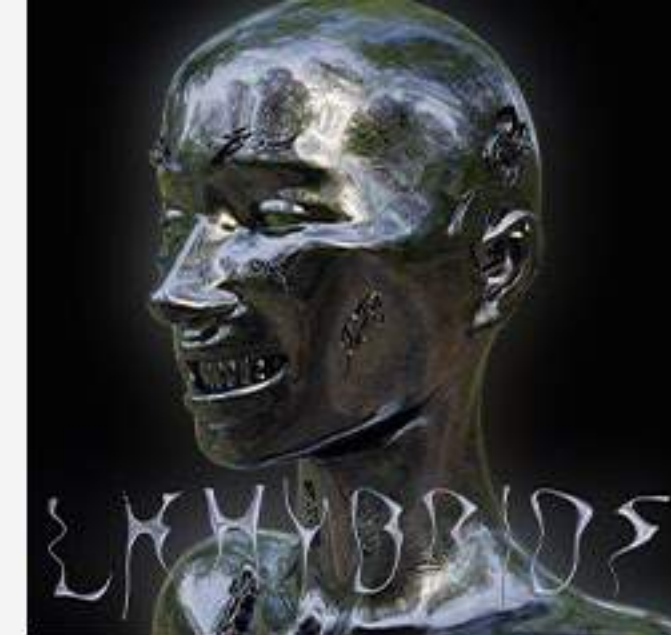
- a 3D artist,
- a digital fashion designer,
- an illustrator who worked with Disney,
- and many others to come.

They share their stories: **aspirations, achievements, challenges** and **problems**.



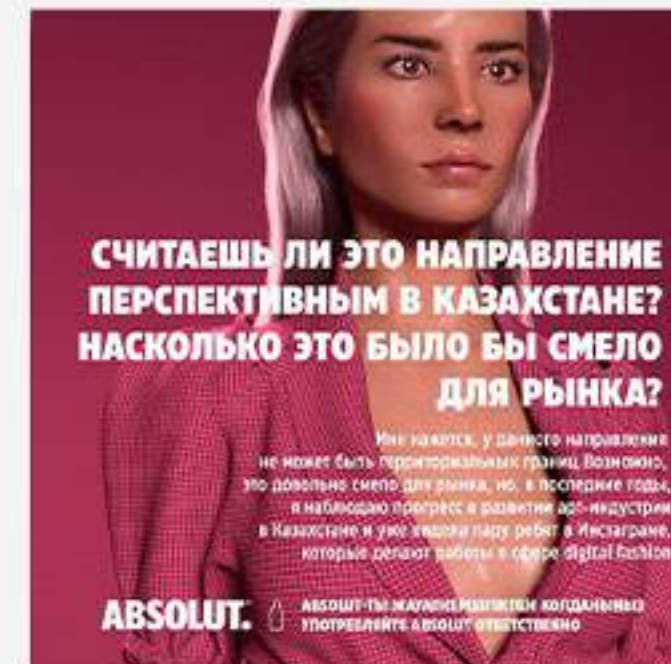


Absolut



LEERA KOTOVA

DIGITAL DESIGNER, STYLIST



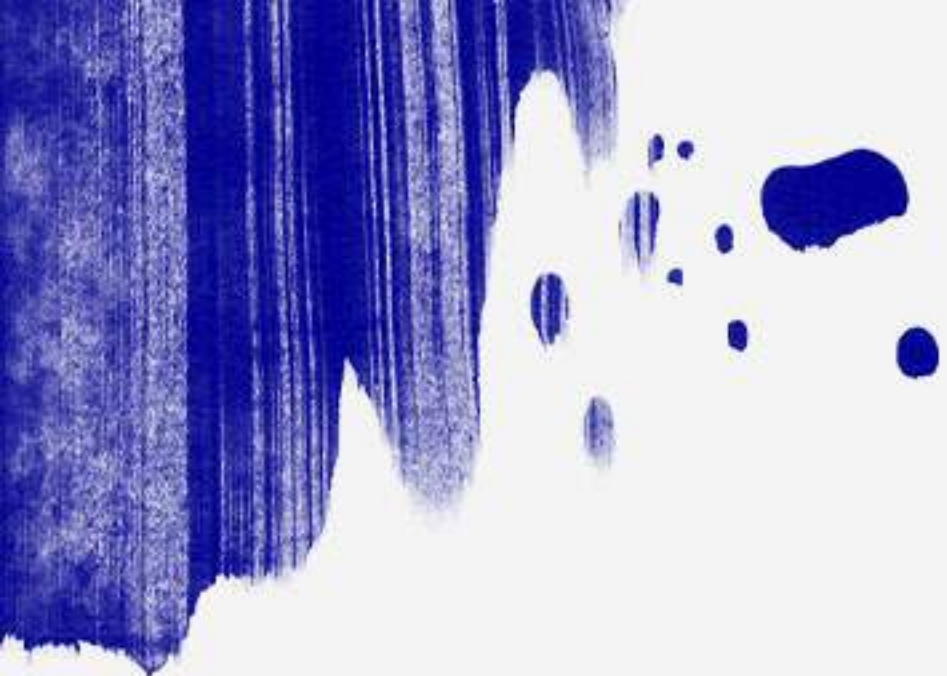
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Absolut

MAX PHOTOGRAPHER

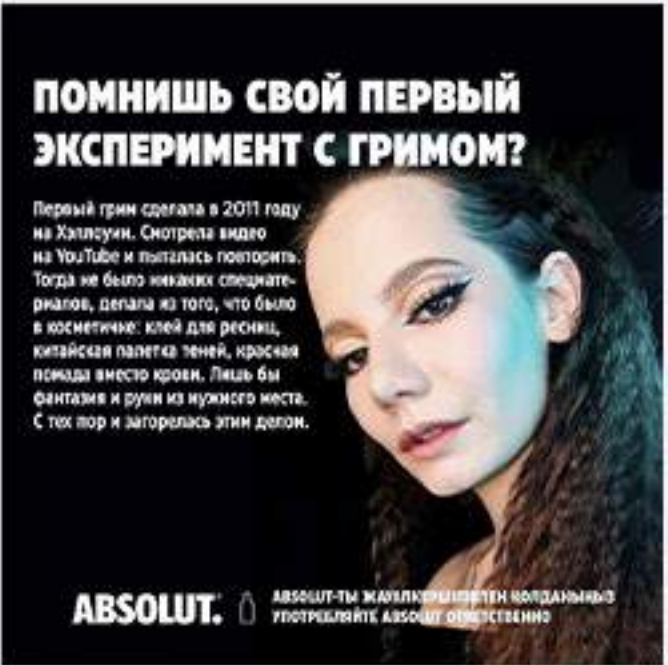


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Absolut

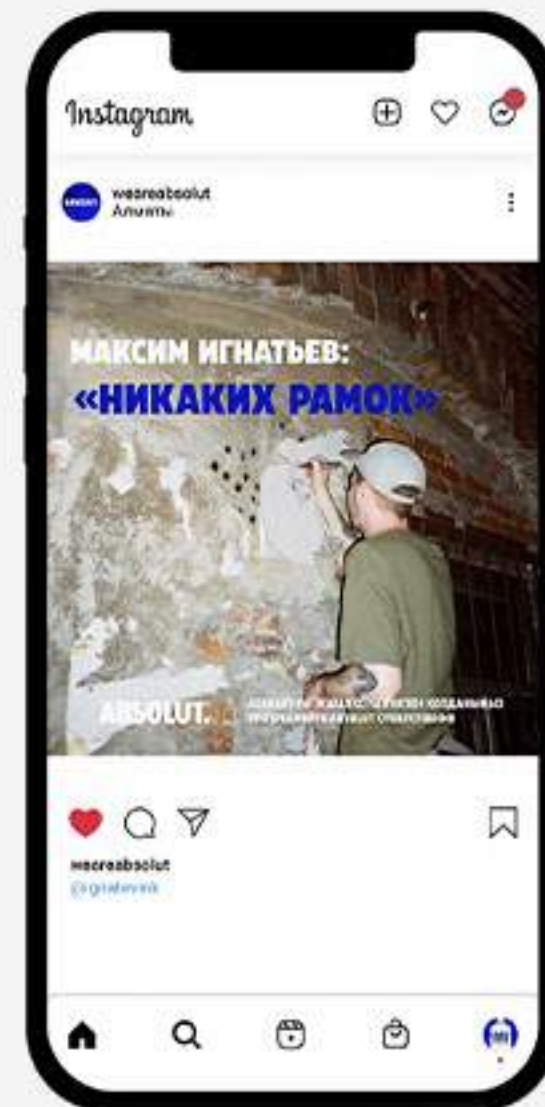
EKATERINA
MALYSHEVA
MAKEUP ARTIST





MAXIM IGNATEV ILLUSTRATOR, DIGITAL ARTIST

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Absolut

NUR NIAZ

PRODUCER, PHOTOGRAPHER



3 ПРИЛАГАТЕЛЬНЫХ — КАКИМ ДОЛЖЕН БЫТЬ ЭКСПЕРИМЕНТАТОР?

Любопытным, упорным, несерьезным

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ABSOLUT-ТЫ ЖИВАЛКЕРШІЛІККІН ҚОЛДАНЫМЫЗ
УПОТРЕБЛЯЙТЕ ABSOLUT ОТВЕТСТВЕННО

ЭКСПЕРИМЕНТАТОРЫ — ОТКРЫТЫЕ И СМЕЛЫЕ РЕБЯТА, ТВОРЧЕСТВО КОТОРЫХ ПОДДЕРЖИВАЕТ ABSOLUT. СЧИТАЕШЬ ЛИ ТЫ СЕБЯ ЭКСПЕРИМЕНТАТОРОМ?

Мне всё чаще кажутся скучными те работы, в которых нет элемента эксперимента. Потому что и сам каждый раз пытаюсь найти новый подход к работе. Иначе становится неинтересно.

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ЕСЛИ БЫ ТЫ НЕ БЫЛ РЕЖИССЁРОМ, ЧЕМ БЫ ТЫ ХОТЕЛ ЗАНИМАТЬСЯ?

Стал бы тестировщиком
матрасов и подушек



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ПЕРВОЕ ВИДЕО В INSTAGRAM ТЫ ДОБАВИЛ 2015 ГОДУ. КАК НЕ ВЫГОРАТЬ ПОСЛЕ СТОЛЬКИХ ЛЕТ КРЕАТИВНОЙ РАБОТЫ?

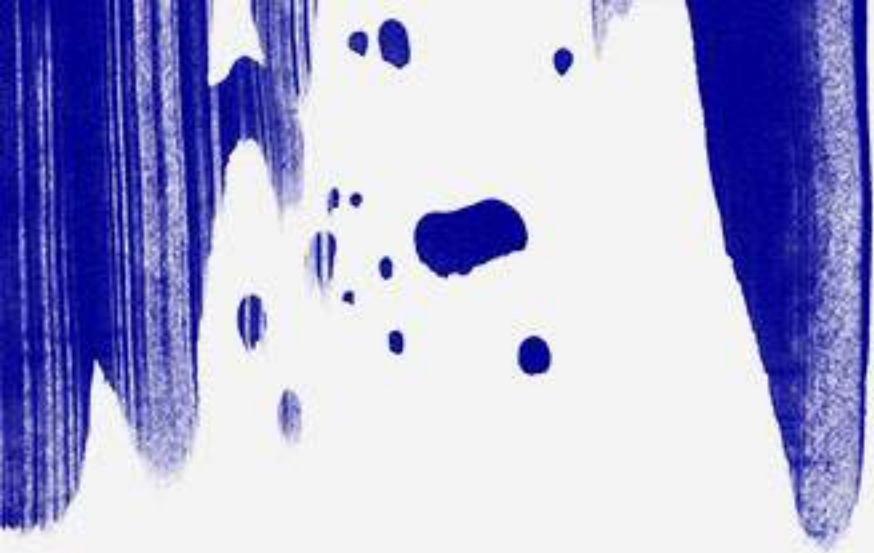
Искать везде. Часто вдохновение приходит там, где не ожидаешь. В любой подвинувшейся ситуации тестировать свежие идеи. Не переставать двигаться. Стагнация — катализатор выгорания.



ABSOLUT.

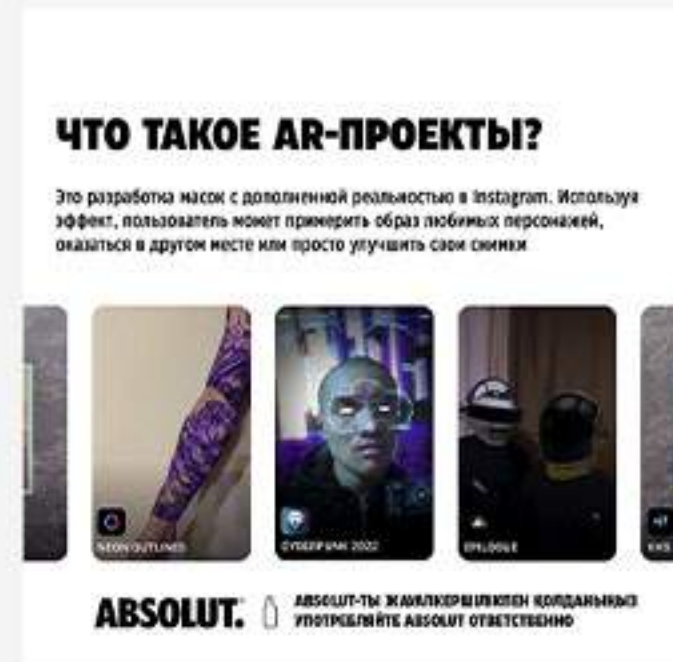
ABSOLUT-ТЫ ЖИВАЛКЕРШІЛІККІН ҚОЛДАНЫМЫЗ
УПОТРЕБЛЯЙТЕ ABSOLUT ОТВЕТСТВЕННО

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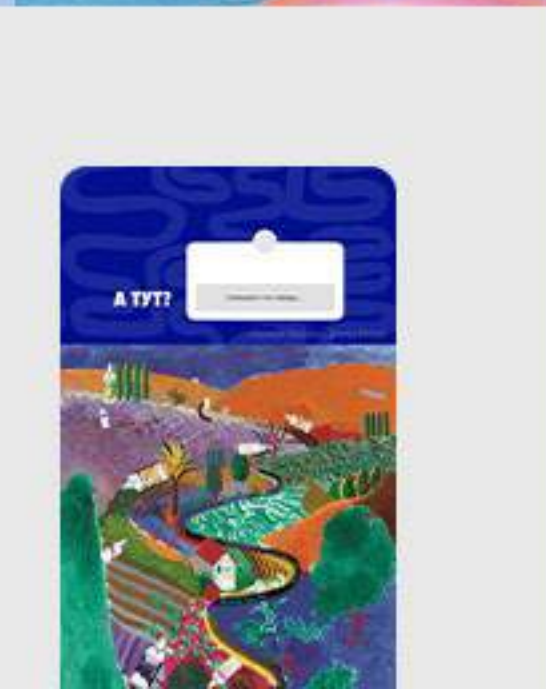
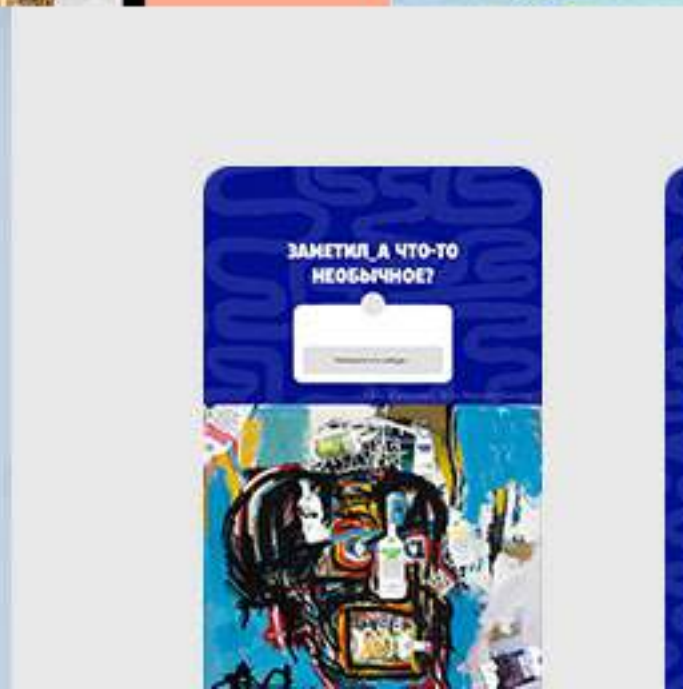


GLEB TERLETSKIY PHOTOGRAPHER, AR DEVELOPER

Absolut



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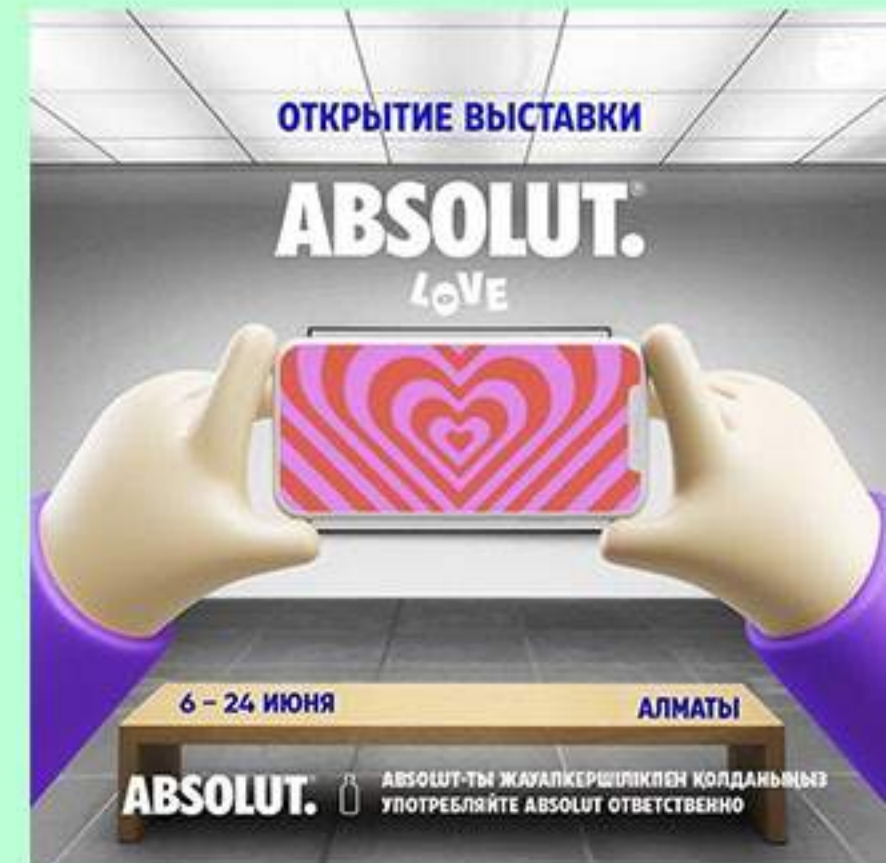
**IN OUR CONTENT STRATEGY WE FOCUS ON
BUILDING A COMMUNITY. COMMUNICATION NOW IS
LIGHTHEARTED, SHORTER AND MORE CONCISE.**

We create memes, make pop-culture references and joke around as if we are among our close friends.

Yet we do remember our roots, the product. History of world-known vodka, its global art collaborations, fancy (or not) recipes of cocktails — are still here, but delivered in more engaging ways and reimagined formats.

Solution

For visual content, our designers create signature 3Ds, animation and illustrations.



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Solution

In addition, we do the local photo production for Absolut: forming the concepts and organizing the photo shoots.



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RESULTS

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Results

During the entire period of our partnership,

WE POSTED 57 INSTAGRAM POSTS AND 222 STORIES

We find new talents and innovators in the creative industry of Kazakhstan as a part of the concept

#ABSOLUTEXPERIMENTERS

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Results

We drive organic growth:

4 432 331

Cumulative Reach

6 580 830

Cumulative Impressions

3,04

Engagemen Rate (+25,64 growth)

50,17%

Reach Rate (+31,86% growth)

We continually receive positive feedback from followers
and working toward building a strong community

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ABSOLUT.[®]

THANK YOU FOR YOUR ATTENTION!

Absolut Vodka