

A close-up photograph of a dark Absolut Vodka bottle on the left, with a pair of denim jeans and a pair of scissors on the right. The scene is lit with dramatic, low-key lighting, creating strong shadows and highlights on the denim and the bottle's surface.

ABSOLUT[®] *Country of Sweden* VODKA

A REVAL DENIM GUILD
COLLABORATION

Brief

Make something that builds brand image, appeals to the defined strategic target called the Urban Creative Millennials, is artistically challenging to the iconic Absolut brand and preferable has never been seen or done before in Estonia. Surprise us!

Execution

For doing something exceptional we needed a team with exceptional talent.

We chose the most gifted artisans dedicated to excellence, who came up with a concept, resulting in a first ever Estonian limited edition bottle for Absolut.

The artisans of Reval Denim Guild handcrafted 1200 bottles of raw denim.

The media campaign purely focused on the channels the target audience most trusts, respects and admires - both local and international art, design, fashion and advertising sites, blogs, social media pages and collectors groups.

Results

Absolut Reval Denim Guild Edition bottles were sold out in shops within a week, in many shops on the first day. Retail sales price was twice as high as for a regular 70cl product!

Several collectors travelled to Estonia just for the limited edition. The price of the bottle rose to 250€ in collectors' forums vs the shop price 25,90€.

According to Brand Equity Monitor study done by GfK Absolut improved on all brand image attributes vs previous year, especially strong growth in "creative", "dynamic/innovative" and "trendy/fashionable". Absolut also strongly improved in all the brand stairway metrics, gaining competitive position vs the rest of competitors, mainly thanks to the strengthening of its capacity to convert awareness into consideration.

The sales of Absolut Vodka increased +36% compared to previous year and the brand continues to be seen as the most stylish and prestigious brand among competitors.