

Global Spirits, Local Tastes

The Strategic World of Absolut Vodka



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Executive Summary:

Absolut Vodka, established in 1879 and now under the ownership of Pernod Ricard, ranks as the third-largest vodka brand worldwide. This strategic analysis explores Absolut's market positioning, operational strengths, and the challenges it faces within the competitive spirits industry. The brand's significant strengths include global recognition, consistent quality through centralized production, and a strong heritage that enhances consumer trust and brand value. However, Absolut encounters challenges such as high distribution costs due to its single production location and premium pricing strategy, which may restrict market reach among price-sensitive consumers.

The landscape presents notable opportunities, particularly in expanding into untapped global markets and enhancing online sales channels to directly engage with consumers. Nevertheless, threats such as intense competition from major brands like Smirnoff and Tito's, and a shifting consumer preference towards non-alcoholic beverages, require strategic attention.

Recommendations for Absolut include reinforcing its premium positioning by emphasizing quality and innovation, targeting marketing efforts more precisely, and embracing digital transformation to capitalize on e-commerce trends. Additionally, diversifying the product line to include non-alcoholic options could capture emerging market segments, aligning with health-conscious consumer trends. Through these strategies, Absolut Vodka can continue to strengthen its brand and expand its global market presence.

Section I. Brand Situation

Absolut Vodka was launched in 1879 by Lars Olsson Smith in Åhus, Sweden, and is now owned by the French group Pernod Ricard. It has grown to become one of the world's most recognized vodka distilleries, currently ranking third globally. Absolut continues to expand its range of vodkas, introducing flavors like raspberry, vanilla, and citrus, which have revolutionized cocktail creation.

Absolut's flagship product is its traditional distilled vodka, made from winter wheat and claimed to be pure without any added sugar. The vodka is presented in a distinctive pharmaceutical-shaped bottle, inspired by its historical medicinal use. Absolut Vodka is positioned in the mixed refreshments segment and is the third-largest brand of alcoholic spirits worldwide, sold in 126 countries. Its diverse market includes individuals with varied tastes and cultural backgrounds, who have embraced it as one of the best vodka brands available.

A. SWOT Analysis

Strength: These strengths of Absolut Vodka reflect the key aspects of the brand strategy and operational approach that contribute to its competitive advantages in the market.

- *Global Brand Value and Recognition:* AV has widespread recognition across different markets around the world. Consumers are familiar with the brand's quality, reliability, and reputation. Such brand equity is important as it allows AV to maintain a premium position with a higher price in the market and achieve great penetration in global markets.
- *'One Source of production':* Absolut can ensure constant quality in every market by centralizing manufacturing, which is crucial for premium spirits. Every stage of production, from sourcing ingredients to distillation and bottling, is strictly regulated to ensure that every bottle of Absolut Vodka meets high standards, customer satisfaction and trust, and brand loyalty.
- *Brand's Heritage and Legacy:* Absolut Vodka's rich history, which dates back to its establishment in 1879, raises the brand's status and offers an engaging story that attracts consumers. The legacy is strengthened by its tradition which serves as societal confirmation of the product's authenticity. This makes Absolut a top option for vodka enthusiasts who value heritage.
- *Clear Focus and Leadership:* The Absolut parent company has always maintained a clear focus on brand building, innovation, operational efficiency, sustainability, and market expansion, therefore, this company has effective management of its brands including Absolut. This brand has positioned the parent company well in the current and future market demands.

Weaknesses:

- *Higher Distribution Cost:* Although single-source production is one of the strengths that Absolut Vodka, and it ensures consistency and control over the product quality, since the production is centralized in one location, it leads to higher production costs. The distribution of the bottles to the international market increases the overall expenses.
- *Premium Pricing and Heavy Competition::* Being in the premium segment of the market may limit its accessibility to consumers that have lower spending power. Additionally, this brand has long-standing competitors such as Smirnoff and Bacardi that often engage in aggressive marketing and pricing strategies to take a higher position in the vodka market. Therefore, Absolut Vodka requires continued innovation and strategic marketing to maintain its competitive edge.

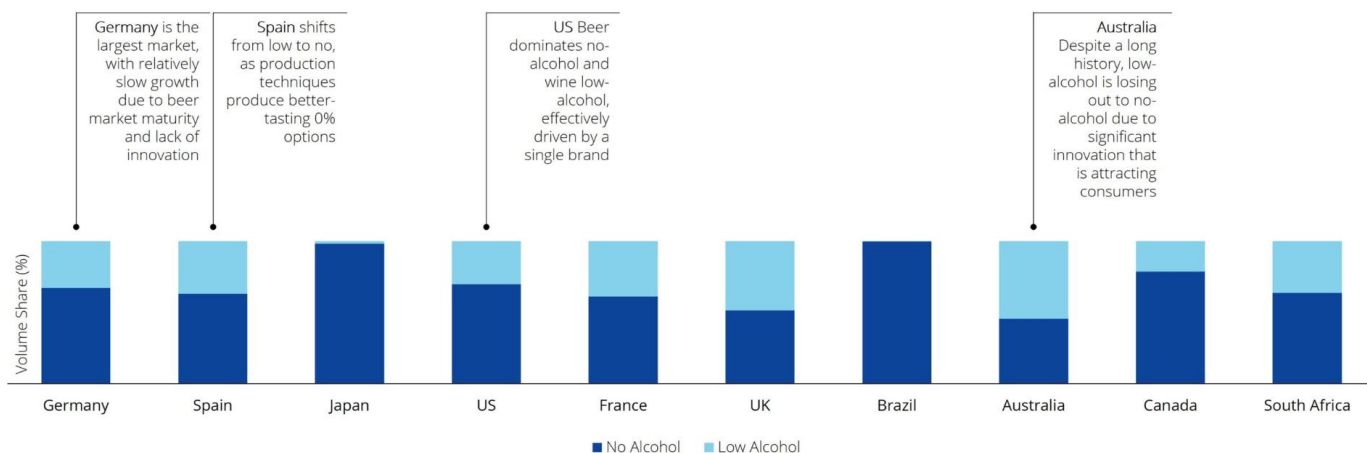
Opportunities:

- *Global market expansion:* The demand for premium taste and international alcohol brands in the global market has been increasing, providing an opportunity for Absolut Vodka to expand its reach.
- *E-commerce/ Online Sales:* with the rapid growth of e-commerce, Absolut Vodka has another channel for sales. Although some major retailers might be hesitant about selling alcohol, Absolut can invest and establish a strong online presence. This may include establishing joint ventures or exclusive marketplaces for legally permitted direct consumer sales increasing profit margins by cutting out intermediaries and connecting with customers directly.

Threats:

- *Long-standing competition:* The long-lasting competition mentioned above may result in price disputes, assertive marketing initiatives, and the need for ongoing innovation to maintain the top list of customers. Such competition can make the brand invest significantly in marketing and new product development to maintain market share and exert pressure on profit margin.
- *Consumer shift towards non-alcoholic beverages:* Another significant threat to the alcoholic industry is the growing consumer shift towards non-alcoholic drinks. This trend is being driven by increased public health advocacy efforts that actively discourage alcohol consumption due its potential health risk. In this situation there will be significant reduction in demand for alcoholic beverages, directly affecting sales and market presence for brands like Absolut Vodka. The non-Alcoholic beverages market grew by 9% in 2022, indicating a shift in consumer preference and posing a long term challenge to the alcoholic drinks industry.

No vs Low Volume Share by Market (2022)



IWSR Drinks Market Analysis

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B. Brand Positioning

a- Brand positioning is a strategic marketing decision that determines the market position and intended audience perception of a product or service. The positioning of the Absolut Vodka brand is predicated on its innovative marketing, high-quality product, and significant cultural allure. Important distinguishing features of Absolut Vodka's current target market include the following:

- 1- Demographic segmentation: Demographic Segmentation: Absolut Vodka strategically caters to a wide-ranging demographic, with a particular emphasis on adults aged 21 to 50. The brand's ability to appeal to a broad age spectrum enables it to serve both younger adults who may be unfamiliar with prestige spirits and older consumers who value premium vodka.
- 2- Psychographic Segmentation: The brand appeals to consumers who value creativity, sophistication, and a modern lifestyle. Absolut's marketing campaigns often resonate with individuals who are fashion-forward, culturally aware, and open to new experiences. This is evident from their artistic and innovative advertisements and collaborations with artists and designers. (UKEssays, 2018)
- 3- Behavioral Segmentation: Absolut focuses on consumers who prefer premium spirits and are willing to pay a higher price for quality and brand reputation. The target market includes individuals who are socially active and enjoy nightlife, as well as those who appreciate a refined home drinking experience.
- 4- Geographical Segmentation: While Absolut is a global brand, it tailors its products and marketing efforts to accommodate regional tastes and preferences. This includes offering flavor variants that

might appeal more to certain areas and designing region-specific marketing campaigns that resonate with local cultural elements.

- 5- Lifestyle and Values: The target consumers for Absolut are typically urban dwellers who are engaged with trends in art, fashion, and music. They value authenticity, sustainability, and social responsibility, which aligns with Absolut's corporate social responsibility initiatives and its commitment to environmental issues. (UKEssays, 2018)

b- The key competitors of Absolut Vodka within the vodka market segment can be identified as follows:

Smirnoff: With the highest sales volume, Smirnoff stands as the leading competitor. It is a well-established brand with a broad market presence and offers a diverse product range. Smirnoff's competitive pricing and widespread availability make it a formidable opponent for Absolut.

Tito's Handmade Vodka: Tito's has gained significant popularity and market share with its handcrafted and gluten-free proposition. It appeals to consumers looking for artisanal and American-made spirits, positioning itself as a premium yet accessible vodka.

Khlibnyi Dar: As another strong player, this brand is prominent in its regional markets and may offer competitive pricing and localized flavors that cater to specific consumer preferences, challenging Absolut in those markets.

Hlibny Dar: Similar to Khlibnyi Dar, it is also a competitor likely thriving in regional tastes and preferences, providing products that resonate with local consumers and could limit Absolut's growth in those regions.

Morosha: With a distinctive market presence, Morosha can leverage its regional appeal to compete with Absolut, especially in markets where consumers prefer local brands.

Magic Moments: This competitor, with its significant sales volume, competes on the basis of a variety of flavors and a strong market presence in the regions it operates.

Grey Goose: As a premium brand, Grey Goose competes directly with Absolut in the high-end segment of the market, offering a product perceived by many consumers as a luxury item.

Pyat Ozer (Five Lakes): This brand's competitive edge could lie in its unique value proposition or a strong regional loyalty, which might pose a challenge to Absolut in specific markets.

Arkhangel'skaya: It is another key competitor likely leveraging local branding and possibly pricing strategies that appeal to its customer base.

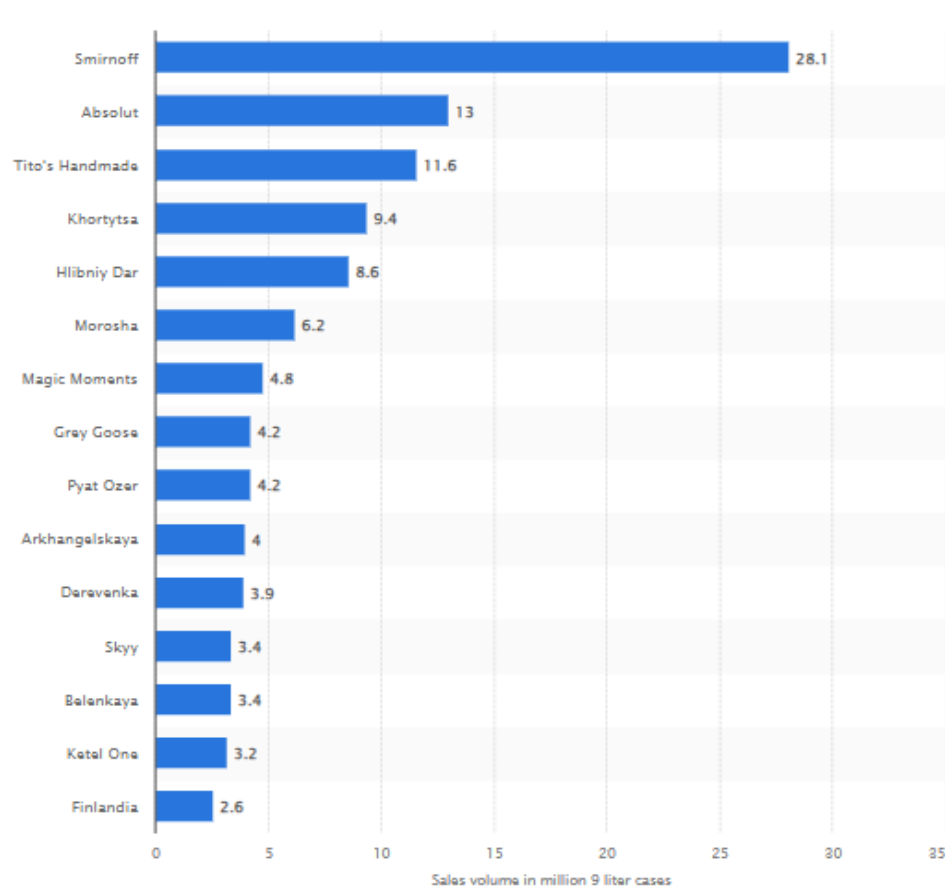
Darovka: As with other competitors, Darovka's market positioning and product offerings can impact Absolut's market share in certain regions.

Skyy: Skyy Vodka is known for its distinctive marketing and innovative product offerings, which can appeal to a similar demographic as Absolut.

Belankaya and Kauffman: Both brands may compete with Absolut on various fronts, including pricing, product innovation, and marketing.

Finlandia: This brand competes in the international market and is known for its Finnish origin and quality, targeting a similar audience to Absolut.

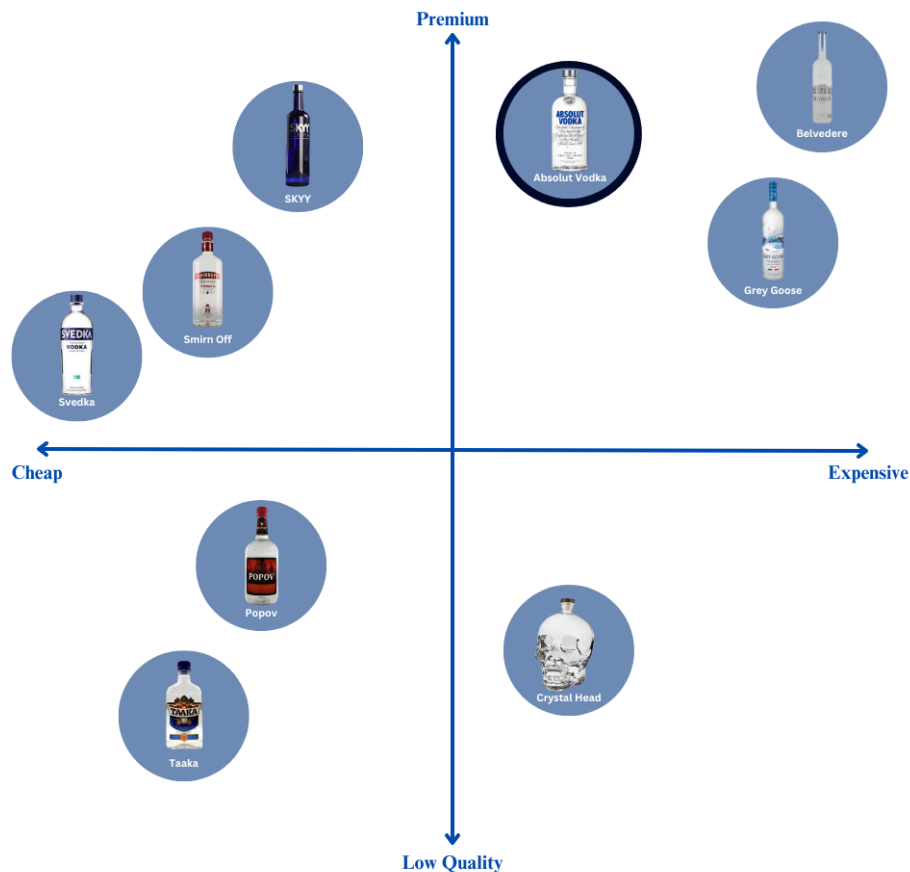
In a comprehensive assessment, Absolut Vodka must consider its competitors' market strategies, pricing, product range, and regional preferences to maintain and strengthen its competitive positioning. The competitive frame of reference indicates that Absolut operates in a dynamic market with a blend of premium and mass-market brands, all vying for consumer attention through various value propositions and marketing strategies.



c- Perceptual Map: A perceptual map is a great framework adopted by organizations to understand the positioning dimensions of their brand and competitors. It draws a clear picture of the brand's perceived image in the consumers' eyes.

In a perceptual map, each axis represents different dimensions or attributes. Based on the quadrant's attributes, brands are then mapped relative to the attributes. It can help identify competitors, while also pinning down the 'Blue ocean'. This can help the brand fit its respective product in that particular section. In the case of **Absolut Vodka**, we have placed different brands based on two attributes which are then scaled across axes: Price(Expensive/Cheap) & Quality (Premium/Low Quality). Liquor is majorly chosen on the quality provided within a budget. A lower price is generally assumed to be of lower quality, however, rare exceptions may be considered. The perceived status of the quality of Vodka can be differentiated based on various factors such as how globally recognized they are, the kind of ingredients used, the packaging, and ultimately how much of a hangover it leaves a person feeling.

Here is a positioning map for Absolut Vodka -



Absolut Vodka is one of the premium brands offered across the globe due to the variability it offers with different flavors, and different product types (can, or bottle). Its biggest competitors in the market are Belvedere and Grey Goose.

d- Discussing further identifying the pros and cons of Absolut Vodka's current brand positioning:

Pros:

- Miscellaneous flavor repository gives it an edge over the other brands
- They have developed a recognized global brand image by maintaining availability in most countries. They are readily available in most bars, restaurants, and retail outlets around the world
- Premium quality of vodka provided at a mid-range budget has been appealing to the consumers, attracting them more and more to try their other flavors
- Marketing campaigns target specific segments of the population by generating a specific brand image, which has been helping their sales. (Example - Absolut Manhattan)

Cons:

- While they may have developed a great place for themselves in the Vodka market, they are not alone! Brands like Belvedere and Grey Goose have been giving them quite tough competition in the same quadrant of attributes. Especially, with Grey Goose monitoring their price tags to reach wider audiences.
- They may find it difficult to justify their prices compared to other cheaper brands providing similar quality vodka (Example - SKYY)
- While the diverse flavor availability may have been a pro, it is anticipated that they might dilute their 'premium' tag by making the brand more and more readily available

Section II. Marketing Mix

A. Product / Brand Strategy: Absolut known for its minimalistic apothecary-designed bottles has been using the same to channel its marketing campaigns by addressing its target audience. Established in a part of the "vodka belt" Sweden in the year 1879, the brand did not come to fame until 100 years later. After this, they have focused on taking the legacy of spirits ahead. What began as a simple muse from apothecary bottles was transformed into a glowing design of simplistic differentiation.

They chose to continue with the transparent bottle of an apothecary shape, following a classic print advertisement. This included a headline-like product name at the top, followed by a small script descriptive

of the brand's history. A silver seal including a portrait of L.O Smith, revering Absolut's rich history. "Country of Sweden" caught the attention of American spirit lovers' taste for imported products.

Absolut embarked upon its continuous journey of design improvements while continuing to follow the minimalistic approach. They have differentiated themselves from their competitors by constantly paying homage to their Swedish history, continuously iterating design while personalizing the effect of their marketing campaigns.



Absolut's first version of the bottle

Credits: First version

99% of their liquors are Sweden production which is then exported to worldwide markets, therefore their operational costs are minimal in comparison. Absolut Vodka's premium stance can also be attributed to its outstanding marketing campaigns with a few believed to be standing against stereotypes. For instance, in 2007, "In an Absolut World" was a world without boundaries; in 2013, "#absolutnights" was an ad featuring transgender stories. They have partnered with popular artists such as Jay-Z to create videos promoting their 'Absolut Concert Series', a sponsorship dedicated to music fans, to give them the ultimate concert experience.

All in all, the brand has been known to reflect a relatability factor with the marketing strategies it has adopted. Furthermore, their design gives them a pass to steer their ideas with an intuitively impactful design, enabling them to have a stronger global appeal. Their great package has elevated the experience of the product. The skillfully chosen colors, and designs are indicative of the idea behind it.

Pros:

- Notable Product Design - It is imminent that Absolut Vodka heavily relies upon its outstanding product design to feature its ideas and campaigns. The distinctive design and its labeling make it recognizable in the global market.
- Innovative Marketing Push - Their brand strategy gambles upon their campaigns to increase the 'relativity' factor beyond borders ensuring an increase in its reach. They partner with other famous artists and create campaigns specific to a culture, region, and or stereotype making them very relevant to every group.
- Authenticity - Homage to their Swedish Heritage and the longstanding history to convey credibility to consumers bolsters their image as 'authentic'. This reinforces their brand strategy adding to their appeal of tradition and peculiarity.
- Portfolio of diverse flavors - The availability of diverse flavors helps consumers try and find the right taste for themselves. Furthermore, it provides leverage as it allows them to mix and create new cocktail flavors or try their 'Absolut Cans' and or 'Absolut Cocktails'. This diversification helps them to depict the brand's breadth and depth.

Cons:

- Establishing itself as a premium brand with premium pricing has the drawback of a limited reach to cost-sensitive consumers. This may narrow down the target market. However, they have been trying to widen their reach by promoting their cocktails and cans which can be bought at a much cheaper price.
- It may be difficult for Absolut to hold its position as a premium leader in the vodka market due to the cut-throat competition given by the other premium brands.
- While the product design and the marketing campaigns may have been the building blocks of the brand's image, this could also be negatively impacted. If any negative publicity or media damages the brand's image, it can shake the consumer trust, and tarnish the brand's credibility.

B. Pricing Strategy: Absolut Vodka is positioned as a premium vodka brand and implements a competitive pricing strategy by assigning a price premium. A price premium approach involves charging rates at the higher end of the scale than the competition. A higher price presents an image of a high-value, exclusive, or luxury product or service. Absolut Vodka was able to charge a price premium by differentiating its brand by leveraging its status with collaborations with various artists who depicted Absolut bottles in unique and creative ways. The brand also justified its premium pricing by emphasizing superior quality and a heritage dating back to 1879. This perception of quality allowed the company to charge a higher price point than

standard vodkas. The brand drives this perception with customers by offering innovative flavors, and unique experiences, such as cocktail recipes and mixology inspiration as well as assurances of smooth and pure vodka. Further, the brand has maintained its premium pricing strategy across international markets by keeping its price consistent.

Pros:

- *Boost in sales.* One benefit of setting the price high is that this can lead to more profits for the company.
- *Positive perception.* A price premium creates a positive perception among customers that the product is of great quality and thus may be willing to pay for the quality.
- *Improve Reputation.* Setting the price at a premium can improve the reputation of the brand with the customers and enhance continued customer loyalty with the brand.

Cons:

- *Lower customer Perception.* Promotions can affect customer's perception of the quality of the product. While Absolut typically maintains its premium pricing, the brand occasionally runs promotions, special edition releases, and collaborations. Customers may negatively view the product as lacking the appeal of being a premium product.
- *Efforts to remain competitive can lower prestige.* The brand is readily available in most stores and the brand considers local market conditions and consumer preferences, adjusting prices when necessary to remain competitive and accessible. This could lower its premium brand image with some customers.
- *Isolate other customer segments.* Higher prices could isolate other customer segments from purchasing the product

C. Distribution Strategy: It appears that Absolut Vodka has an intensive distribution strategy versus an exclusive and selective distribution strategy. Intensive distribution involves making a company's products available to customers in as many places as possible. This usually means selling the product in as many stores as you can. Companies that use intensive distribution typically sell their products both in small, local shops and large, national chains. This helps increase the chances of a customer finding the product when they need it, which might increase sales. Exclusive distribution definition is a kind of distribution a manufacturer or supplier authorizes only one distributor to carry out within a definite region. Such a distributor becomes the sole authorized seller of the manufacturer's specific products. Selective distribution means you sell products through a limited number of retailers.

Absolut Vodka is sold in more than 126 countries worldwide. The brand's largest export market is the United States, where more than 40% of the imported vodka is Absolut vodka. Pernod Ricard USA, who owns Absolute Vodka is a premium spirits and wine company in the U.S. and the world's second-largest spirits and wine company. Absolute Vodka is available throughout the United States in a variety of retail stores, superstores such as Walmart, and Target as well as supermarkets, specialty wine and spirits stores, restaurants, and bars.

Pros:

- *Increases brand awareness* - Absolut Vodka making its products available in most places, helps customers see the product, logo, and other marketing by the brand more often.
- *Increases brand loyalty* – Absolut Vodka is available in most places where customers can find it i.e. supermarkets, superstores, specialty stores, bars, and restaurants. Having a product available wherever customers go can help assure them they can purchase the product whenever they need it. This reliability can help increase the chances of customers making repeat purchases when they need or want a product. Brand loyalty also helps build a relationship with customers.
- *Able to meet large inventory needs* - With Absolut Vodka being sold in more than 126 countries, having an extensive distribution strategy could lead to issues with meeting inventory needs. Absolut is manufactured in a distillery in Sweden that utilizes a fully automated distribution center. The benefits of the automation system are its efficiency and flexibility in adapting to meeting different customer needs.

Cons:

- *Increased Competition* – the more intensive the distribution strategy the more competition is created between retailers who carry the product i.e. price differences between Walmart and Target who carries the product.
- *Sales are not guaranteed* – Because Absolute Vodka is in most stores, spending money on intensive distribution is inherently risky as customers may negotiate the prices of the product if it is readily available at a suitable price by the competitor, thus profitability goes down.
- *Risk of negative effect on price premium* – As noted Absolute Vodka is accessible to customers in most places, however, due to its readily availability, customers may not value the price premium of the brand.

D. Communication Strategy

Current Communication Strategy: Absolut Vodka's current communication strategy focuses on leveraging various channels to convey its brand message and engage with consumers. The brand utilizes a mix of traditional and digital marketing tactics to reach its target audience. Traditional methods include print advertisements, sponsorships, and event marketing, while digital channels include social media, email marketing, and influencer partnerships. Absolut also invests in creative campaigns that resonate with consumers, often highlighting its Swedish heritage, product quality, and unique flavors.

Pros:

- **Multichannel Presence:** Absolut Vodka's utilization of both traditional and digital channels allows it to reach a diverse audience across different demographics and geographical locations.
- **Brand Storytelling:** The brand effectively communicates its rich heritage and craftsmanship through creative storytelling, enhancing brand authenticity and consumer trust.
- **Engaging Campaigns:** Absolut's creative campaigns and collaborations with artists and influencers resonate with consumers, fostering brand loyalty and generating buzz.
- **Digital Engagement:** By leveraging social media and digital platforms, Absolut can engage directly with consumers, gather feedback, and adapt its marketing strategies in real time.

Cons:

- **High Competition:** In a saturated market with numerous vodka brands vying for consumer attention, Absolut faces challenges in standing out amidst the clutter and maintaining brand relevance.
- **Costly Campaigns:** Creative campaigns and sponsorships can be expensive, leading to high marketing expenditures that may impact profitability, especially in a competitive pricing environment.
- **Digital Noise:** With the proliferation of digital marketing, consumers are inundated with advertising messages, making it challenging for Absolut to cut through the noise and capture attention effectively.
- **Brand Dilution Risk:** While Absolut's diverse marketing efforts aim to appeal to different consumer segments, there's a risk of diluting the brand's premium image if not executed strategically, especially with promotions and discounts.

Overall, Absolut Vodka's communication strategy effectively combines traditional and digital tactics to convey its brand message and engage consumers. However, the brand must continuously innovate and adapt its approach to navigate competitive challenges and maintain its position as a leader in the vodka market.

Section III. Suggestions

Brand Revitalization Strategies

a. Suggested changes in brand positioning:

To revitalize Absolut Vodka's brand positioning, it's essential to reassess and refine its position in the market to maintain relevance and competitiveness. Here are some suggested changes:

- **Reaffirm Premium Positioning:** While Absolut Vodka has successfully established itself as a premium brand, it should continue to reinforce this image through innovative product offerings, impeccable quality, and distinctive branding. Emphasizing the brand's heritage, craftsmanship, and commitment to excellence can further solidify its premium status.
- **Targeted Marketing:** Instead of a broad approach, Absolut should focus on targeted marketing efforts to connect with specific consumer segments. By understanding the preferences, lifestyles, and values of its target audience, the brand can tailor its messaging and campaigns to resonate more effectively.
- **Differentiated Value Proposition:** Absolut should differentiate itself from competitors by highlighting unique value propositions such as its diverse flavor portfolio, sustainable practices, or innovative packaging. This can create a compelling reason for consumers to choose Absolut over other vodka brands.
- **Leverage Digital Platforms:** In today's digital age, Absolut should leverage digital platforms and technologies to enhance brand visibility, engagement, and customer experience. This includes leveraging social media, influencer partnerships, interactive content, and e-commerce channels to reach consumers where they are and drive sales.
- **Strengthen Global Presence:** While Absolut Vodka has a strong global presence, there may still be untapped markets or opportunities for expansion. By conducting market research and strategic analysis, the brand can identify potential growth areas and develop targeted strategies to penetrate new markets effectively.
- **Authentic Storytelling:** Authenticity resonates with today's consumers who seek transparency and honesty from brands. Absolut should continue to share its brand story, heritage, and values authentically through compelling storytelling across various touchpoints, fostering deeper connections with consumers.

By implementing these suggested changes in brand positioning, Absolut Vodka can rejuvenate its brand, reinforce its premium status, and stay ahead in an increasingly competitive market landscape.

b. Suggested changes in the marketing mix:

This section will explore how Absolut can revisit its marketing mix to revitalize the brand. To increase product performance and improve customer perception, implementing strategies to revive a brand by reviewing the marketing mix can yield such results. The Absolut brand is an Alcohol company that produces Vodka and is known for its strategic yet minimalist branding efforts. To cover why it's strategic, consumers tend to fall for geographical branding efforts, the cursive print: "Country of Sweden" to ensure they conduct business with a credible source from the industry. In Absolut's case, the brand leans into its origin, Sweden, commonly known for its Vodka brands. The brand can be considered minimal because its labeling involves a Big Bold Blue text with a palette that contains only two colors. While the color choice is safe in terms of color psychology, blue being associated with security & trust, the brand could use some revitalization that can target a new audience or possibly a generation.

- **Product** - The first marketing mix that will be explored is the product. The product is a basic-shaped bottle with Bold Blue text. In terms of cost, this packaging method is the most economical. Regarding labeling, having a two-color palette would make the label's production considerably cheaper than if the company opts for a more complex design. Absolut can expand its product line by catering to different target groups. They could reach the younger end of the spectrum of legal drinkers by creating alcoholic product alternatives such as jello shots, target dessert connoisseurs by making alcoholic sweets/treats, or they can target those who love the taste but don't the buzz by making non-alcoholic versions of Absolut.
- **Price** - The next part of the matrix that will be observed will be the price of Absolut. With the rise in production and transportation costs and supply chain issues that have stemmed from the pandemic, it would be difficult to lower costs as these expenses may unpredictably rise. With the option to expand the product line, Absolut should consider what their target market will pay based on demographic marketing research. Suppose affordable pricing were to be an issue for the brand. In that case, they should offer cheaper variations of the product that contain less quantity and are affordable for consumers where price point is a concern.
- **Place** - By considering expanding the product line by offering non-alcoholic versions of the Vodka, they may be able to expand their visibility significantly. In some states, the sale of alcohol is not only completed within liquor stores. Instead, it can be sold within convenience stores and supermarkets such as Walmarts, Targets, Krogers, etc. For states that only allow the sale of alcohol in liquor stores, offering a non-alcoholic version of the product could expand visibility for those who see the brand in their supermarkets.

- **Promotion** - Lastly, when considering the communication aspect, if the brand were to go through the process of making changes within the marketing mix, this would be an excellent opportunity for the Absolut brand to use this time to highlight changes such as packaging, expansion of offerings, or changes in pricing. To boost the brand, the company could do minimalist campaigns that capture attention. For example, they could opt to do OOH campaigns like billboard prints that contain minimal writing that serves as advertising for the brand.
- There are many things a brand can do to revitalize its image, but to do this successfully, revisiting the marketing mix is a definite choice when it comes to being successful going down this route.

Conclusion:

In conclusion, Absolut Vodka has firmly established itself as a global leader in the vodka market through strategic brand positioning, commitment to quality, and a rich heritage that resonates with consumers worldwide. Despite facing challenges such as high distribution costs and fierce competition from both premium and economy brands, Absolut has consistently leveraged its strengths to maintain a strong market presence. The brand's ability to adapt to changing market dynamics by embracing digital transformation and considering expansion into non-alcoholic segments points to its proactive approach to sustaining growth. Moving forward, Absolut must continue to innovate and adapt its strategies to meet the evolving preferences of consumers, particularly in a market that is increasingly shifting towards health-conscious choices and digital engagements. By strengthening its premium positioning, expanding its product range, and enhancing digital and global market penetration, Absolut Vodka can ensure its continued relevance and leadership in the competitive spirits industry.

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