



A black and white portrait of a person's face, looking slightly to the right. The person has short hair and is wearing a dark, patterned garment. The lighting is dramatic, with strong highlights and shadows.

ABSOLUT
PRIDE
2022

THE BRIEF



As a brand that has inclusion and diversity at its core, and a strong legacy of partnering with the LGBTQIA+ community, Absolut can do more to showcase its commitment to this community in India.

We have always been a queer ally in India, it is time now to have a meaningful and authentic conversation that helps us walk the talk.

MARKETING OBJECTIVES

We want to become the spirit of positive change for the new generation

- As a result of this campaign, we want to build brand equity and strengthen our emotional connect with our strategic target (including members of the queer community + allies)



UNIVERSAL CONSUMER CHALLENGE

'Today, every brand wants to leverage the LGBTQIA+ community to seem more woke and progressive, but I know most of this is just pink washing, and opportunistic and it is often difficult to know who is authentic about their support. I want to connect with a brand that truly understands and gets the LGBTQIA+ community and most importantly walks the talk and aspires to drive true change'.



PROUD AND EQUAL

A year since the Section 377 verdict, Lounge looks at how the change in legal status has impacted art production, work spaces, travel and literature



India CONSUMER CHALLENGE

“ India has made great strides on the legal front when it has come to the LGBTQ+ community- but has anything really changed at a societal and familial level?”



The absolute context

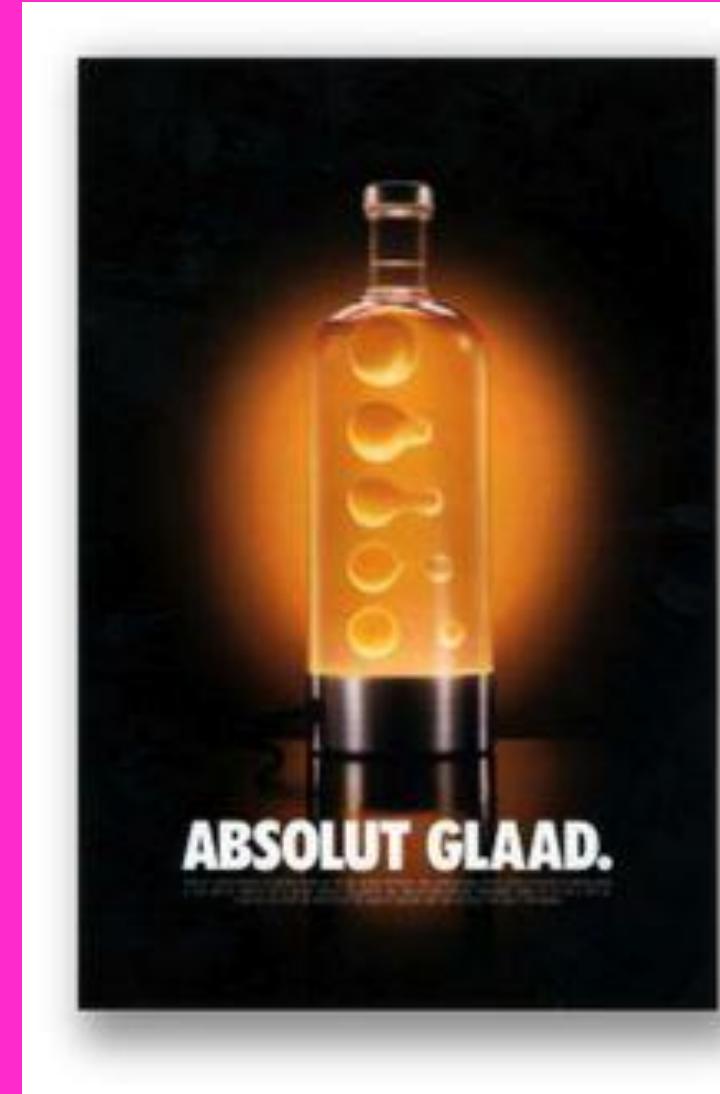
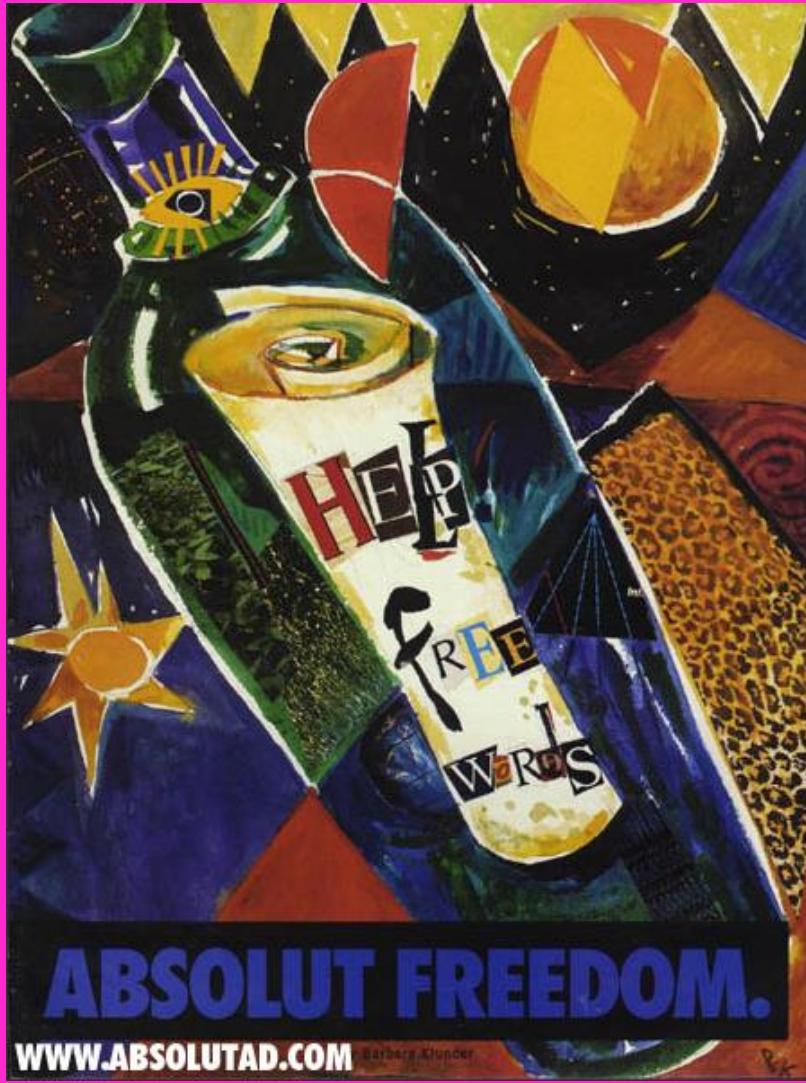
Why can we truly own and champion this space?

A brand that, since the very beginning, kept challenging labels, exclusivity and closed mindedness

PROGRESSION IS IN OUR DNA



IN AN ABSOLUT WORLD
There are no labels



CELEBRATING A COLORFUL WORLD SINCE 1979

ABSOLUT VODKA LIMITED EDITION



ABSOLUT
COUNTRY OF SWEDEN
VODKA

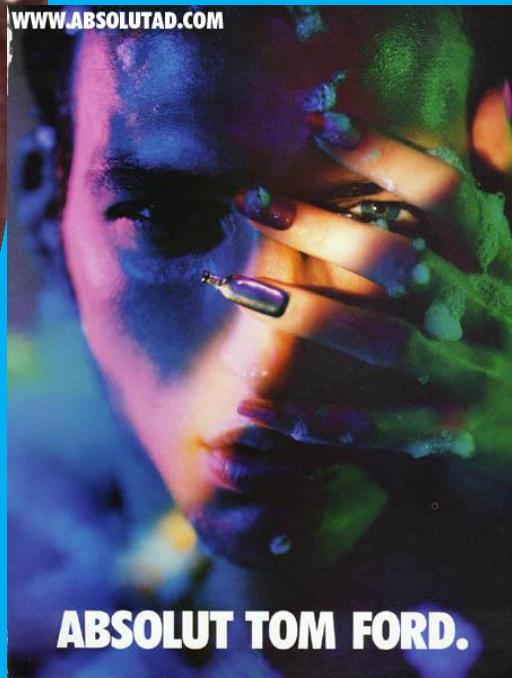
We are proud to believe
in equality. We believe that the
world needs to change.
Change so that each and every
individual can be proud
and decide for themselves whether
being with, love with and live.
Since 1979, Absolut has been
supporting the rights of good
people around the world.
We will never stop.

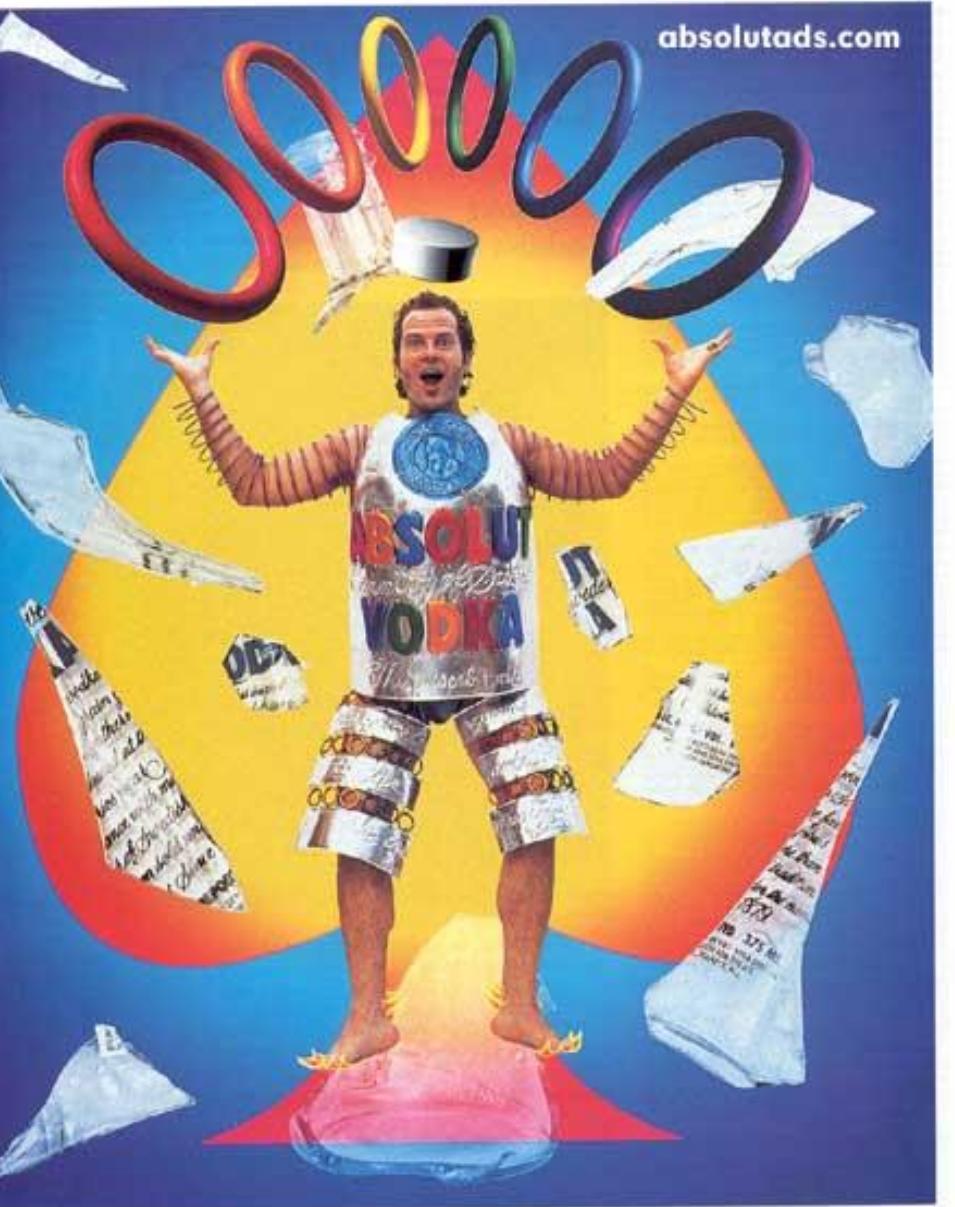
PLEASE ENJOY RESPONSIBLY

drinkaware.co.uk
for the facts about alcohol



2000

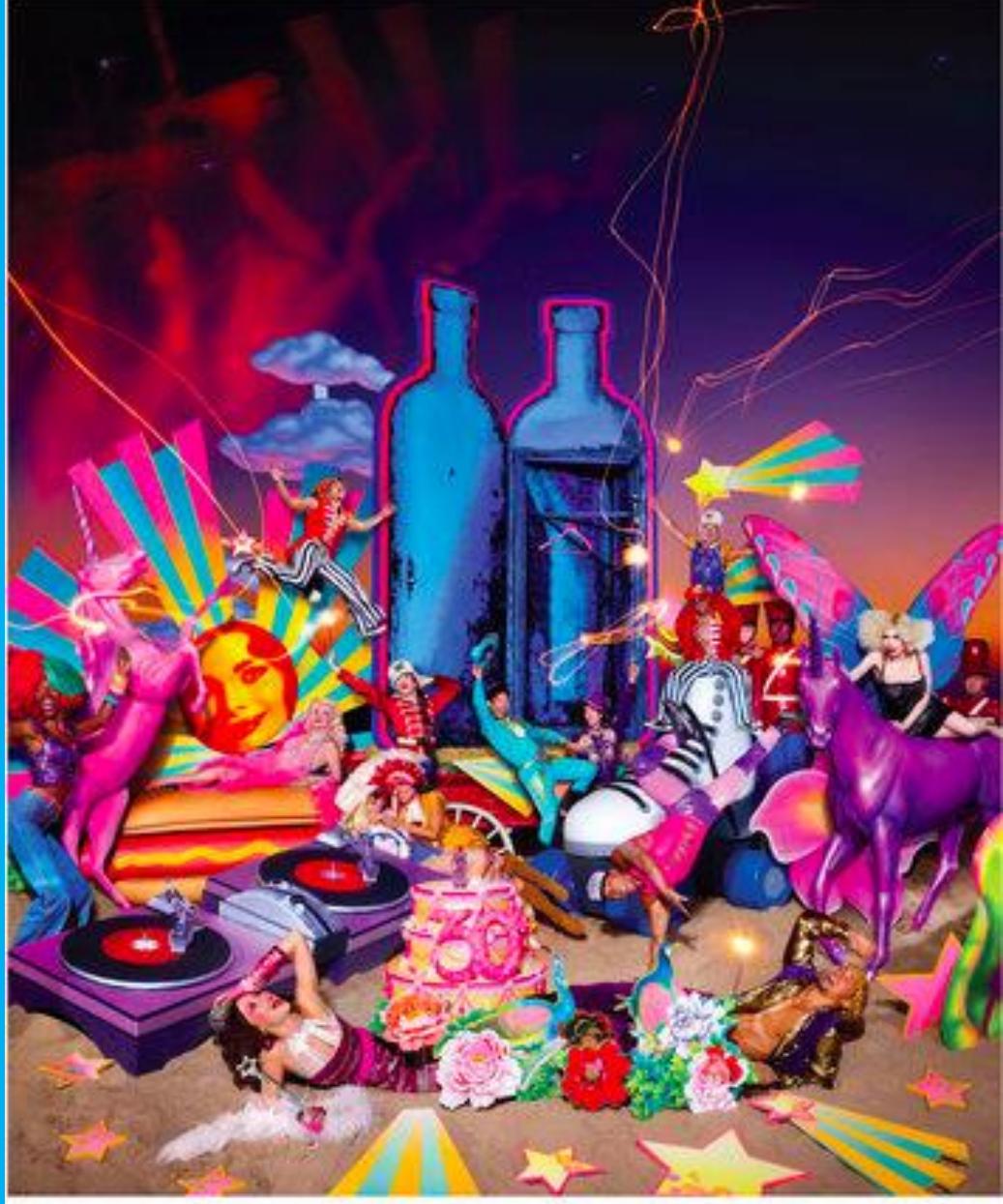




ABSOLUT SPADA.

ABSOLUT VODKA. PRODUCT OF SWEDEN. 40% ALC/VOL (80 PROOF). 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWEDEN VODKA & LOGO, ABSOLUT BOTTLE DESIGN AND ABSOLUT CALLIGRAPHY ARE TRADEMARKS OWNED BY Y&S VIN & SPRIT AB. ©1992 Y&S VIN & SPRIT AB. IMPORTED BY THE HOUSE OF SEAGRAM, NEW YORK, NY. ARTWORK BY DAVID SPADA.

1992



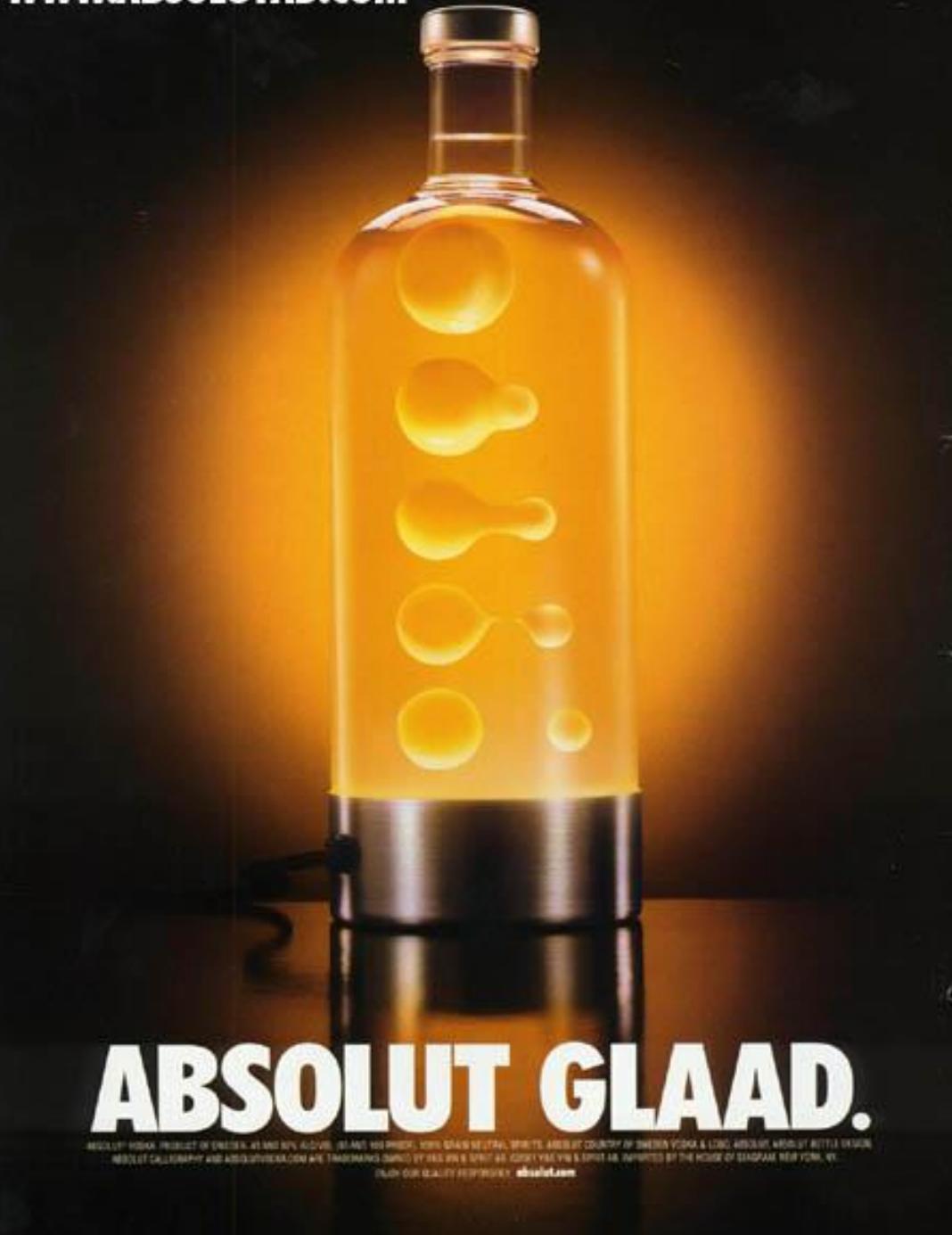
2003

ABSOLUT OUTRAGEOUS

Cocktails Perfected

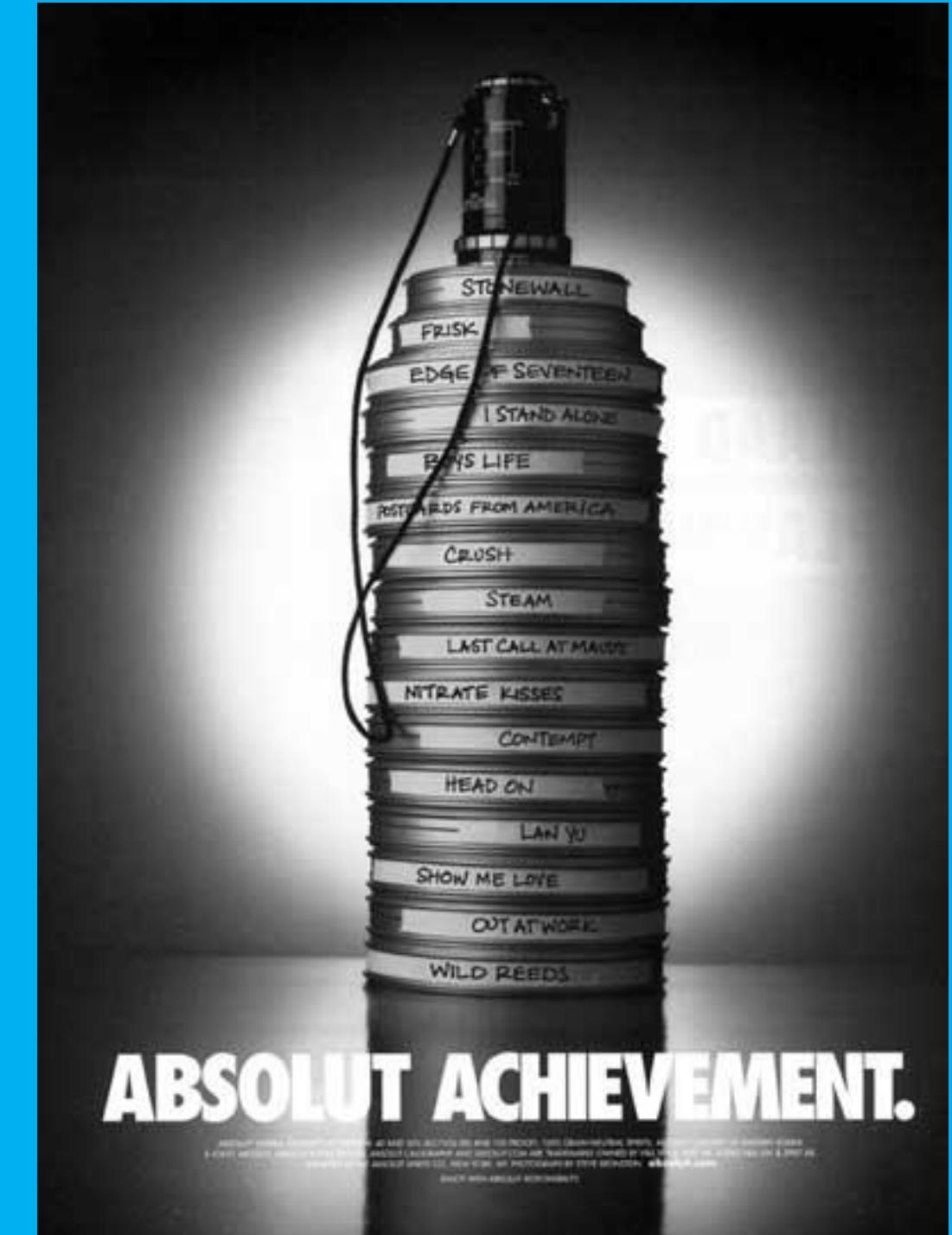
CELEBRATING 30 YEARS OF GOING OUT AND COMING OUT

WWW.ABSOLUTAD.COM



1989

ABSOLUT VODKA PRODUCT OF SWEDEN 40% ALC/VOL (80 PROOF). 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWEDEN VODKA & LOGO, ABSOLUT, ABSOLUT VODKA & BOTTLE DESIGN, ABSOLUT CALLIGRAPHY AND ABSOLUT ACHIEVEMENT ARE TRADEMARK OWNED BY V&S VIN & SPRIT AB, STOCKHOLM, SWEDEN. IMPORTED BY THE HOUSE OF SEAGRAM NEW YORK, NY.
DASH OUR QUALITY PREDICTION. absolut.com



2003

ABSOLUT VODKA PRODUCT OF SWEDEN 40% ALC/VOL (80 PROOF). 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWEDEN VODKA & LOGO, ABSOLUT, ABSOLUT VODKA & BOTTLE DESIGN, ABSOLUT CALLIGRAPHY AND ABSOLUT ACHIEVEMENT ARE TRADEMARK OWNED BY V&S VIN & SPRIT AB, STOCKHOLM, SWEDEN. IMPORTED BY THE HOUSE OF SEAGRAM NEW YORK, NY.
DASH OUR QUALITY PREDICTION. absolut.com

TAKING PRIDE IN DIVERSITY

absolutads.com



2004

2017



OUR AMBITION FOR INDIA

Create a powerful campaign that comes from a place of authenticity and actual understanding of the LGBTQIA+ community in India, and includes:

- Hero assets
- Digital/social elements
- Instigation acts
- Collaborations/Influencers
- BTL/ L3F elements

THINGS TO KEEP IN MIND

- 
1. This is a thematic campaign strongly linked to our purpose of Creating a more inclusive world
 2. We have a global big idea of “Create Better Together”- this work should talk to that
 3. We want to work with change agents to also make a meaningful impact- beyond just communication
 4. Power not Pity: Ensure that the tone & vibe is empowering and fun. We’re here to celebrate and help to inspire change through positivity.
 5. We need to consider intersectionality throughout and ensure diverse representation within the community as well.
 6. Attitudes towards the queer community vary in India- so we will need specific interventions for Metro and Tier-1

OUR CORE AUDIENCE

Our Strategic Target of Progressive Connectors:

- They are hyper-connected on- and off-line, and they like linking friends together – creating their “family of friends”. They see the power of coming together to create social change.
- Open minded, inclusive and curious, striving for diversity.
- Looking for progression, moving forward – developing and learning new things and meet new people to enrich their lives

THE GEN-Z AUDIENCE CHALLENGE

7 IN 10 MORE LIKELY TO BUY PRODUCTS THAT CONTRIBUTE TO SOCIAL CAUSES

*WP Engine, 2020

1 IN 6 IDENTIFY AS QUEER

*survey by Gallup Feb 2021

ALMOST 1 IN 4 ACTIVELY SEEK-OUT BRANDS WITH VALUES THEY SHARE – PLUS THEY WILL HOLD THEM ACCOUNTABLE

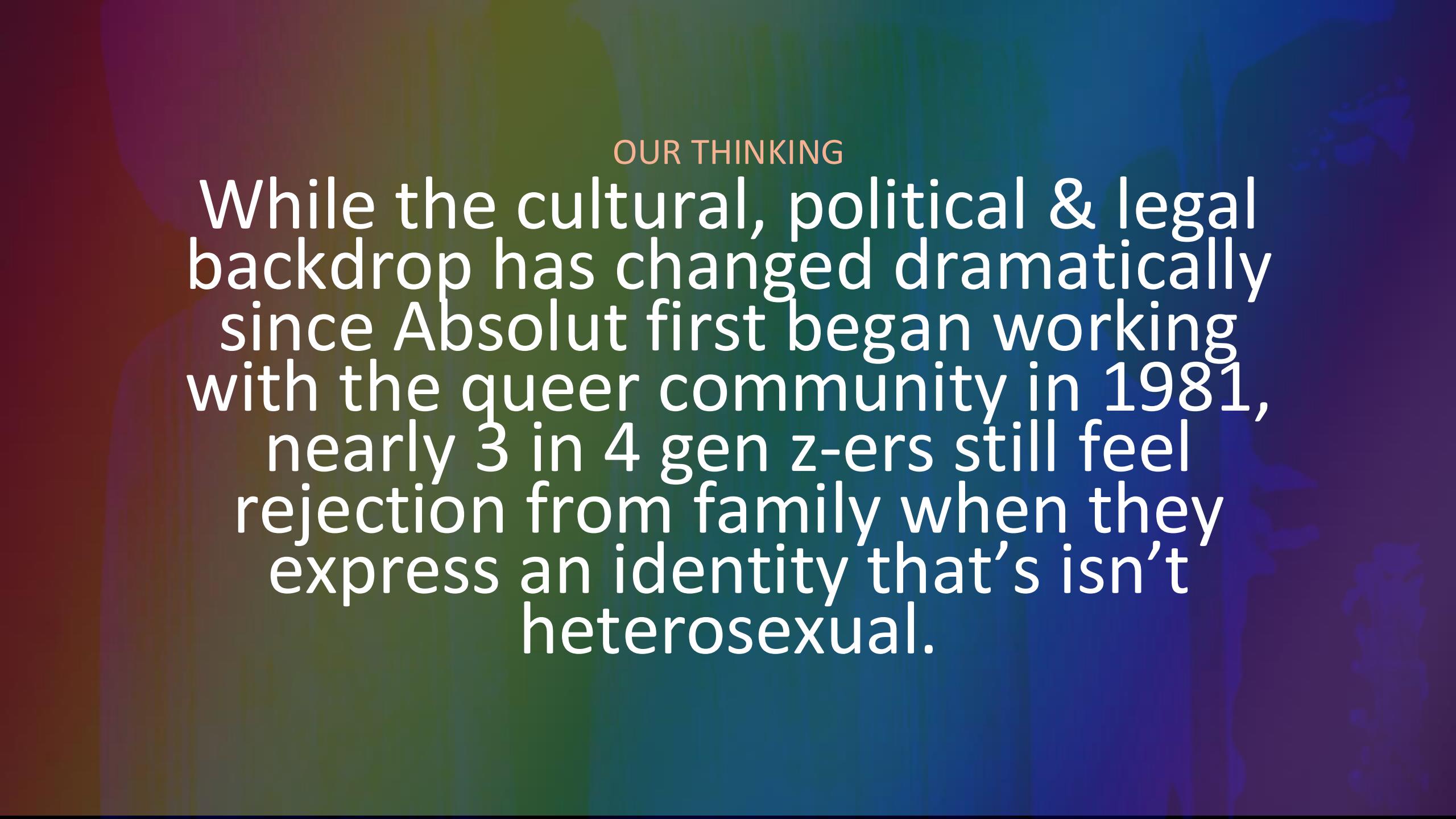
*do something strategic, 2018



This work should
not just connect to
the community-
but also allies and
progressive youth

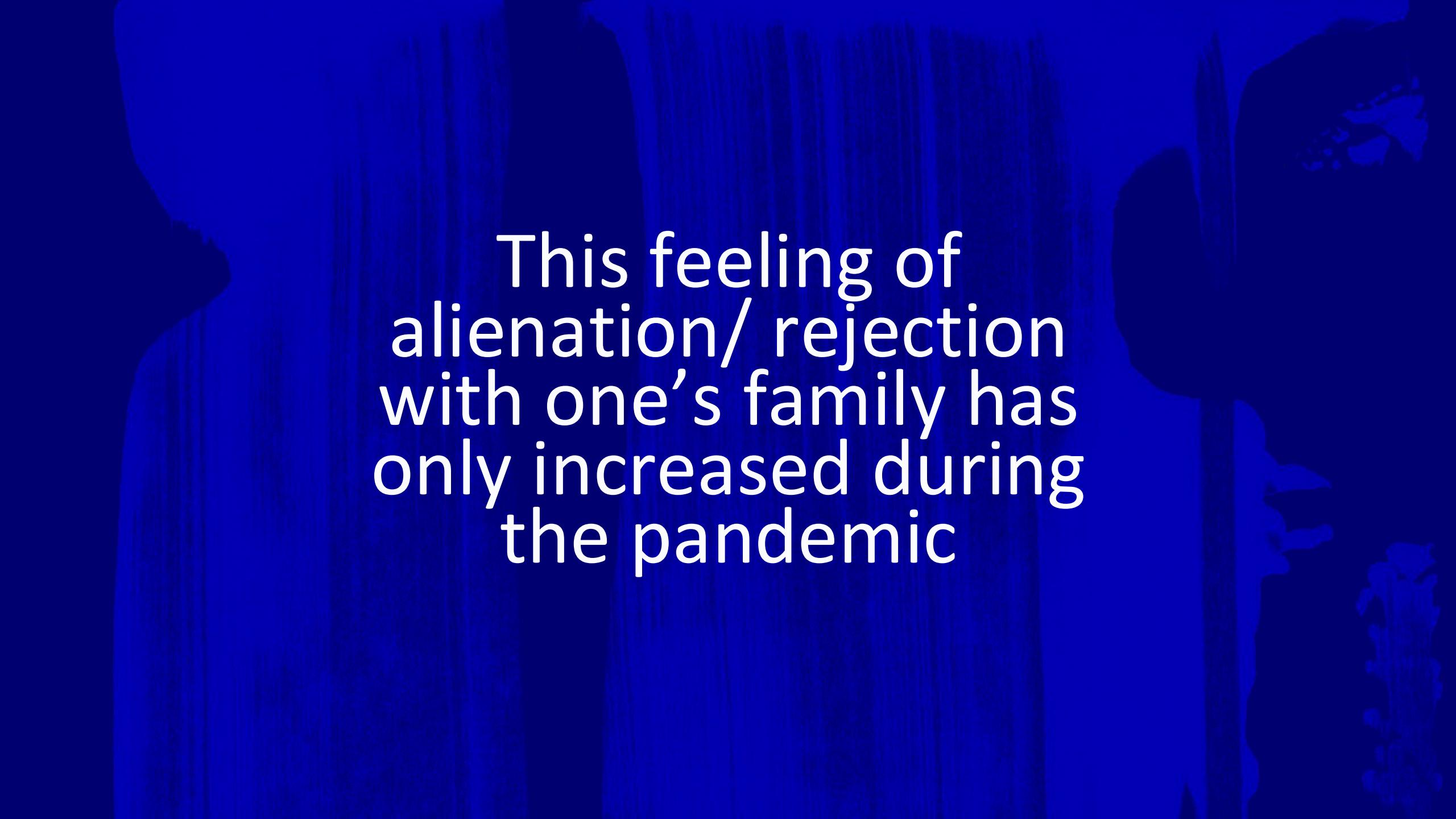
A photograph of a person from the side, facing right. They are wearing a light-colored shirt and dark trousers. Their hands are clasped together on a dark wooden desk. A silver laptop is open in front of them. The background is a plain, light-colored wall.

A possible
thought
starter



OUR THINKING

While the cultural, political & legal backdrop has changed dramatically since Absolut first began working with the queer community in 1981, nearly 3 in 4 gen z-ers still feel rejection from family when they express an identity that's isn't heterosexual.



This feeling of
alienation/ rejection
with one's family has
only increased during
the pandemic

The societal context

Family Prejudice, Lack of Safe Spaces: What the Pandemic Has Meant for India's LGBTQI Community

Support groups and mental healthcare helplines have been overwhelmed since March last year, pointing to increased distress.

Many Kerala families used lockdown to force queer persons into conversion therapy

LGBTQIA+ groups stress on the need for safe spaces and shelter homes in Kerala for queer people, as well as facilitating greater acceptance by natal families.

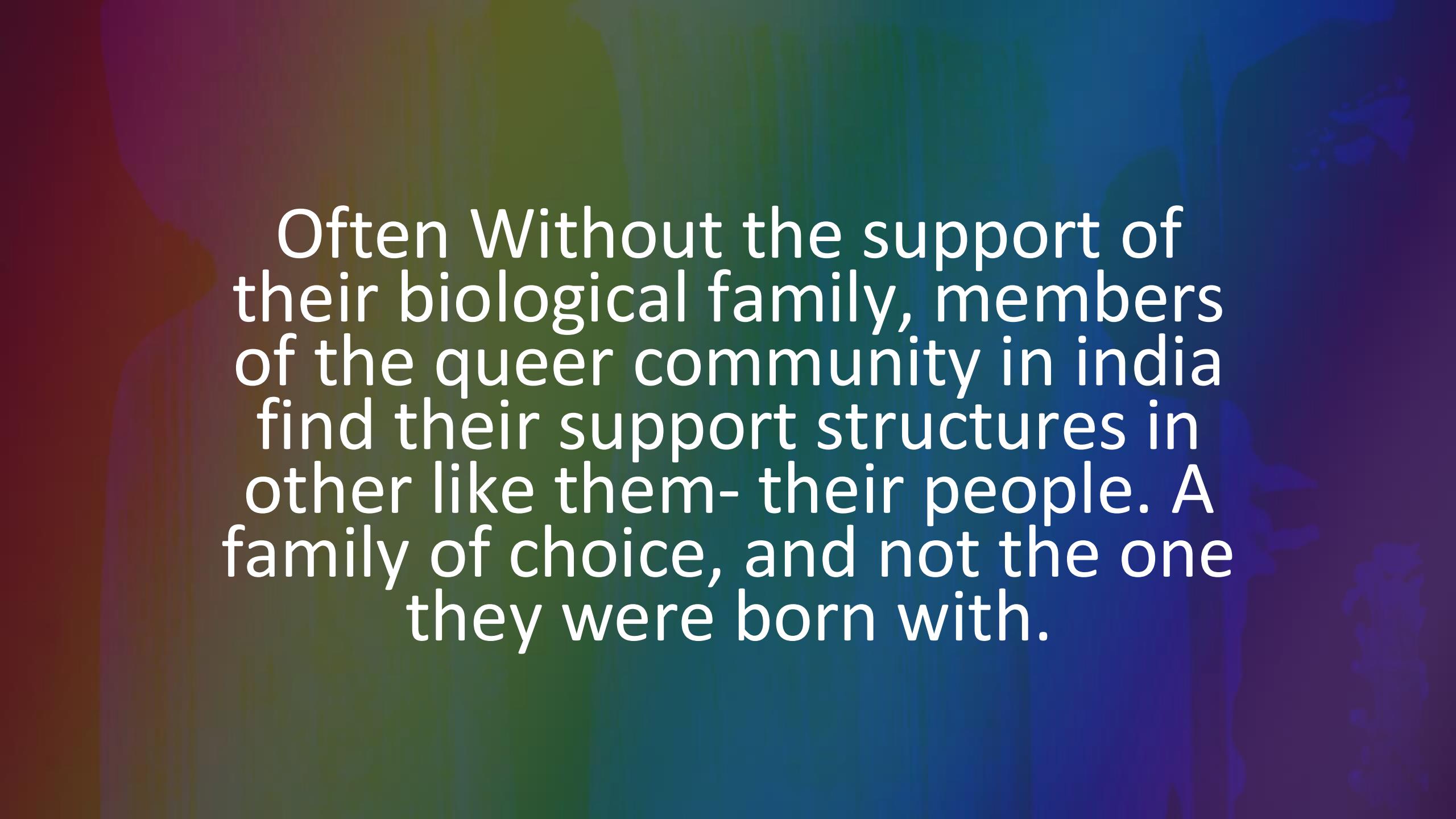


Where are India's queer parents? Having a family is not even an option for many Indians

The fight that started with de-criminalising Section 377 must not end there – it is a battle half won. Many queer couples in India want to raise children but can't.



TARINI MEHTA 21 February, 2021 8:30 am IST



Often Without the support of their biological family, members of the queer community in india find their support structures in other like them- their people. A family of choice, and not the one they were born with.



People with whom they can safely explore their own identity, be themselves and find their voice.

This is their safe space.

Representation in culture

BBC Home News More Search

Bitesize All Bitesize

'How my chosen family helped me be my real self' - Priyanka's story

'I have sacrificed a lot': Growing up LGBTQ+ in India

LGBTQ+ Indians who battle family expectations and social pressures to live their authentic lives share their stories.



We Choose Our Own Families

We take a deep dive into "Pose," Ryan...
on FX, and unpack the...
en families in pop culture.
s and Jenna Wortham, Produced by

Read in app



The Thought:

Here's to the
family you
choose

ABSOLUT RAINBOW BRIEF

Absolut Brand Purpose : Create Better Together

STRATEGIC BUSINESS OBJECTIVE	Our vision is to be the spirit of this generation by using creativity to drive positive change when it comes to inclusivity.	MARKETING OBJECTIVE	Recruit new Progressive Connectors through culturally relevant emotional campaigns showing how Absolut is & has always been a brand that shares their values of inclusivity & diversity.	CONSUMER CHALLENGE	'All brands are pink-washing and it is difficult to know which are authentic about their support. I want to consume a brand that supports my LGBTQIA+ community and most importantly a brand that really gets me.'
WHO IS THE TARGET CONSUMER?	<p>Our strategic Target are the Progressive Connectors. Key traits are:</p> <ul style="list-style-type: none"> They are hyper-connected on- and off-line, and they like linking friends together – creating their "family of friends". They see the power of coming together to create social change. Open minded, inclusive and curious, striving for diversity. Looking for progression, moving forward – developing and learning new things and meet new people to enrich their lives. 	 WHAT IS THE CORE CONSUMER INSIGHT?	<p>Core consumer insight:</p> <p>" India has made great strides on the legal front when it has come to the LGBTQ+ community- but has anything really changed at a societal and familial level?"</p>		
THE BRIEF DISTILLED	<p>GET: Hyper-connected progressive connectors from the LGBTQIA+ community + allies</p>	<p>TO: Build a deeper emotional connect with Brand Absolut</p>	<p>INSTEAD OF: Seeing us as yet another brand trying to leverage the queer cause for opportunistic reasons</p>	<p>BY: Recognizing us an authentic and responsible ally of the queer community in India</p>	<p>BECAUSE: Because Absolut has a strong legacy and tradition of supporting the community and standing for progress, even when it was not fashionable enough and it is in our DNA to be inclusivr.</p>
SINGLE MINDED MESSAGE	<p>Under the CEP Create Better Together</p> <p>'As an LGBTQIA+ ally, Absolut wants to Celebrate diversity and promote inclusivity across the LGBTQ+ community in India by highlighting an important cause for the community.'</p>				

 DELIVERABLES	<p>Create a powerful campaign that comes from a place of authenticity and actual understanding of the LGBTQIA+ community in India, and includes:</p> <ul style="list-style-type: none"> • Hero assets • Digital/social elements • Instigation acts • Collaborations/Influencers • BTL/ L3F elements 	 WHAT DOES SUCCESS LOOK LIKE?	<p>The key evaluation criteria the campaign will be judged against:</p> <ol style="list-style-type: none"> 1. Increase in <u>Share of Conversation</u> (Connect) & <u>Brand Affinity</u> (Convince) that drives high relevancy. 2. <u>Brand KPI (Equity)</u>_Improvement in PRIME metrics (Uplift in Brand Closeness & Spontaneous awareness & Consideration among the PCs). 3. The delivery must include assets for always-on that are adaptable to major local LGBTQIA+ cultural tentpoles. 4. We aim to have a campaign that scores highly within our internal creative index (below). <p>https://www.dropbox.com/s/gl88gc1mxtr6hp9/PernodRicard_Creative_Index%201%20page_update%20Oct%202020.pdf?dl=0</p>
 MANDATORIES	<p>This creative must be:</p> <ul style="list-style-type: none"> - Right on CEP: inclusive, show wide representation of the community and have a strong POV - We celebrate the community. Tone must be uplifting. - The story must be compelling enough to deliver a PR-hook for activation in market. - It must be able to live through OOH and digital (Social Media, BVOD). <p>Brand communications must conform to Pernod Ricard Code of Communications. Please review here: https://www.dropbox.com/s/kr91imbkjwa174m/pr_ccc_2020_eng.pdf?dl=0</p>		
 PAST LEARNINGS		 PARTNER MARKETS	
 PROJECT TEAM	<p>(R)esponsible (A)ccountable (C)onsult (S)upport (I)inform</p>	 PROJECT TIMINGS	 BUDGET



Keeping brand
absolut in mind



- Create is an important word as it nods to our heritage and is an active invitation. We have always been a **canvas for creative expression**.
- Today's canvas has changed – it's no longer just the lone artist' domain: it's all about **collective creativity**, bottoms up, democratized.
- It's a joyful provocation to human ingenuity that **inspires movements of positive change**.

IT'S
BETTER
TO BE
KIND

- We are proud of the progress we've been a part of to date, and we are excited to continue being supportive change agents: inspiring, encouraging, joining in, **fueling positive change**.
- Whether that's a better vodka, a better moment with friends, a better society: drive progress and **never settle for the stable status quo**.
- The younger generations' **drive for progress** is aspirational to older generations, as values are shared.



TOGETHER

- Together is core to our **belief in inclusivity**. Together is not about blending in or losing your individuality. It's about the power of a diverse and multi-dimensional collective coming together and collaborating.
- Together is what makes the Åhus community. Together is what makes enjoying Absolut. Together is what drives human progress.
- Together, "we" are inspired and have more fun. At the same time, "I" will enrich others with my unique individuality and **grow from exposure to different perspectives**.

OUR TONE OF VOICE



BOLD

We are daring and push boundaries.
We state our point of view with
confidence but never arrogance.
We are for, not against.



WITTY

We combine fun with a clever twist,
and rule at brilliant word play. We
make people smile by making
people think



CREATIVE

We have a spark inside us and think
that creative energy is mind opening.
We like edgy and express ourselves
through contemporary culture.



INVITING

We welcome everyone. We think all
humans are equal and should be
included. We enjoy collaborating
and greet you to come visit our
Swedish homeland.



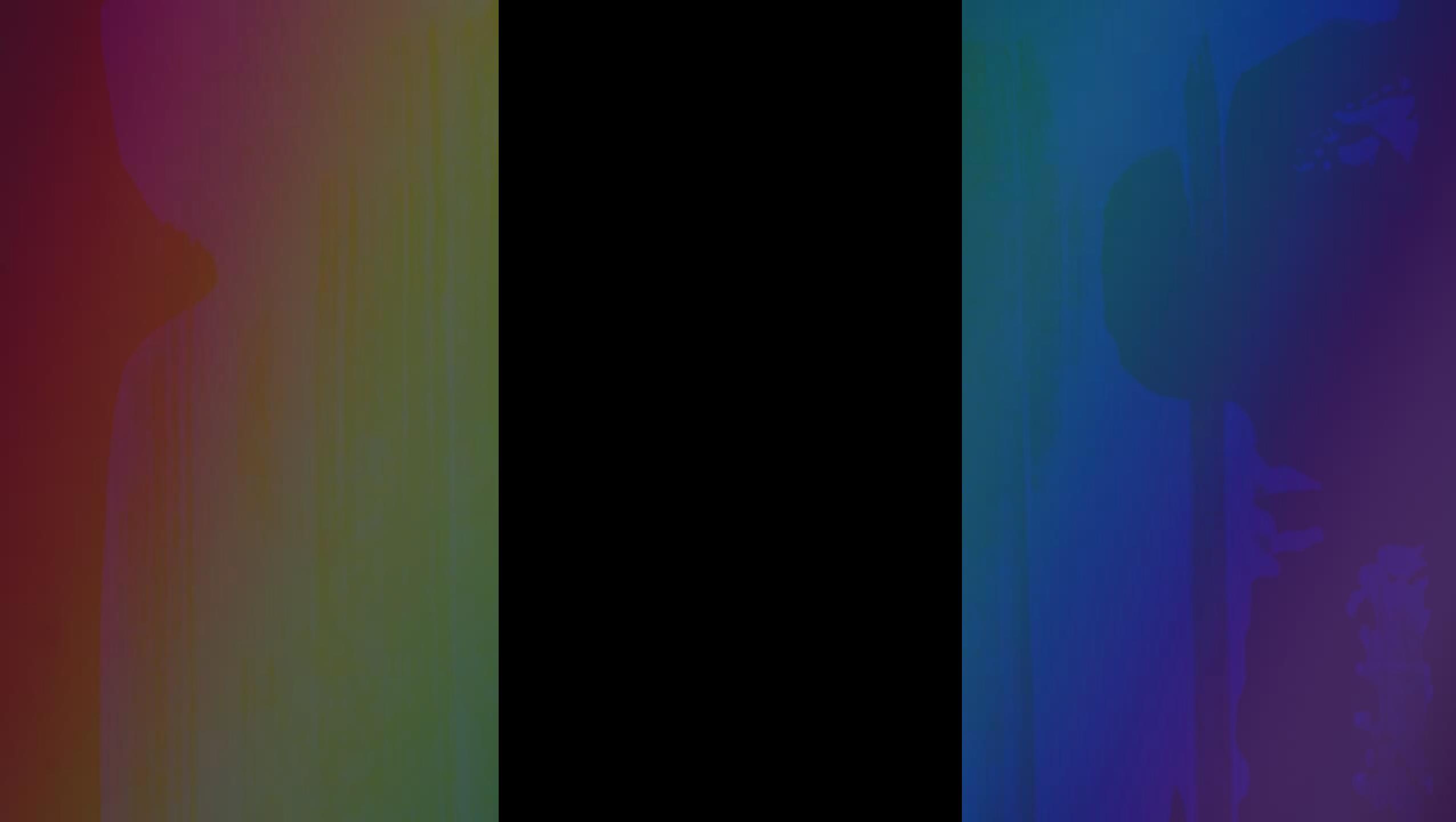
work from the
indiaN market we
loved

A close-up portrait of Ashok Row Kavi against a black background. He is wearing round-rimmed glasses and a plaid shirt over a dark turtleneck. His hands are clasped in front of him, and he appears to be speaking or gesturing.

Ashok Row Kavi







A person is sitting at a table, looking down at their laptop screen with a thoughtful expression. The background is slightly blurred.

Let's discuss