

Absolut Vodka

Visual and Verbal Assets



http://www.designyourway.net/diverse/absolut/absolut_vodka_family.jpg

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The Absolut Bottle:

According to the Absolut website (www.absolut.com), Absolut vodka is all about the physical product that you are getting. The bottles are one-of-a-kind and are easy to spot on liquor store shelves. There are many different bottles and each flavor has a unique packaging. Here are a few examples from Absolut's website:

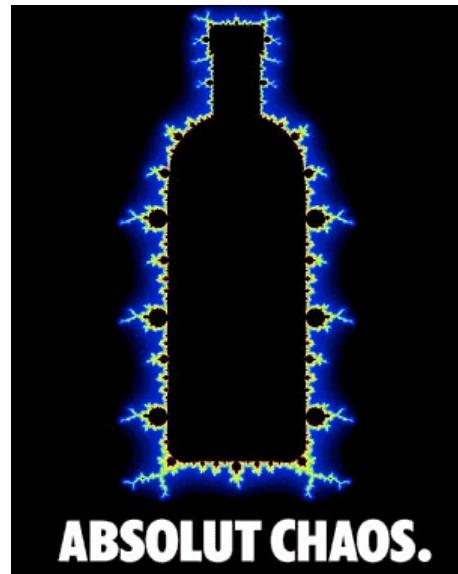
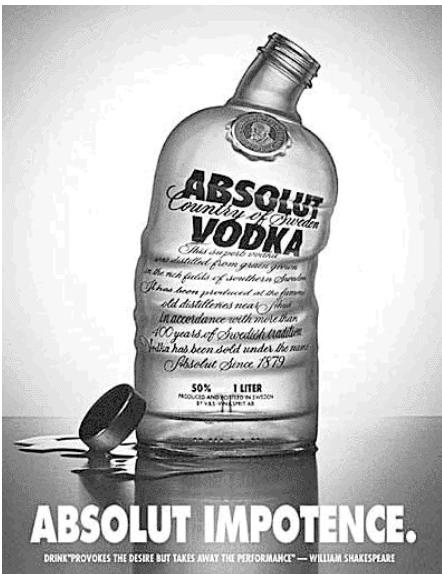


Each bottle has the same signature shape and stamp. The font and style of the vodka bottles are similar. Just the artistic design and color vary from bottle to bottle.

The company has also done many limited edition bottles making the bottles collector's items and artistic pieces:



The Absolut Vodka brand depends heavily on the packaging of its vodka. The website also states that the bottles are sterilized using Absolut vodka to ensure that the bottles are perfectly clean and do not contaminate the product. Absolut utilizes the bottle for the basis of its advertising campaigns as well. The advertising campaigns feature the bottle, not actors or models:



Absolut also uses the physical product to voice its strong support for the LGBT community. In the project, "In An Absolut World, There are No Labels", the labels have come off the bottle in a protest of labels and prejudices against sexual identities. Absolut is one of the first brands to openly support the LGBT community and create advertising campaigns and products to show that support.



All of the above information comes from www.absolut.com

According to artist, Rick Garcia, the Absolut bottle has become more than just a package for its product, but an artistic and creative platform. The Absolut bottle has become a blank canvas for artists to create masterpieces on. Rick Garcia was Absolut's "Artist of the '90s" because of his talent in the modern world of art. Through this advertising campaign, he created the infamous "Absolut Garcia" painting and full

functioning electric guitar made out of an Absolut bottle.



* The above information is from www.rickgarcia.com*

According to the Branding Strategy Blog, the Absolut Bottle was an exceptional design. The article claims that the bottle has become more of an icon rather than a package. The bottle's shape has become imprinted in our minds. Advertisements like Central Park in the shape of an Absolut bottle have defined the brand's bottle image. The physical product, in the case of Absolut, has become the brand image, value and infamy.



* Brandstrategyinsider.com*

Absolut Language:

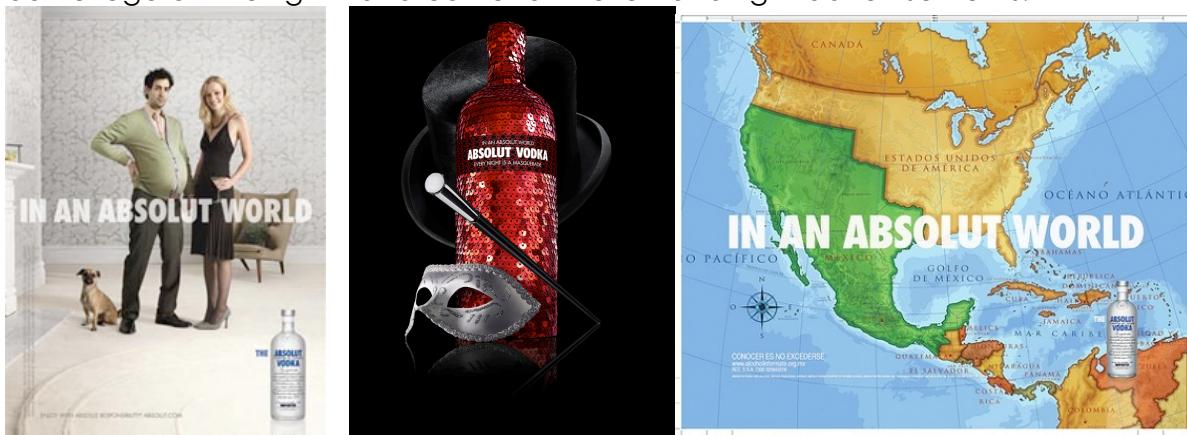
Absolut has a unique language. The words consistently used throughout the Absolut website and campaigns are: creativity, unique, art, social change, and high quality. All of these words come together to create the multi-faceted brand that Absolut defines. The brand also changes the spelling of the English language and plays with words. For example, Absolut is missing the letter 'E' at the end of the word. Absolut continues to do this with many other words on the bottle and in the advertising campaigns.

Absolut Style:

The style of Absolut is modern, sophisticated, youthful and artistic. Absolut has class as well. The brand does not associate itself with reckless drinking and partying. It associates itself with positive social change and artistic talent.

Absolut Slogan & Logo:

In 2007, Absolut implemented the “Absolut World” campaign that eventually became its defining slogan. The idea of this slogan means making your world exactly as you want it to be; an absolut reality. This campaign have involved into many advertising and social campaigns. Currently, the masquerade theme has complemented the slogan with an advertising campaign of a masquerade-like bottle. The logo of Absolut has become the generic bottle; the bottle really is everything to this brand. Notice the bottle logo on the right hand corner of the left and right advertisements.



Absolut Traditions:

An episode of Sex and the City featured an Absolut ad with heartthrob, Smith Jerrod in the middle of Times Square. Absolut vodka is now traditionally associated with Sex and the City and vodka martinis. According to Facebook, there is a group called “I want Smith Jerrod Naked in my Bed with Absolut Vodka” in reaction to the ad featured on Sex and the City. The company now uses Sex and the City's Girls Night Out to market their vodka.

*The above information is from www.absolut.com



http://www.vaneska.com/wp-content/uploads/2009/07/absolut_hunk.jpg