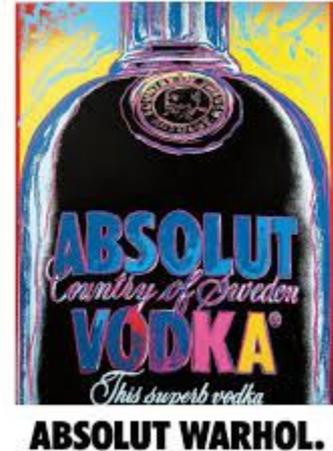


Absolut Vodka

Rowa Beiter, Meg Coyle, Lucia Singer, Alex Smith

Where Are They Now?

- Competition
 - 2.5% market share, sold 10,000 cases
 - Grey Goose, Titos, Smirnoff, Bacardi
 - 4th largest brand of spirits in the world
- Consumer-Product Relationship
 - Seen as being a high end vodka, but not as high-end as competitors such as Smirnoff
- Microenvironment
 - Started by selling in Stockholm, Sweden before selling outside the city borders
 - Advertising Intermediaries
 - TBWA runs advertisements for Absolut
 - Partnered with film companies and SHM to promote



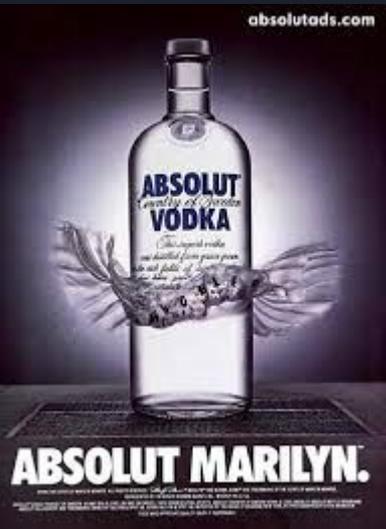
Where Do We Wanna Go?

- Segmentation
 - Statistics show that consumers aged between 21-35 consume the most spirits in the United States. (Not including underage consumers)
- Targeting
 - High income 21-30 year olds
- Positioning
 - Absolut takes two approaches-- premiumisation and innovation.
 - Slightly better quality and sold at a higher price point than standard vodka, Smirnoff.
 - Cheaper than super premium brands such as Grey Goose.
- Differentiation
 - High quality production
 - Bottled at source: Åhus, Southern Sweden
 - Winter wheat grows naturally from surrounding fields
 - No fertilizer or pesticides
 - Revolutionary distilling method: water taken from deep wells unreachable by pollution
 - Wide range of natural flavors (no sugar added)



How Will We Get There?

- Price
 - Remain consistent in pricing, if they drop pricing they will lose ground to Smirnoff brand. In the premium category Absolut has \$130.9 million in sales.
- Promotion
 - Total customer experience, personalizing the relationship and demonstrating touchpoints that will display the experience the product provides.
- Product
 - Well known name brand, however in recent years sales have declined due to consumers switching to other products or liquors.
 - To approve the appeal of the product
 - Premium Taste
 - “Our/Vodka”
- Place
 - Sold at bars/restuarants or liquor stores. Distributors should continue to push for shelf space so it catches the consumers eye, as well as continue to advance material design .





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