



Brand Strategy and Ideas for Absolut Peace Campaign

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Background

Looking at the current geopolitical environment around the world, I thought it would be appropriate for a brand such as Absolut Vodka to run a campaign promoting peace. This is, of course, in accordance with the new brand strategy and campaign that I have recommended for Absolut on my blog which positions the brand as an ice-breaker that gets people together and resolves differences and conflicts, as only the Swedes can.

I think this would be a good opportunity for Absolut to address its target audience comprising mostly younger drinkers of vodka and other white spirits, as these are people who do not usually support divisions and conflicts of the kind we are seeing around the world, including wars. They usually lean on the side of greater individual freedoms, civil liberties, and peace, and are pro-refugee and pro-immigrants.

Overall brand strategy for Absolut Vodka

The ultimate ice-breaker

Brand strategy for this peace-promoting campaign

- Opportunity at a time of heightened geopolitical tensions, wars, conflicts, etc around the world for Absolut Vodka to communicate its message of making peace, bringing people together and promoting harmony
- And to do this in keeping with the brand's overall new recommended strategy of being the perfect ice-breaker
- The peace campaign should be targeted at Absolut Vodka's target audience comprising vodka and other white spirits drinkers and aim to draw them into the Absolut fold through a peace club of sorts
- The peace campaign should address the Absolut target audience strategically and tactically especially during various conferences and summits being held internationally
- Between August 2025 and November 2025, there are a number of international summits being held, which makes this the ideal time to communicate with the Absolut drinker through a peace message
- The campaign is not meant for political leaders and heads of state, nor should it pander to them. If, as a result of this campaign and further action, Absolut Vodka can make a difference and become the official toast of peace pacts, it would be great. But this is clearly not a campaign objective.

Campaign message

The world has never needed more Absolut ice-breakers than now. Join in to make peace!

Channels of communication

The peace campaign is meant to communicate with Absolut drinkers and other vodka and white spirit drinkers through a variety of media channels:

- TV/Video adverts that air on international news channels and on social media
- Print campaign
- Digital display campaign, with activation idea
- Outdoor/OOH placed strategically in certain cities

Creative Idea

Intelligent and quirky juxtaposition of international conflicts and Absolut Vodka as the best ice-breaker.

TV/Video advert #1:

Film opens on a row of flags of several countries fluttering in the breeze, under a lovely clear blue sky.

Camera tracks them and then slowly tilts down, pulling back all the while, to reveal that these flags are actually swizzle-sticks in a row of glasses of Absolut Vodka – some cocktails – in an al fresco setting outside a bar/restaurant.

We see a group of young Absolut Vodka drinkers sitting around this long table and having a good time. They clink glasses and flags as they greet each other and say cheers!

MVO: In the Absolut world, peace is made like this. So, join in!

Sign-off: Absolut Vodka (logo)

Icebreaker appears and then turns to peacemaker

Visual representation of TV advert idea #1:



TV/Video advert #2:

Film opens inside a swanky and upscale bar, with dim and atmospheric lighting.

Through the crowds and the blurred colours of bottles in the bar, camera makes its way to the bar counter, where a bartender is busy showing off his drink-making skills. Through his swift and expert movements and pouring, etc. what leaps out at us are the colours. A cocktail drink that seems to wear the colours of the Russian flag changes to the bright blue and yellow of the Ukrainian flag, as the bartender goes about his actions.

And finally, the cocktail is decorated with the blue and yellow Swedish flag as swizzle-stick.

Bartender: It is in the nature of spirits that while some flavours clash, others mix well and mingle.

Every drink I make - my toast to peace!

Sign-off: Absolut Vodka (logo)

Icebreaker appears, and then turns to peacemaker

Visual Representation of TV advert idea #2:



TV/Video advert #3:

Film opens on a young couple watching TV news at home one evening. The news is all about war and conflict, especially the Middle-East.

We see the TV screen glitch visually, even as the news can be heard. The checkered pattern of the *keffiyeh* (Arab men's headscarf) which bears an uncanny resemblance to a metal fence, and the six-pointed Star of David (symbol of Israel) emerge out of the TV screen and float eerily towards the couple and toward the viewer.

Cut to man making a drink for himself and his wife at their living room bar where we can see a bottle of Absolut Vodka.

He hands his wife her drink, who is surprised to see a white flag swizzle-stick in her glass, though she smiles appreciatively.

Man smiles back and says: I thought times like these, call for Absolut! To peace!

Sign-off: Absolut Vodka (logo)

Icebreaker appears, and then turns to peacemaker

Visual representation of TV advert idea #3:



Absolut Peace Campaign in print

The peace campaign in print uses contrast - both visual and in text - to juxtapose conflict, war, etc with Absolut making peace. The idea and message are the same as in the TV/video adverts.

Advert #1:

Headline: Where there is fire, turn to something chilled and clear from Sweden.

Body Copy:

Where there is conflict, hostility and war, we'd like to recommend pouring cold water on it. An ice-breaker.

After all, that's what Absolut Vodka is all about. A way to bring people together, no matter their differences. Chilled, clear reason why nobody makes peace like the Swedes do.

The world is one. Humanity is one. Time to celebrate our differences over a glass of Absolut. There are hundreds of different cocktails that you can try with Absolut Vodka from Sweden, did you know?

Sign-off: Absolut (logo)

Icebreaker

Advert #2:

Headline: When the world assembles in peace it is for Absolut.

Body Copy:

Even as war rages in some parts of the world, world leaders are meeting at the United Nations General Assembly. We hope they can find a way to end conflict.

After all, that's what Absolut Vodka is all about. An ice-breaker. A way to bring people together, no matter their differences. Chilled, clear reason why nobody makes peace like the Swedes do.

The world is one. Humanity is one. Join the peace club with Absolut. And resist the forces that try to divide us.

Sign-off: Absolut (logo)

Icebreaker

Advert #3:

Headline: In a world full of barriers, nothing breaks them like Absolut.

Body Copy:

Anti-immigration, anti-refugee, anti-foreigner. There's so much keeping people out, that we'd like to invite them all in.

Because that's what Absolut Vodka is best at. Bringing people together no matter their differences, or where they're from. And the fact is, nobody makes peace like the Swedes do.

So, come on in everybody and let's raise a glass to one humanity. A glass of Absolut. Even better, hundreds of different cocktails that celebrate our differences, as we continue to break the ice.

Sign-off: Absolut (logo)

Icebreaker

Advert #4:

Headline: Us versus them? Absolutly not.

Body Copy:

Life doesn't have to be an endless contest or war, pitting us against each other. There ought to be room for everybody to express themselves freely.

Now, that's what Absolut Vodka is so good at. Bringing people together, no matter their differences. And the fact is, nobody makes peace like the Swedes do.

Let's raise a glass to our humanity, and our freedoms, shall we? There's nothing Absolutly better at breaking the ice.

Sign-off: Absolut (logo)

Icebreaker

Advert #5:

Headline: Peace should never be on ice. Like Absolut it must flow.

Body Copy:

We're all for law and order, but peaceful demonstration is our right. Peace cannot be bargained away, nor postponed.

If you cherish your freedoms, join the Absolut peace club. Because we're exceptionally good at bringing people together, no matter their differences. And the fact is, nobody makes peace like the Swedes do.

Time to let peace flow as freely as freedom, friendship and, well, Absolut. The perfect ice-breaker.

Sign-off: Absolut (logo)

Icebreaker

Advert #6:

Headline: If the world agrees on something, it must be worth it.

Body Copy:

In a world full of disagreements and discord, we ought to cherish what little we agree on. Ideas like liberty, equality, love and justice.

If these strike a chord with you, you're Absolutly the person who can spread the word along with us. Because Absolut Vodka is so good at bringing people together, no matter their differences. And the fact is, nobody makes peace like the Swedes do.

If we all agree that the world is one, and that humanity is one, nothing can stop us from breaking the ice. Skall! As they say in Sweden.

Sign-off: Absolut (logo)

Icebreaker

Digital peace campaign for Absolut

The digital display advertising campaign is an adaptation of the print campaign, along with a customer-engagement or activation device built into it. In fact, the customer-engagement device can also be built into the print campaign, by sharing a QR code which takes readers to the Absolut Peace Campaign landing page.

In this peace campaign for Absolut on digital, we urge people to join in by signing an online petition for peace. In addition, we can ask people on social media to share/repost the Absolut advert itself, so the peace campaign reaches more people.

The online petition can be crafted and placed on a special landing page on Absolut Vodka's website meant for this campaign, for people to sign. At the end of the campaign, the online petition for peace and an end to wars and other conflicts can be shared with the United Nations for them to consider and take necessary action.

Sample digital advert:

Headline: Where there is fire, turn to something chilled and clear from Sweden.

Subhead: Sign an online petition for peace now!

Repost/share for maximum reach.

Absolut (logo)

Icebreaker turns to peacemaker

Outdoor/OOH Peace Campaign for Absolut

The same creative idea is taken to the outdoor space, but used strategically in certain cities around the world. These are likely to be mostly western capitals, but within the city itself, Absolut must find a prime location where it also gets political leaders' attention.

For example, next to the United Nations in New York City, at Westminster in London, etc. Paris, Berlin and Brussels could be the other three cities.

The outdoor peace campaign uses video. We share a visual of conflict, with the Absolut juxtaposition appearing as the headline. The visual then changes to Absolut Vodka and peace.

Sample OOH advert:

(Visual of missiles being fired or bombs being dropped)

Headline: Time to consider something chilled and clear from Sweden.

(Visual now of Absolut vodka bottle in a peaceful setting)

Absolut Peace Petition Online:

I am sharing the text of what the Absolut Peace Petition could say on the special campaign landing page that will have to be created on Absolut Vodka's website.

Text of Absolut Peace Petition:

To all 193 member countries of the United Nations, 15 member countries of the UN Security Council, and the Permanent 5 member countries of the UN Security Council.

We are a group of individual citizens belonging to different countries around the world who have come together in a spirit of unity, interconnectedness and deep concern over the way our world is being upended by conflicts, geopolitical tensions, war, xenophobia and inequality.

Our appeal to leaders representing member countries at the United Nations, at various levels is for the following:

- Show deep and sincere commitment to ending/resolving conflicts and wars at the earliest; there can be no greater priority than this
- Keep the long-term interests of the parties concerned uppermost in mind, including future generations, when negotiating peace settlements

- Respect the common interests of all countries when forming policies that affect the entire world
- Resist divisive and polarising politics that pit us against each other
- Work towards promoting peace and shared prosperity that go beyond the shores of your own countries
- Continue to pursue policies that encourage free trade, multilateralism and the flow of people, capital, goods and services around the world for the benefit of all humanity
- Devise and adhere to the multilateral rules-based world order that has served the world so well and push back firmly against unilateralism

These are absolutely imperative if the entire world is to live in peace, harmony and shared prosperity, while pursuing the goal of greater equality amongst the people who are part of the great comity of nations.

This peace campaign strategy and ideas document for Absolut Vodka is written by Geeta Sundaram, advertising professional and blogger at www.peripateticperch.com who can be reached at geetasundaram08@gmail.com and at <https://www.linkedin.com/in/geeta-sundaram-aka-wise-owl>