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In An Absolut World NYC Launch Case Study

"ABSOLUT Vodka tapped Giant Step to engage consumers in guerilla marketing activities surrounding the launch of our new ad campaign "In An Absolut World." They came back to us with brilliant concepts that truly brought the campaign to life and touched consumers in such an authentic and original way. In An Absolut World ... all partners would be as genius as Giant Step."

— **Sarah Bessette, PR Manager, The Absolut Spirits Company**

Challenge

To launch their first new advertising campaign in 27 years, Absolut Vodka sought to complement their print & television campaigns with an experiential marketing program over one week in Spring 2007 in New York City.

Solution

Giant Step conceived & executed a unique series of seven publicity stunts, each breathing life into the In An Absolut World tagline:



- **In An Absolut World, Your Cup Is Always Full.** Giant Step partnered with independent coffee company MUD to giveaway thousands of free cups of coffee & gourmet muffins to New Yorkers starting their workweeks in Greenwich Village.

continued



Solution / continued

- **In An Absolut World, Your Commute Is On Us.** Our In An Absolut World brand ambassadors distributed thousands of free \$4 Metrocards to New Yorkers heading to work from the Upper East Side and Williamsburg, Brooklyn.
- **In An Absolut World, You Always Get The Download.** Giant Step curated & licensed a 10-song *In An Absolut World* digital compilation, which was uploaded directly to the iPods of hundreds of on-the-go New Yorkers in Union Square.
- **In An Absolut World, You Are Always A VIP.** Giant Step partnered with The Box to surprise three tables with an evening's worth of complimentary bottle service and admission at this white hot Lower East Side club.
- **In An Absolut World, Responsibility Is Easy.** Giant Step partnered with a local bicycle rickshaw company, wrapping their fleet with In An Absolut World signage and offering New Yorkers free rides on a busy Friday night in the Lower East Side and in the Meat Packing District.
- **In An Absolut World, Dinner Is On Us.** Giant Step partnered with BondSt Sushi, where three parties were surprised to receive immediate seating without reservation on a busy Saturday night, as well as complimentary meal and cocktails.
- **In An Absolut World, Summer Concerts Rock.** Giant Step identified nine of the hottest summer concerts – including Lily Allen, The White Stripes, Daft Punk, Feist, Cat Power & Built To Spill, Sonic Youth & more – and secured premium seats to these sold out events, which were distributed first come-first served at tastemaker music retailer Other Music. Giant Step seeded news of the giveaway on various underground blogs resulting in a line around the block.



Hipsters stand in line early Sunday morning