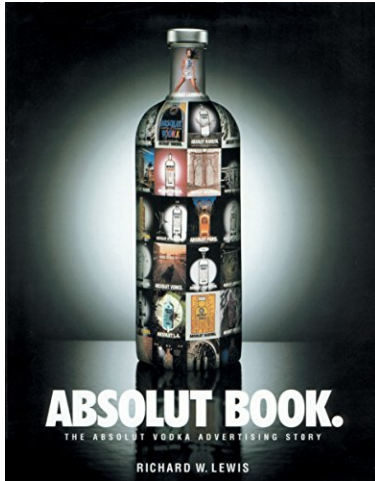


[PDF] Absolut Book.: The Absolut Vodka Advertising Story

Richard W. Lewis - pdf download free book



Books Details:

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Description:

From Library Journal Is it possible to create a worthwhile book about the Absolut Vodka's advertising campaign? Absolutely. TBWA/Chiat Day executive Lewis tells the story of the ad campaign that increased the sale of Absolut Vodka by 14,900% over 15 years. For ad junkies who want all the details, Lewis includes almost 500 Absolut ads along with commentary on how each ad was created and chosen. For example, "Absolut Clarity," which has a magnifying glass over the words "Country of Sweden," was used to emphasize that unlike most imported vodkas Absolut was not made in Russia. This book will have the greatest appeal among those who appreciate the creativity behind the pieces such as "Absolut D.C.," featuring an Absolut bottle wrapped in red tape. A warning: Lewis notes, "Librarians have to guard their

magazines from being de-Absoluted." If your library has this problem, buying a book with 500 ads might be a risk. Still, this is highly recommended for libraries with an interest in advertising and marketing. Emily Engel Moore, "Library Journal"
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From It's an Absolut-ly unabashed commercial salute to one brand of vodka that has almost single-handedly defined the shape of creative magazine advertising for many years. New York City adman Lewis not only recounts the beginnings of the campaign and the U.S. launch but also documents the story of the long-term business relationship between client and agency. This 15-year saga of bottle as hero shows, first, relatively conservative ads (Absolut joy, Absolut anticipation, Absolut generosity), then segues to the by-now-expected, break-through-the-clutter commercial: the 1987 musical "holiday song" chip, a plastic record, and a packet of flower seeds. Best are the captions and some of the behind-the-scenes footage and prose, such as the fact that wheat was used to attract pigeons to Piazza San Marco to form the shape of a bottle of--what else? Absolut Venice, of course. *Barbara Jacobs* --This text refers to an out of print or unavailable edition of this title.

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Highlighting the award-winning marketing and advertising campaign of Absolut Vodka, this art and design book features over 250 pages of magnificent bottle art and iconic ads. The absolute vodka advertising campaign has been running nonstop for fifteen years, which, in advertising, is practically forever. Industry insiders hail it as one of the most successful campaigns in the history of advertising, and the star of the ads is always the beautiful, artful, chameleon-like bottle from Sweden. The Absolut ads are celebrated as much for their ingenuity as their longevity. They are full of wit, and Absolut went out of its way to avoid head-to-head comparisons with rival brands. Instead, the positioning strategy relied on the promise of an entirely new experience. Absolut's positioning strategy relied on the promise of an entirely new experience - Brooman. In 1981, the campaign debuted. Warhol proposes painting his own interpretation of the Absolut Vodka bottle. . . . When Warhol was finished, [Roux] loved it and thought it would make a great Absolut ad. This was it, they knew what they needed to do and how they wanted to do it. The next 25 years would see 1,500 variations of the ad created for the brand and it would take the company global. The possibilities. With Andy Warhol lighting the spark that would eventually turn into a fire, Absolut explored every avenue of creativity. Absolut Vodka is a brand of vodka, produced near Århus, in southern Sweden. Absolut is a part of the French group Pernod Ricard. Pernod Ricard bought Absolut for \$5.63 billion in 2008 from the Swedish state. Absolut is one of the largest brands of spirits in the world (after Smirnoff, Bacardi) and is sold in 126 countries. Absolut practices a One Source production philosophy, meaning that all of their production takes place in and around the village of Århus, Sweden. The water and wheat are both sourced Absolut, a brand of vodka produced in Sweden, is known for its striking print advertisements, which ran for 25 years. Virtually every ad had two things in common: the iconic bottle and the distinctive text, which always read "Absolut" (followed by almost any other word). Thanks to its memorable ads, Absolut went from a niche brand to the most heavily advertised liquor in the world. Visit Business Insider's homepage for more stories. Despite not running its iconic bottle ads anymore, Absolut still dominates alcohol marketing. Its latest ad campaign features singer-rapper Lizzo as the face for a new product line: Absolut Juice. Here are some of the most memorable Absolut ads in the original campaign's 25-year run, in chronological order. "Absolut's advertising is among the most effective, most honored and most imitated in marketing--inspiring some consumers, for instance, to collect the colorful ads like baseball cards--"Absolut Book" may well appeal to readers beyond the confines of Madison Avenue or martini bars." --the New York Times. The real strength of the book is the collection of images. In some cases, looking at an entire campaign all together takes something away from the individual ads. This is not the case for these advertisements -- taken together, they are even cooler than they were in their original magazine contexts.