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# An Always-On Approach to Presenting Creativity and Cocktails Online

With a product enjoyed at all hours of the night across every time zone, Absolut has revamped its website to incorporate an always-on approach. In addition to information about the full portfolio of Absolut products, the new mobile-friendly Absolut.com provides cleanly designed editorial context to both cocktail culture, as well as the creative executions of the Absolut brand, taking place around the world.

“The bridges between these two kinds of content are something we will be working on continuously. Up until now, the mother site has been static. By pushing it in a more editorial direction, the content will be constantly changing, says Marco Guzman, Absolut Senior Digital Manager.

Fueled by an in-house editorial team working with hand-picked global correspondents, the new Absolut.com allows the brand push out stories about the latest trends from all around the world. The constantly updated site serves fresh content that users can read directly on the site on their computer or mobile phones, as well as be distributed across the entire Absolut online eco-system, and social newsfeeds of the brand’s fans.

“Tastemakers have always looked to other countries and cultures for their inspiration, now with a world of information instantly available on the phone in your pocket, we wanted to create a site that pulls in the coolest content from everywhere so Absolut can present trend-hungry global audiences next big thing while it’s still red-hot, says Absolut Global Brand Director Mathias Westphal.”

Localized versions of the site will be released across all the Absolut markets, where a mixture of globally relevant content and country-specific local content will work together, allowing the brand to have perspectives that are both on the fly, and on the ground – maximizing the impact to audiences in all countries.

According to Karl-Johan Bogefors, Editor-in-Chief of Absolut editorial team, “The news content is crafted from topics which fuel the cultural conversation around the brand, tapping into ongoing projects made by, supported by or relevant to Absolut. This allows us to continuously showcase the creative and forward thinking core of the brand.

The new site comes with a refreshed master brand identity including an updated logo, typeface and color palette, which pulls the growing portfolio of Absolut products, such as Absolut Amber and Absolut Tune, under one common look and feel. The new identity has been designed to simplify, unify and amplify the brand’s messaging platforms, allowing the editorial team to tell a wide-range of stories, while still feeling distinctly Absolut.

## Notes to the editor:

* The new site features updated product pages featuring new bottle designs across the full flavors portfolio
* In addition to the new Absolut.com, a new AbsolutDrinks.com was also recently launched with a similar editorial approach to making cocktails
* The site was build by longtime digital partner Great Works.

## Credits:

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