

APEX Awards 2016 - "Africa is Absolut"

A Change Silver APEX award went to NATIVE for its Absolut Vodka campaign for Pernod Ricard. Absolut Vodka is a well-recognised global icon, but its global success has not always been mirrored in South Africa. In recent years the brand has under come under threat from the proliferation of newer, flashier premium vodka brands, and it has lost market share as well as brand relevance. It became clear that a strategic intervention was required in order to restore the Absolut brand's relevance and status as the global icon it once was. NATIVE VML and Pernod Ricard teamed up to implement a truly integrated campaign for the brand, which would rock the premium vodka category. As a result, "Africa is Absolut" was created.

Responsibly. Not for Sale to Persons Under the Age





Absolut Vodka SA @AbsolutSA · Jun 26

Who will take the awards at #MTVMAMA2015? Tag #BeAbsolut and vote for a chance to party at Road To MAMA Durban!



garos @ClixWell · 18h

the kind folk at @AbsolutSA know my name .. Hehe 😊 Always













Born from true consumer insight, the strategy sought to be deliberately converse to the category, and act as a true challenger brand.

NATIVE VML created a truly differentiated, memorable and effective campaign for the Absolut brand. Achieving an 89% volume increase and a 6% market share increase over the campaign period was just the beginning for the brand's new, upward trajectory.

With no other marketing activity having occurred since the campaign, the brand has continued to see sustained growth in volume and market share. This is evidence that NATIVE VML turned Absolut from a product people could buy, into an idea that they could buy into. It is clear to see why Marketing Director at Pernod Ricard South Africa, Charl Bassil, has lauded the campaign as the "most successful campaign for Absolut in South Africa to date".

[Read here for more on the 2016 APEX award winners.](#)

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