

Have you been particularly impressed by a recent ad or campaign? That's the question we put to our four guest reviewers

Talking POINTS



Stolichnaya – Brand Awareness

Vodka brand Stolichnaya launched an outdoor campaign in Belfast targeting 25- to 35-year-olds in March and April this year. In-bar promotion accompanied an extensive tease and reveal creative on 48- and 96-sheets. The campaign was developed by AV Browne, Belfast.



Joy Bond is marketing manager, Belfast Zoo.

To raise brand awareness, strengthen consumer experience and communicate a message of 'authenticity', Stolichnaya launched a tease and reveal outdoor campaign in Belfast earlier this year. It featured key brand messages in Russian only, followed by a brand reveal in English.

Similar creative was used on washroom posters, with in-bar advertising carried on beer mats and specialist glow box panels. This helped the unfamiliar consumer with the pronunciation, punctuating it into 'STOL-ICH-NA-YA'. The strong use of red was the perfect colour for authenticity. It engaged the eye and enhanced the consumer experience, and it was typically Russian. I immediately thought this brand is trying to be what it should be, playing to its strengths and its genuine Russian origins.

If you have travelled to Russia you might understand the importance of vodka to its culture. It is a national treasure, and most natives will distinguish and discuss vodka like people in the west do fine wine.

For 25- to 35-year-olds, I think this campaign opened up the vodka market and offered an alternative that was genuine and of high quality. The tease and reveal tactics gave this age group fun in pronouncing an unfamiliar name, helping them communicate the brand to their friends. It was an exploration of something new. The creative lured the mind to question the Russian translation and gave the campaign staying power as a result.

Experience of this product was backed up by 'Stolichnaya Saturdays' (all very well illustrating and saying it, but we need to experience it), which took place in stylish Belfast bars. These Russian nights were advertised in a further burst of fly posting and ads in local entertainment magazines. The nights immersed us in Russian culture. The bars had bottles of vodka encased in huge blocks of ice and gave away Russian dolls as a parting gift.

All in all, the campaign stimulated many senses. Brand loyalty was a much closer reality, 'You must try this new vodka at my next dinner party' being the ultimate result. The thing is — it's not really new. What a result!