

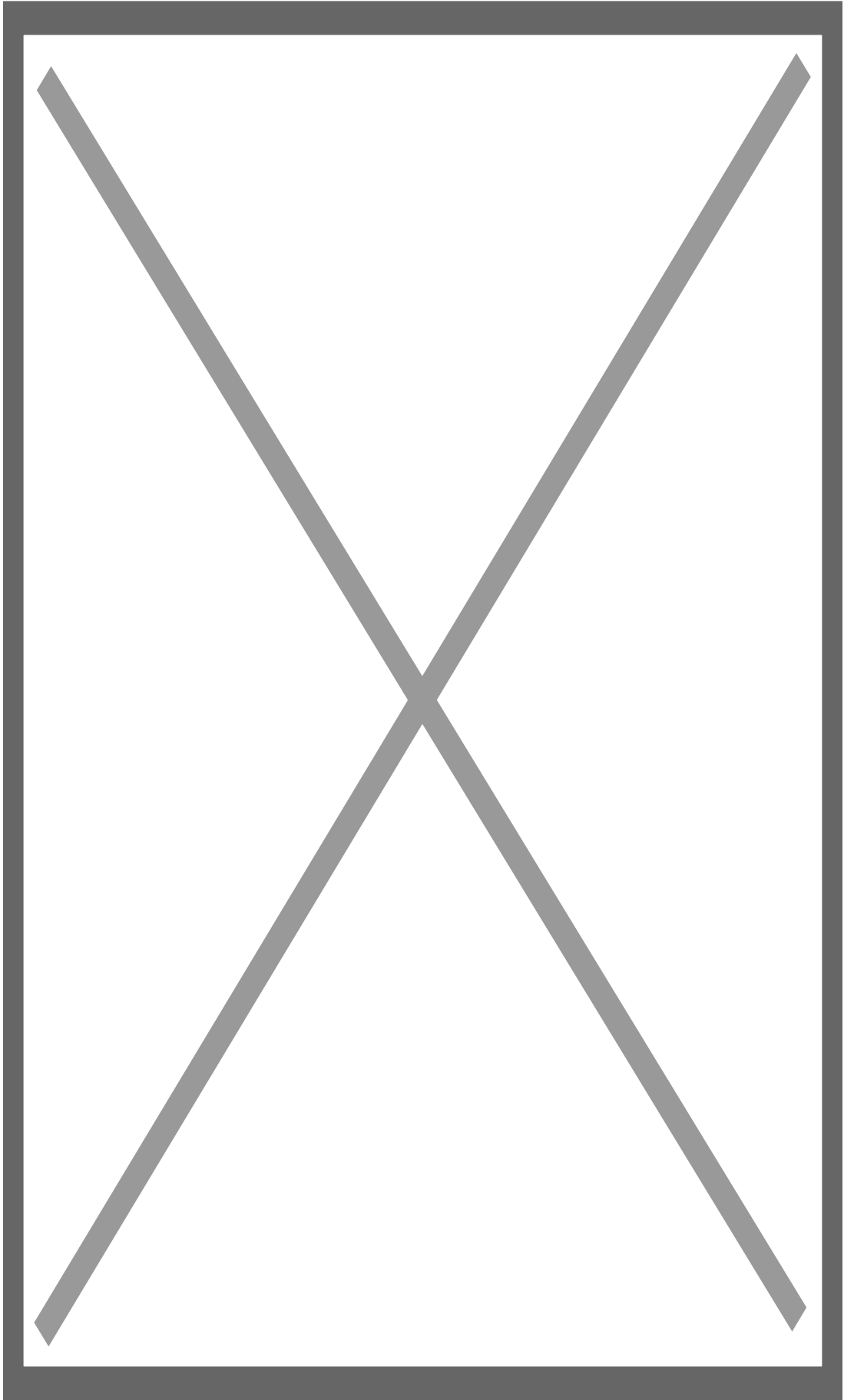
PRESS RELEASE  
June 6, 2022

# **Absolut's Biggest Campaign "The World of Absolut Cocktails. Born to Mix." Demonstrates the Power of Mixing Different People, Perspectives & Cocktails**

Anchored by a new TV spot, the brand's 360-degree campaign personifies popular Absolut cocktails to inspire people of all backgrounds to mix together.



Image not found or type unknown



New York, NY – June 6, 2022 – This summer, Absolut is introducing its biggest global marketing campaign in over a decade, “The World of Absolut Cocktails. Born to Mix.” An ongoing campaign that will expand multi-year, The World of Absolut Cocktails is designed to inspire people who are open-minded, optimistic, and driven by curiosity of all ages 21+ and backgrounds to come together to mix ideas and, of course, drinks, respectfully and responsibly.

The larger-than-life campaign, narrated by Academy Award winning actor Rami Malek, will introduce The World of Absolut Cocktails, a distinctively diverse world in which cocktails are personified through dynamic, engaging characteristics that align with different backgrounds, adult life stages and characteristics, all of which showcases the versatility of the #1 premium imported vodka in the US. And while each cocktail in Absolut’s campaign stands out deliciously on its own, a night becomes better when mixing personalities together.

“Absolut is a brand that strives to bring people together and celebrate what makes each of us unique, and this campaign is a continuation of that,” said Rami Malek, actor and voice of Absolut’s campaign. “I’m very pleased to act as the voice of the ‘World of Absolut Cocktails’ and to further share and celebrate this intention.”

The World of Absolut Cocktails has something for everyone, let’s meet a few of them:

- **Cosmopolitan:** a tastemaker, chic and composed with a flair for art
- **Espresso Martini:** lively, attention grabbing trendsetter
- **Bloody Mary:** trustworthy and everyone’s friend, but doesn’t try too hard
- **Lemonade:** cool and classic, but loves to have fun
- **Madras:** the perennial life of the party, the first to come and the last to leave

“Absolut has always been a brand that believes in mixing people, ideas and drinks as a proponent for a world that is more open, free and fun. The World of Absolut Cocktails campaign embodies that legacy, ushering in a new creative territory for the brand that puts our most iconic and popular cocktails at the center of the campaign,” said Pam Forbus, SVP, Chief Marketing Officer, Pernod Ricard North America. “The cocktails take on a life of their own, each with a unique and surprising personification that epitomizes our roots as a cultural mixer, inspiring people’s ideas and identities to ultimately create authentic connections.”

Absolut has an extensive history of delivering iconic, ground-breaking marketing and advertising campaigns that permeate popular culture. The World of Absolut Cocktails is the next evolution of the brand’s storied history of creating renowned campaigns that speak to a generation.

Directed by Rodrigo Saavedra and created with creative agency Ogilvy, the campaign will kick off with the introduction of The Cosmopolitan, Espresso Martini, Bloody Mary, Lemonade and Madras on TV nationally; out-of-home advertising in Miami, New York City, San Francisco and Los Angeles; and online through digital films and social content. Additional personalities will join the marketing mix throughout the year and Absolut will continue to explore ways to inspire fans to express themselves and find their mix – with cocktails and people – expanding the campaign globally.

“We believe that when diverse people come together, incredible things can happen. This thirst for mixing - that is how we see things on a human and societal level, and it’s a direct extension of the versatility of our product,” said Charl Bassil, Global VP Marketing - Absolut, The Absolut Company. “This campaign brings our values to life through the personification of cocktails, a fun and fabulous world where everyone and anyone is invited. We believe that this is an idea that is universal because, after all, we are all born to mix.

To learn more about Absolut’s new campaign and get to know The World of Absolut Cocktails, please visit [Absolut.com/us/world-of-absolut-cocktails](https://Absolut.com/us/world-of-absolut-cocktails) and check out our new TVC on [YouTube](https://www.youtube.com/watch?v=...).

\*Source: Nielsen AOC + Liq Plus Latest 52W data through 05/21/22

## Campaign movies

About Pernod Ricard

Pernod Ricard is the No.2 worldwide producer of wines and spirits with consolidated sales of €10,701 million in FY22. Created in 1975 by the merger of Ricard and Pernod, the Group has developed through organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard, which owns 16 of the Top 100 Spirits Brands, holds one of the most prestigious and comprehensive brand portfolios in the industry, including: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Mumm and Perrier-Jouët champagnes, as well as Jacob's Creek, Brancott Estate, Campo Viejo, and Kenwood wines. Pernod Ricard's brands are distributed across 160+ markets and by its own salesforce in 73 markets. The Group's decentralised organisation empowers its 19,000 employees to be true on-the-ground ambassadors of its vision of "Créateurs de Convivialité." As reaffirmed by the Group's strategic plan, "Transform and Accelerate," deployed in 2018, Pernod Ricard's strategy focuses on investing in long-term, profitable growth for all stakeholders. The Group remains true to its three founding values: entrepreneurial spirit, mutual trust, and a strong sense of ethics, as illustrated by the 2030 Sustainability and Responsibility roadmap supporting the United Nations Sustainable Development Goals (SDGs), "Good times from a good place." In recognition of Pernod Ricard's strong commitment to sustainable development and responsible consumption, it has received a Gold rating from Ecovadis. Pernod Ricard is also a United Nations Global Compact LEAD company. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

## Spokespersons

image not found or type unknown



**Monica Jungbeck**

Global Head of Brand Creative at The Absolut Company.

image not found or type unknown



**Charl Bassil**

Global VP Marketing - Absolut, The Absolut Company.

[Charl Bassil's CV](#)

## Contact

image not found or type unknown



**Ulrika Lövdahl**

Senior Manager Corporate Communications, The Absolut Company.

[Ulrika.lovdahl@pernod-ricard.com](mailto:Ulrika.lovdahl@pernod-ricard.com) [+46 70 3477 187](tel:+46703477187)

## Read this online

<https://theabsolutcompany.com/media-room/press-release/born-to-mix/>