

Create a better  
tomorrow, tonight

BRIEF TO ARTISTS

**ABSOLUT.**<sup>®</sup>

WELCOME TO ABSOLUT  
WE ARE EXCITED FOR YOU TO  
COLLABORATE WITH US

WHO WE ARE

**ABSOLUT.**<sup>®</sup>

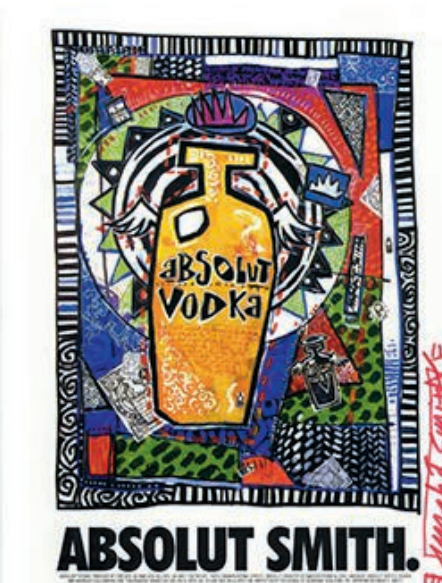
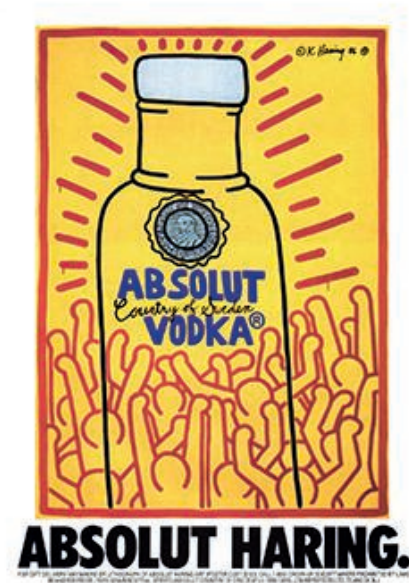
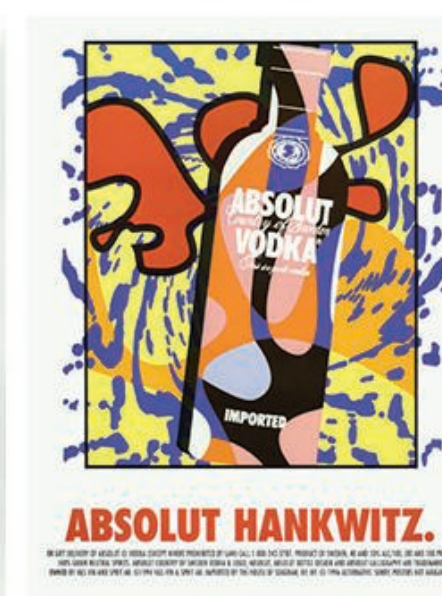
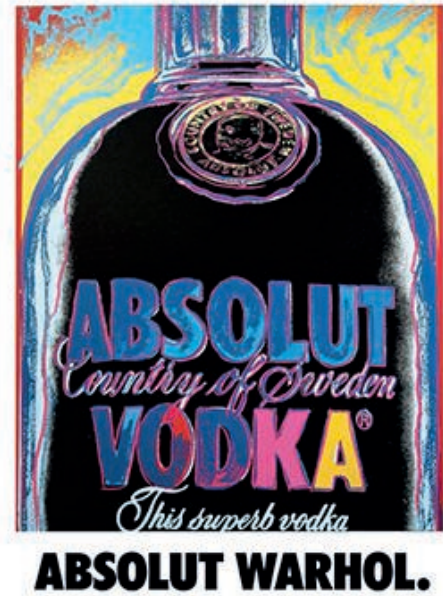
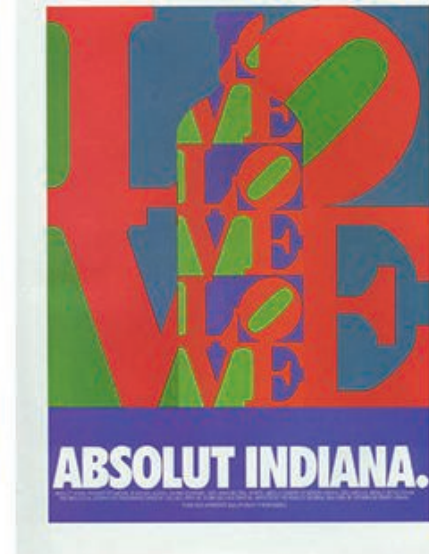
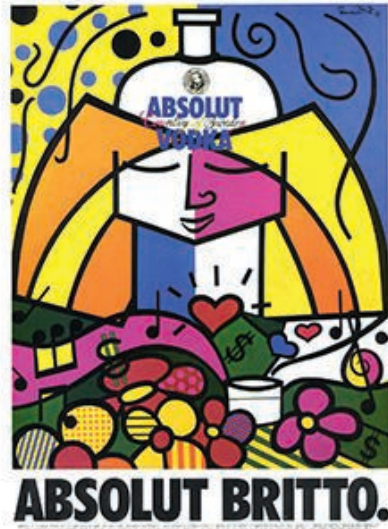
# ABSOLUT®

Absolut is known for being unique in its category due to its progressive attitude and uniquely artistic approach to advertising.

Since the late 80s Absolut has collaborated with more than 550 artists including Andy Warhol, Louise Bourgeois, Keith Haring and most recently Los Carpinteros, Mickalene Thomas and Adrian Wong, turning art into advertising and collaborating with artists beyond the conventional gallery walls.

Absolut was the first brand to rainbow brand its product in 1979 and has continued to support the LGBTQI+ movement, along with other progressive and liberal movements.









**THE BLUE NOSES GROUP, 2002**



**LOUISE BOURGEOIS, 2003**







# OUR NEW CAMPAIGN



# Create a better tomorrow tonight

We are launching a new global campaign that is designed to harness the power of creativity to shine a light on the issues we care about. We aim to be positive, progressive and provocative.

**ABSOLUT.**<sup>®</sup>



# YOUR BRIEF

We would like you to produce a work of art that expresses your vision of a better tomorrow by bringing to life one of the key beliefs in our campaign.

This artwork will sit across many touch points including print, out of home (advertising that reaches consumers while they are outside their homes), digital advertising, in-store and merchandising. We urge you to express yourself in your style, but the tone should be celebratory, colourful and impactful. Absolut is bold, witty, fresh and we are used to standing out.

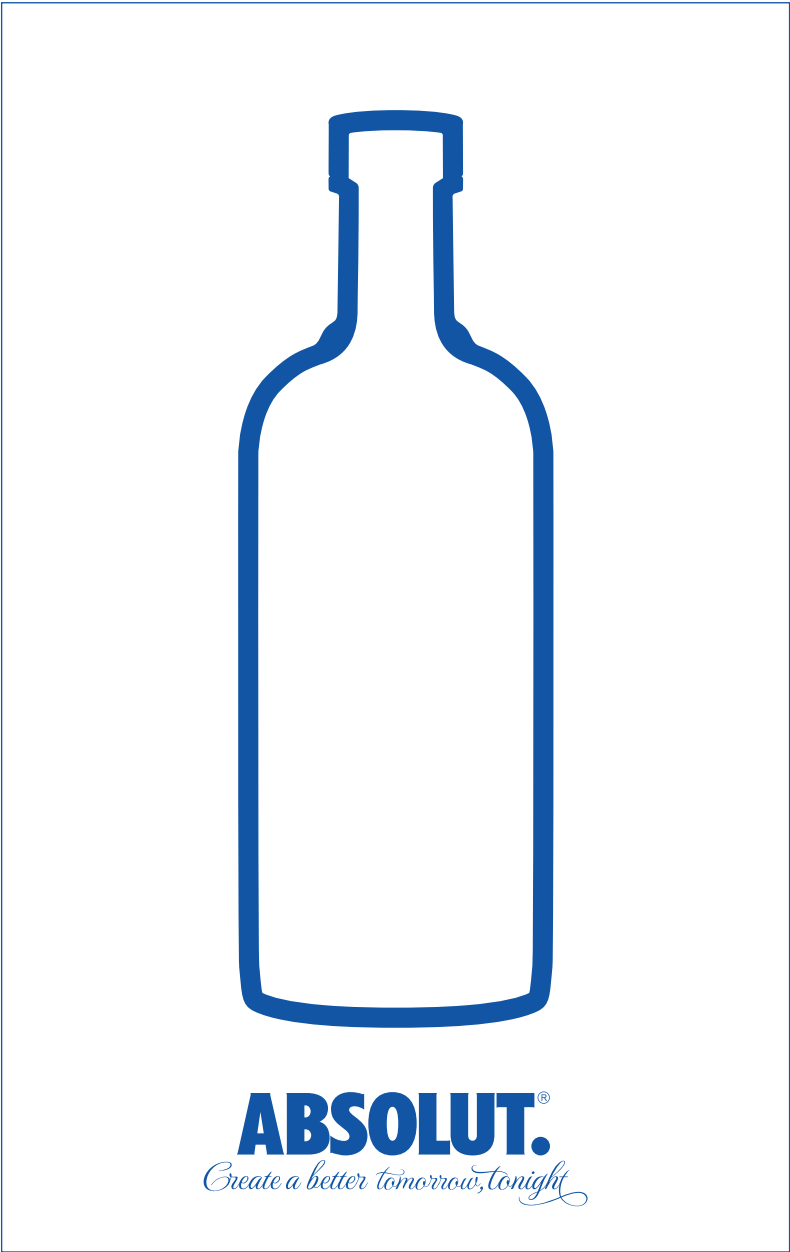
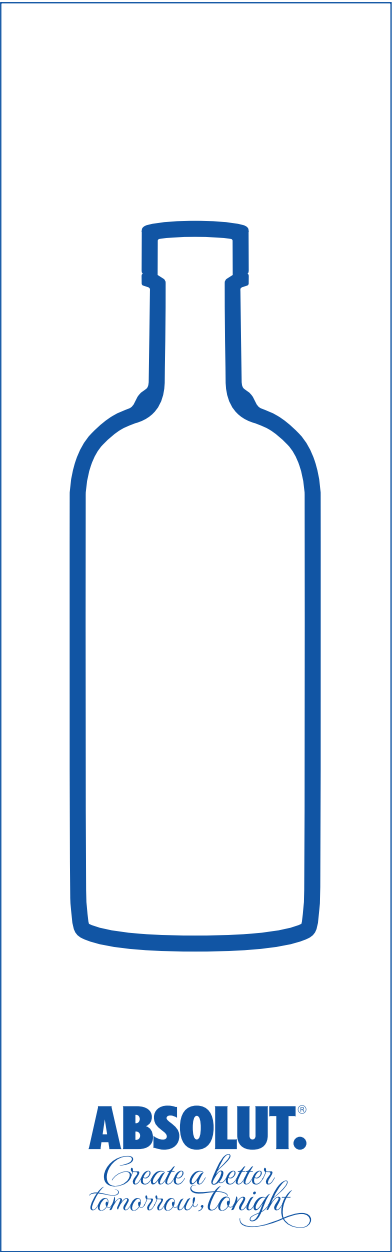
The artwork needs to include our bottle outline prominently, but everything else is left as a blank canvas for your work.

*Create a better tomorrow, tonight*



# BOTTLE POSITIONING AND BRANDING GUIDELINES.

The silhouette should always be upright, in a fully vertical position. It should never bend or be slanted in any way. It should match the exact proportions of the Absolut bottle itself and should be the focus of the execution, used to bottle the most iconic aspect of the execution. Make sure to create a format that can be cropped into all formats to the right.





YOUR TOPIC

## **ABSOLUT BELIEVES THAT :**

Everyone should be free to express themselves.

## **KEY THEME:**

Freedom to express myself/freedom for marginalised and unheard people to express themselves.

## **OUR POINT OF VIEW:**

In some parts of the world, finding your true self and self-improvement are the biggest millennial issues. In other countries, there is a growing dialogue about how, in some of the biggest creative pursuits around the world, there are people who are not represented. At Absolut, we think a progressive world is one where we celebrate people who are expressing their true selves boldly and creatively, and where there are no underrepresented creative voices.