

THIS IS JUST ANOTHER PRESENTATION
THIS IS JUST ANOTHER PRESENTATION
THIS IS JUST ANOTHER PRESENTATION
THIS IS JUST ANOTHER PRESENTATION
THIS IS JUST ANOTHER PRESENTATION
THIS IS JUST ANOTHER PRESENTATION
THIS IS JUST ANOTHER PRESENTATION
THIS IS JUST ANOTHER PRESENTATION
THIS IS JUST ANOTHER PRESENTATION
THIS IS JUST ANOTHER PRESENTATION

OFF WITH THE

LABELS®

SMIRNOFF

TOSZKÁN ZÖLD

JUST ANOTHER

TASK

Relaunch campaign activation by building brand awareness, **specifically targeting the 18-24 age group**, while also retaining the millennial and mature generation.

JUST ANOTHER

CHALLENGE

Smirnoff is viewed as a generic vodka, not a premium choice, with **low awareness among younger consumers** due to limited media support.

SMIRNOFF

F WITH THE LABELS OFF WITH THE LABELS

LET'S UNLABEL OUR TARGET AUDIENCE

SOCIAL MEDIA

They use **social media platforms regularly**, often **several times a day**, with Meta, YouTube, and TikTok being their favorites.



FRIENDS

Spending time with friends is important to them, and they often prefer house parties over going to clubs.



MUSIC LOVERS

Over **41% of the target audience listens to music online** and for them, **Spotify** is a go-to for enjoying their favorite tunes. (index 253)



Source: TGI 2024/1-4, 18-24, urban

SMIRNOFF

F WITH THE LABELS OFF WITH THE LABELS

GEN Z IS DONE WITH LABELS

69% People need to accept me as I am.

68,6% I would like a close circle of friends who provide support during tough times.

61,8% I love enjoying life.

59,3% Quality is worth more than quantity.

And SMIRNOFF is done with being labeled, too.

Source: TGI 2024/1-4, 18-24, urban

SMIRNOFF



SO DOES SMIRNOFF

Our concept isn't just about shedding physical labels, but also about making Smirnoff **bring uniqueness** to everyday moments, **creating exciting situation** within friend groups and everyday life.

We achieve this by going against the labels society puts on us.

Because Smirnoff stands for the power of community, believing that **every individual adds a unique spark** that makes the group dynamic even better.



SMIRNOFF

F WITH THE LABELS OFF WITH

R

IT'S JUST ANOTHER TEASER

Our **teaser billboards** appear near the target audience's most frequented places and routes.

They **label** some of our favourite activities as mere nothings, diminishing their originality, authenticity and uniqueness.

It's just another houseparty, another gossip, another party-district, another photo spot...

On social media, we interrupt their beloved doomscrolling with similar **labeled** messages, tailored to their signature TikTok lingo.

It's just another brainrot content, another looksmaxxing lifehack, another pick-me-girl...

SMIRNOFF



WHEN THE NIGHT COMES...

we reveal our **hidden message, painted with UV blacklight ink.** Right on top of the previous ignorant labels.

Off with the labels!

We will appear not only on citylights and billboards, but also *in the evening on social media and other PPC platforms with the same message and design.*

In the second half of the teaser phase, we will also begin communicating the teaser for our podcast series, The Vodkast. **But wait, what is a Vodkast?**

SMIRNOFF



THE VODKAST

What if you left your microphone on during a houseparty?
An unusual ASMR experience?

People fall in love, a couple breaks up, somebody cries in the bathroom, the guys starts singing, the vodka-pong gets too exciting. Chug-chug-chug? Or just chill?

At first, everyone seems like a stereotype, the Blondie, the Party Girl, the Himbo, the Sad Girl, the Gamer. As the nights progress, we can get to know them and how **they are way more than these labels.**

With Vodkast, you can listen in to our **narrative houseparty ASMR**, meet the characters, learn their secrets, relationships and emotions.

Obviously, they are drinking Smirnoff and Smirnoff-based cocktails.

Tune in weekly to hear what happens at the next party!

SMIRNOFF

CHEATER

HIMBO

BLONDIE

PARTY GIRL

SMIRNOFF PRESENTS

VODKAST UNLABEL THE NIGHT

SMIRNOFF PRESENTS

VODKAST UNLABEL THE NIGHT

We left the microphone on at the party

VODKAST by Smirnoff

2:07 / 4:27

1x 15s 15s

SMIRNOFF PRESENTS

VODKAST UNLABEL THE NIGHT

ACTIVATION TIME FRAME

At the heart of our concept is a narrative ASMR podcast series, called **VODKAST**. Through weekly episodes on Spotify, we will break down the message of our relaunch campaign. These stories will come to life with a parallel **offline and online media support**, drawing attention to the brand's uniqueness and awareness.

SHAKE IT OFF - Shake off the labels and be free surrounded by your friends! That's what our TikTok filter is all about, watermarked with the Smirnoff logo. Share it on TikTok and Instagram with everyone!

TEASE	INVOLVE	ACTIVATE
Digital citylights, citylight, billboard		
	Spotify: The Vodkast	
Online media support		TikTok filter

SMIRNOFF



EXPLANATION



Our concept is based on the “red label” defined in the brief, as well as the brand’s repositioning. In our presentation, we propose a relaunch campaign that **goes beyond the usual relaunch activities**, offering an integrated solution for the brand: we’re bringing not only online but also offline solutions to the table.

We’ve looked into the habits of our target audience (18-24, Gen Z), focusing on their internet usage and leisure activities, as well as their self-perceptions. It’s clear that we’re dealing with a more self-aware generation that, while still often labeled (even by themselves), doesn’t necessarily get stuck in those labels anymore. What stood out was their preference for *house parties and quality time with friends over quantity time or clubbing*. For social media usage, our audience prefers Meta, TikTok and YouTube platforms, while for music and podcasts, they go for Spotify. We’ve taken these preferences into consideration when shaping the concept.

How can we break free from the labels we’ve been given?

Our activity kicks off with a teaser phase, spreading the message in busy, frequently visited spots by our target audience: *just another campaign, just another message, just another vodka... just the usual, familiar clichés*. We’ll show this across digital citylights, billboards, social media and programmatic platforms, with day and night messages. In the evening, we’ll pull back the curtain (or the label) with the following message: **OFF WITH THE LABEL. But when and where?** That’s what the teaser phase will lead into the involve phase, where we’ll rip off the labels from citylights, digital CLPs and social media platforms. Our Spotify podcast series, **The Vodkast**, will tell an exciting story with weekly episodes. House party ASMR? Can’t wait! In the final, activation phase of the campaign we’ll speak directly to our audience: now it’s your turn, tear off the label from yourselves! Use the **TikTok filter** to snap a picture at the house party with your friends—the ones with whom you can truly be yourself without labels!

Bringing the Smirnoff brand *closer to the young audience, building a community through the podcast and the filter*, and believing in the *power of communities and in sharing common activities*—this is the solution we see! **Let’s shed the labels together!**