

# Absolut Vodka

## *Testing Creative Content Formats Through Influencers*

ACTIVATE and Absolut Vodka collaborated with 50 micro lifestyle influencers to foster brand awareness around Absolut's new No-Sugar-Added Grapefruit Vodka. Through a variety of Instagram content formats ranging from videos to styled product shots, influencers created their own cocktails and sparked excitement and inspiration around Absolut's new spirit launch. All influencers leveraged campaign hashtag #NoSugarCoating as a play-on-words to highlight the ingredients, and the ease of using the vodka.

ACTIVATE

## Challenge

- Educate consumers about Absolut Vodka's new No-Sugar-Added Grapefruit Vodka
- Position Absolut Grapefruit Vodka as the go-to social vodka for mixing cocktails

## Solution

- Partnered with 50 US high-quality male & female lifestyle influencers through ACTIVATE's influencer technology to produce compelling custom content that highlighting the new vodka as a must-have
- Through Instagram posts and Instagram Stories, as well as a variety of product shots, videos, and social settings, influencers showcased their own cocktail content and at-home happy hours

# Results

This campaign afforded us the opportunity to test a variety of content formats: stories, static, person versus product shots. By engaging tiers of male and female micro influencers to spark excitement and inspiration around the spirit launch, we were able to test the ground for creative, and identify influencers and content formats that performed best for this activation.

+1.6M

Total Potential  
Influencer Reach

+4.31%

Average Static Post  
Engagement Rate  
\*(Likes+Comments  
+Saves)/(Reach)

+32K

Average Instagram  
Reach per Influencer

+100

50 Instagram Posts  
50 Instagram Stories

+62.9K

Total Influencer Instagram  
Static Post Content  
Engagements\*  
\*Includes  
Likes+Comments+Saves

+259K

Instagram Static Post  
Impressions

Type of Feed Post	# of Posts	AVG Eng Rate for Type of Post
Video	10	1.66%
Product Shot	13	3.14%
Person in Shot	27	5.84%

Gender	# of Influencers	AVG Eng Rate
Male	20	4.99%
Female	30	3.85%



# Absolut Vodka

## Influencer Custom Content

@bluecollarpr



@okayword



joeyruocco



@theballeronab

