



## Case Study – Russian Standard Vodka “Meet the Russian Standard” 2009

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### Brief:

Russian Standard Vodka, distributed in the UK by First Drinks, is targeted at 18-34 year old ‘discerning achievers’. In July 2009, Russian Standard Vodka wanted to recruit even more drinkers and increase brand loyalty. It needed a major integrated marketing campaign that would increase sales and brand ‘buzz’ in both the on-and off-trade.

### Solution:

To propel the brand’s positioning and to communicate its heritage, a major campaign challenging consumers to “Meet the Russian Standard” was created. At the heart of the campaign was a competition offering 90 exclusive VIP trips to Moscow to ‘discover modern Russia’.

The “Meet the Russian Standard” campaign was promoted across a range of media channels. In the on-trade, 40 experiential sampling events took place in selected bars and nightclubs throughout the UK. At each event, Cossack dancers in traditional Russian fur hats chatted to drinkers about the vodka before offering them a complimentary taste. The teams incorporated modern technology including ‘augmented reality’ and in-bar hypertag bluetooth messaging that allowed drinkers to download the Russian Standard logo. In the off-trade, a neck collar on-pack promotion ran across 250,000 bottles supported by live sampling and gondola end point-of-sale in stores.

Drinkers were encouraged to visit the campaign’s dedicated microsite, [www.meettherussianstandard.co.uk](http://www.meettherussianstandard.co.uk) to find out more about the brand and enter competitions to win thousands of pounds worth of prizes, including iPod Touches. The campaign was also amplified through a comprehensive PR, radio sponsorship, and social networking campaign.

### Results:

Detailed results will not be available until the end of September. For more information contact Bruce Burnett at i2i Marketing on 020 481 7620.

