

CASE STUDY: STOLI



Kommando is an innovative experiential marketing agency based in London and Glasgow. We have delivered campaigns for major agencies and brands such as Mediaedge:cia, TBWA, Chanel, Nintendo and American Express.

Stoli (also known as Stolichnaya) is a premium vodka brand manufactured in Russia. The award-winning drink is available in various flavours across the globe and the brand recently introduced its Gala Applik flavour to the UK market.

This case study aims to show how Kommando implemented and event managed an experiential marketing and sampling campaign to launch Stoli Gala Applik on behalf of marketing agency Multipty.

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BRIEF: Implement and event manage an experiential marketing and sampling campaign to mark the launch of Stoli Gala Applik Vodka in the UK market.

TARGET AUDIENCE(S): Current Stoli consumers who may be interested in the new Gala Applik flavour.

Those who have not heard of Stoli but enjoy socialising and relaxing and can appreciate a premium product.

SOLUTION: An experiential marketing and sampling campaign designed to create hype and generate awareness around the launch of the subtly flavoured gala applik vodka. The campaign focused around a "Dark Orchard" theme – mirroring the intrigue and sense of opulence that Stoli is renowned for.

Kommando implemented 4 exclusive launch nights in cities across the UK. Consumers were invited to register for their chance to gain access to the mysterious events through social networking sites Facebook and Twitter and a bespoke Stoli site created especially for the events.

Those who were successful and received an invite were greeted by gorgeous girls in Stoli branded dresses who distributed free tokens which could be redeemed for moreish cocktails - Secret Orchard and Bitter Endings - made using Stoli Gala Applik. Uniformed brand ambassadors roamed the event and invited attendees to enter a competition to win a years supply of Stoli Vodka, creating brand advocacy and facilitating data-capture for future use.

Kommando designed and produced all props and transformed each venue into a "Dark Orchard"; featuring black foliage and set designs, lots of dark red chiffon and 100s of apples. Burlesque dancers complete with themed sets added an extra dimension of mystery to the evenings, supporting the intrigue and opulence the events were designed to portray.

RESULTS: Successful implementation and event management with all launch nights at full capacity resulting in increased awareness of Stoli Gala Applik as the latest flavour to enter the UK premium drinks market.

