

MULTICHANNEL

Belvedere taps Lady Gaga in multichannel marketing strategy

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By RACHEL LAMB



Belvedere Vodka is using pop sensation Lady Gaga and the

launch of her new album, “Born This Way,” in a multichannel campaign using social media and events to intertwine the two fan bases.

Belvedere and Lady Gaga hosted an exclusive party last week in London for special guests who were served branded vodka beverages. The brand typically tends to lean towards spokespersons and ambassadors in the music industry.

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“Belvedere is extremely active in both the fashion and music worlds and Lady Gaga is a unique embodiment of both,” said Tenten Wu, global director for public relations and media for Belvedere Vodka, New York. “It’s a dream partnership.”

"Annabel's is a timeless exclusive venue, Lady Gaga is a modern sensation," she said. "Bringing the two together is a perfect Belvedere moment."

Bottoms up

Lady Gaga performed at the famous Annabel's club for celebrity guests such as Kate Moss, Florence Welch, Erin O'Connor and Will.I.Am.

The musician played songs from her new album including "Born This Way," "Speechless" and "You."

Guests drank Belvedere cocktails named after album singles: Judas, Born This Way and Edge of Glory.

Lady Gaga dedicated Speechless to Elton John, who could not be there, and Kate Moss, who she described as "born perfect."

Belvedere is promoting this partnership through social media. It has a dedicated Facebook page with exclusive images from the event.



Lady Gaga at Annabel's

Users have to “like” the brand’s page to access them.

Consumers can RSVP to the “Born This Way Haus Party” in New York, Miami and Las Vegas by filling out a form on the Belvedere Facebook page.

**GUEST LIST IS LIMITED TO THE FIRST 200.
RSVP FOR LADY GAGA'S
BORN THIS WAY HAUS PARTY**

**SIGHTS, SOUNDS, LIBATIONS AND MORE FOR YOU LITTLE MONSTERS
AND REMEMBER, DRESS TO IMPRESS
[MOTHER MONSTER IS WATCHING]**

RSVP HERE:

MIAMI 5/24/11
 NYC 5/26/11
 VEGAS 5/27/11


E-Mail*

First Name* Last Name

Birth Date: MM* DD* YYYY*

Non-Transferable. Must be 21 to enter, ID required. Once venue reaches capacity they will not be able to admit people on the list. Early arrival is strongly recommended.

SUBMIT



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Haus Party invite

Only 200 “little monsters” can be admitted per venue.

Other sponsors of the Haus Party include Gilt City, Polaroid, Grey Label and Streamline Records.

Belvedere is promoting these events on Twitter, as well.



belvederevodka Belvedere Vodka
We've been invited 2 the #BornThisWay Haus Tour in MIA, NYC & Vegas 2 celebrate @ladygaga's new album, RSVP NOW:
<http://ow.ly/4YoPv>
55 minutes ago

belvederevodka Belvedere Vodka
Missed out on the chance to see @LadyGaga in London? U can still celebrate her new album w/ the #BornThisWay Haus Tour. Stay tuned 4 deets!
18 hours ago

Belvedere's Twitter feed

Believe

Belvedere often partners with celebrities and promotes it via social media.

For instance, Belvedere announced musician Usher as an ambassador a few months ago.

Furthermore, the spirit brand currently has a promotion with comedienne Chelsea Handler where a winner can win a brunch complete with the new Belvedere Bloody Mary cocktail vodka.

Belvedere has other partnerships, most specifically in the music industry. It plans to bolster its 2011 activity with appearances at music festivals such as Coachella, Lollapalooza, Essence and Ultra.

The brand uses these as opportunities to expand its customer base by partnering with celebrities or events that share its target customer.

“Lady Gaga is the biggest artist in the world,” Ms. Wu said. “No one can rival the passion and enthusiasm of her loyal fans and to present such a special performance is a great opportunity for our fans, but also an introduction of Belvedere to Gaga’s audience.”

Final Take

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