

MULTICHANNEL

Belvedere Vodka begins search for brand ambassador to establish role in luxury market

September 27, 2010



By GISELLE TSIRULNIK

Belvedere Vodka has started a search for its next global brand ambassador who will be responsible for traveling around the world to educate bartenders on how to best enjoy the vodka and make innovative cocktails.

[Sign up now](#)

Luxury Daily

Vodka aficionados and amateurs are being asked to compete for the “Belvedere Dream Job.” The winner gets a one-year, \$100,000 contract working directly for Belvedere and gains international recognition for brand advocacy.

“The search gives consumers the opportunity of a lifetime to work for a brand they truly associate with,” a Belvedere spokeswoman said. “Belvedere has very passionate fans who are dedicated to the brand, so it’s a great way to thank them for their ongoing support and love of the brand.”

Anyone interested in applying for the position can log onto Belvedere Vodka's official [Facebook contest page](#) and enter to win the opportunity of a lifetime by submitting a short, one-minute video.

The role of global ambassador for **Belvedere** is a newly created role in which the winner

will travel the world with Claire Smith, head of spirits creation and mixology, and will educate various markets and bartenders on how to create the perfect cocktail.

The global ambassador will also work closely with the brand to further establish its role in the luxury market, the company said.

Each self-directed clip should showcase the person's passion for Belvedere and creativity in mixing various vodka cocktails. Personality and a sense of humor are a must.



After the voting polls close on Oct. 15, a selection of semi-

finalists will be chosen to participate in a series of cocktail challenges taking place in select major cities, including London and Sydney.

During the cocktail challenge, the applicants will compete to create ten classic cocktails in ten minutes, and be judged by certain criteria.

From Dec. 13-15, seven finalists from all over the world will appear in front of the celebrity judges panel and be presented with the final challenge in Las Vegas. The winner of the one year contract will be announced there.

"Belvedere has a strong influence in the luxury market with our target Belvedere drinkers being those who truly appreciate the quality and history of our vodka," a Belvedere spokeswoman said. "Belvedere is present in multiple markets making it accessible for everyone."

To promote the competition, Belvedere teamed up with Chelsea Handler, who made an announcement during her talk show on E!

Belvedere will also be holding Dream Job parties around the U.S. and in major cities to encourage people to submit their videos.

“Belvedere has many exciting things lined up for the remainder of the year and for 2011,” a Belvedere spokeswoman said. “Belvedere is involved in an number of food festivals including Le Fooding this weekend, international art fairs such as Art Basel in Miami this year and various fashion and music initiatives.

“We are also in the planning stages for the next Maceration which will launch next year,” the spokeswoman said.

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.