

MULTICHANNEL

## Ultimat Vodka unleashes 360-degree Find Balance campaign

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By RACHEL LAMB

Ultimat Vodka is portraying brand image and elevating awareness via multichannel efforts spanning print, geo-targeted digital ads, unconventional out-of-home marketing and sponsored events that encourage its core demographic of white-class professionals to work less and play more.

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The campaign was unleashed in the summer to promote “Summer Friday” concepts and to encourage weather-related fun. The multichannel efforts were likely in an attempt to reach as many of Ultimat’s ideal consumers as possible.

"The campaign for Finding Balance speaks to consumers on two levels," said Jennifer Pisciotta, spokesperson for Ultimat. "It communicates that Ultimat vodka is the only vodka made from balancing three different ingredients to develop a great-tasting, smooth vodka.

"It also lets them know that we understand how busy everyone is today and the importance of finding balance between their work and social lives," she said. "The campaign promotes the uniqueness of the brand.

"The humorous scenes portrayed in the campaign capture people's attention and are scenarios that all working professionals can relate to, showing that we understand the

consumer."

Patrón Spirits owns Ultimat.

Ultimat's campaign was handled by [Amalgamated](#).

Balancing act

The point of the campaign was that hardworking professionals need to find more balance in their lives between work and play.

One aspect of the campaign is being spread through digital ads. The 30-second "Find Balance. Find Ultimat." media campaign broke on outlets such as Hulu, the New York Times, ABC News, Comedy Central, NBC and Kiplinger.

In addition, Ultimat ads ran on financial Web sites such as the Wall Street Journal site at 5 p.m. on weekend nights.

The ads sent a personalized message to the reader based on the article they were reading and urged them to find balance. Ultimat ads took it a step further by providing a map to the nearest establishment where the vodka is served.

"We have chosen to geo-target with digital banner ads that promote local accounts where consumers can enjoy Ultimat based on their zipcode," Ms. Pisciotta said. "This program enables us to leverage our street level brand ambassadors.

"By driving consumers to key accounts in select markets, we can create valuable experiences for them and drive positive brand association," she said.

Ultimat also went a more traditional route through print ads running in business-targeted magazines such as Forbes Magazine and Bloomberg Business Week.

The ads had headlines such as, "You work for the best firm in the city. You make seven figures. You spend less time outside than prisoners on Rikers Island." and "It's the Nicest Weekend All Summer. Your House is 300 Yards From The Beach. You're Stuck in an Office 300 Miles Away."



### *Ultimat print ad*

Ultimat took it to the next level by literally climbing up to the windows of high-end finance firms and held up signs saying things such as, “Did you have hair when you started this job?” “When is the last time you got some fresh air?” and “Let’s drink to you getting out of here before 6pm.”

The signs ended with a happy hour invitation reading: “You. Bar. Now!”

Embedded Video: <http://www.youtube-nocookie.com/embed/msHFJhMqaKI>

### *Ultimat Vodka out-of-home ads*

Ultimat is showing up at company offices such as Gilt Groupe with The Ultimat Inviation – a party featuring a build-your-own-cocktail bar and other activities.

Also, Ultimat is hosting the Ultimat Groomers, where consumers can enjoy a cocktail while getting a haircut, a complimentary manicure and a 10-minute scalp massage with a chilled facial compress.

The direct-to-consumer marketing will very likely lead to brand advocacy and retention.

Ultimat also just unleashed a digital application. Called “**The State of Your Social Life**,” the app examines Facebook profiles to form a detailed analysis about one’s actual social life which takes an irreverent look at the social lives, or lack thereof, of hardworking

professionals, according to Ultimat.

### Spirited marketing

According to research from Harris Interactive commissioned by Ultimat, only 12 percent of those polled are offered some version of a Summer Friday policy.

However, more than 70 percent said if they were offered this as an employee benefit, they would enjoy a better work-life balance and be more productive on the job.

Ultimat used these numbers as the basis of its campaign.

If anything, Ultimat's unconventional marketing will be memorable and could ultimately lead to memory retention.

By targeting publications that the core customer likely reads – in addition to literally going to places of work – Ultimat is ensuring that consumers are definitely receiving the message.

Many other spirit brands are using multichannel efforts that specifically target a certain demographic, market or type of customer.

For example, LVMH-owned Hennessy added to its Wild Rabbit campaign with a multichannel collaboration featuring Futura, an artist whose persistence and refusal to give up in the pursuit of excellence makes him an ideal brand ambassador for this effort.

In an attempt to reach its core demographic of African American and Hispanic consumers over 21 years old, Hennessy created a limited-edition bottle, a QR code campaign, social videos and a Facebook effort ([see story](#)).

Meanwhile, premium tequila company Dober collaborated with musician Perry Farrell for a multichannel campaign spanning print, social media, television, sponsorships and digital advertising to promote its Maestro line.

The \$10 million campaign features videos and images revolving around Mr. Farrell's outlook on life and his desire to push the limits in everything he does. The campaign also included a Maestro Dober contest in collaboration with music festival Lollapalooza Chicago ([see story](#)).

"We feel the best way to engage consumers is through multiple touchpoints," Ms. Pisciotta said.

"If we want our brand to be a part of their lives we need to be where they are, in a way that fits into their lives and adds value to it," she said.

### Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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