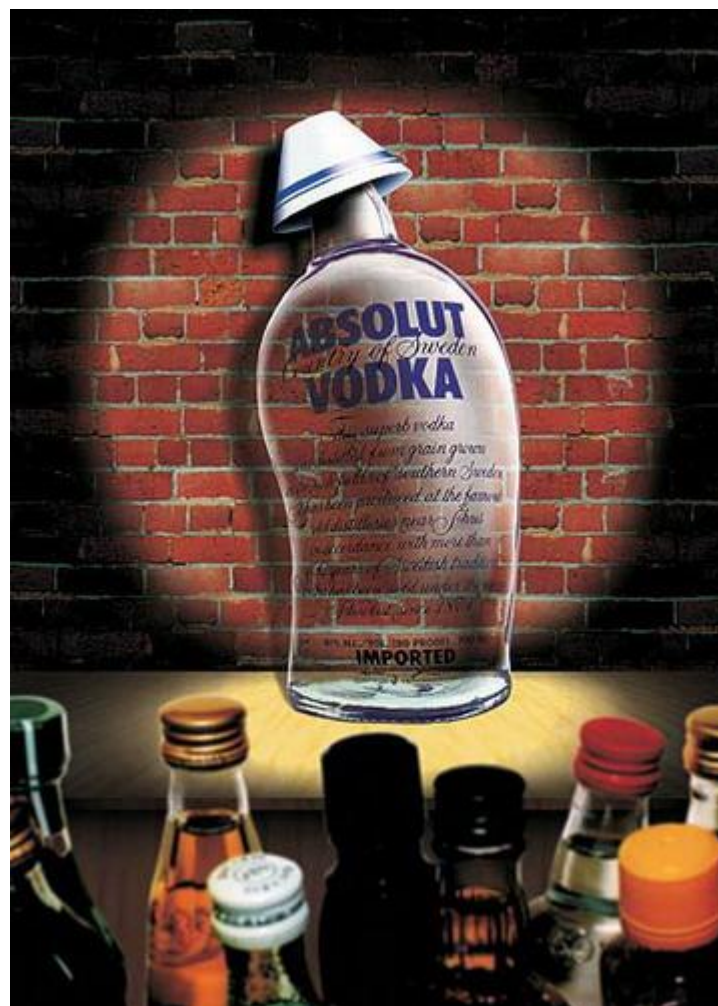


I have presented a lot creative designs of billboard, poster in my previous articles. However, for this product, I want to save the whole page for it.

That is the Ads Campaign from **ABSOLUT VODKA**.

I have to say, much of Absolut's fame is due to its long-running advertising campaign, created by advertising agency TBWA, based on the distinctive bottle shape. The ads frequently feature an Absolut bottle-shaped object in the center and a title "**ABSOLUT ____.**" at the bottom. The original idea for the campaign came from South African art director Geoff Hayes who reported that the idea for the first Absolut ad, Absolut Perfection, came to him in the bathtub.

Now, the brand and its adverts have integrated into common pop culture, spawning collector societies, dedicated websites, adverts by contemporary artists and two books. The Absolut campaign has become an integral part of modern culture. In this post, I will present 36 design from ABSOLUT campaign. I wish I can find more, but that is all I got for now.



ABSOLUT ABSOLUT

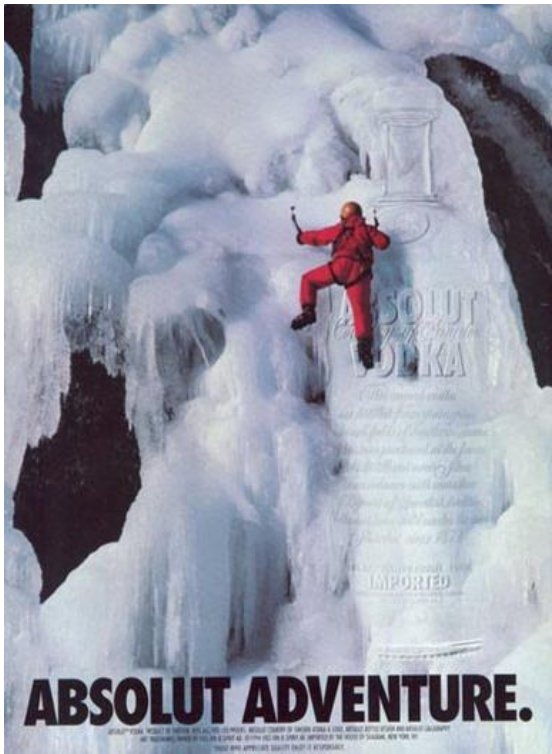
absolutcollectors.com



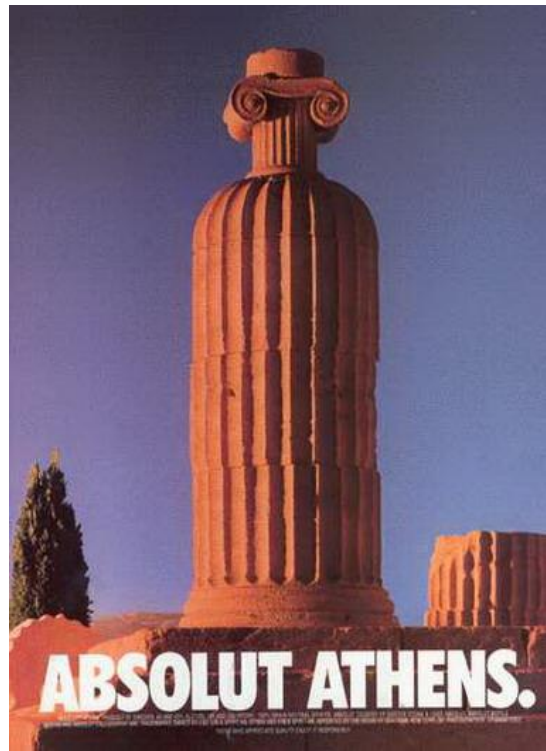
ABSOLUT ANTICIPATION.



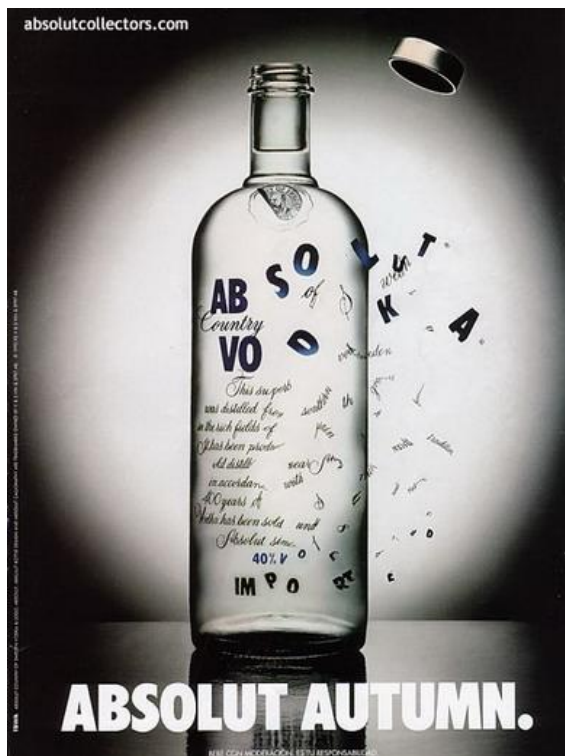
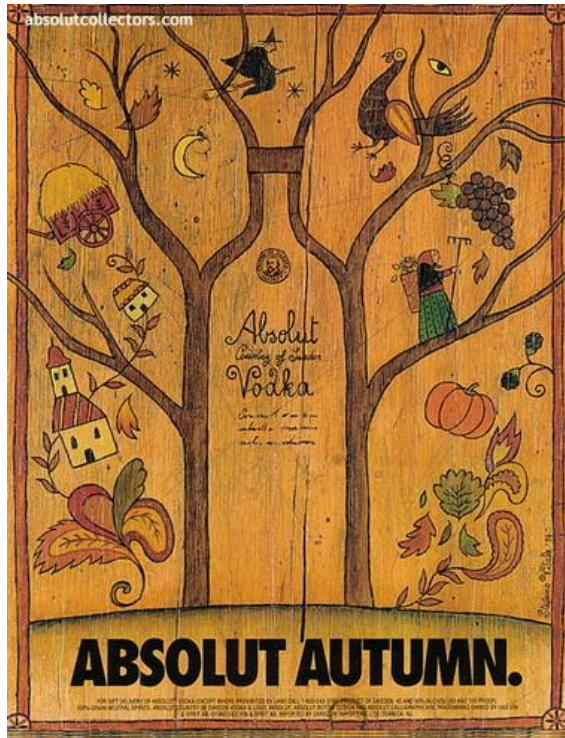
ABSOLUT AMSTERDAM.



ABSOLUT ADVENTURE.



ABSOLUT ATHENS.



© K. Haring 02

ABSOLUT
Country of Sweden
VODKA

ABSOLUT HARING.

ABSOLUT VODKA. PRODUCT OF SWEDEN. 40 AND 50% ALC/VOL (80 AND 100 PROOF). 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWEDEN VODKA & LOGO, ABSOLUT, ABSOLUT BOTTLE DESIGN AND ABSOLUT CALLIGRAPHY ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB. ABSOLUT HARING AND ABSOLUT HARING BOTTLE DESIGN ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB. IMPORTED BY THE HOUSE OF SEAGRAM, NEW YORK, NY. ©2002 V&S VIN & SPRIT AB. ABSOLUT HARING IS A REGISTERED TRADEMARK OF SEAGRAM. ABSOLUT HARING BOTTLE DESIGN IS A REGISTERED TRADEMARK OF SEAGRAM.

absolutads.com

ABSOLUT
Country of Sweden
PEPPAR

Absolut Peppar is made from natural peppers and vodka distilled from grain grown in the rich fields of southern Sweden. The distilling and flavoring of vodka is an age-old Swedish tradition having been more than 400 years old. It has been sold under the name Absolut since 1879.

40% ALC/VOL (80 PROOF)
IMPORTED

ABSOLUT STOKER.

ABSOLUT PEPPAR. PRODUCT OF SWEDEN. 40 AND 50% ALC/VOL (80 AND 100 PROOF). 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWEDEN VODKA & LOGO, ABSOLUT, ABSOLUT BOTTLE DESIGN AND ABSOLUT CALLIGRAPHY ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB. ABSOLUT PEPPAR AND ABSOLUT PEPPAR BOTTLE DESIGN ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB. IMPORTED BY THE HOUSE OF SEAGRAM, NEW YORK, NY. ©2002 V&S VIN & SPRIT AB. ABSOLUT PEPPAR IS A REGISTERED TRADEMARK OF SEAGRAM. ABSOLUT PEPPAR BOTTLE DESIGN IS A REGISTERED TRADEMARK OF SEAGRAM.

absolutads.com

ABSOLUT
Country of Sweden
VODKA

This superb vodka was distilled from grain grown in the rich fields of southern Sweden. The distilling and flavoring of vodka is an age-old Swedish tradition having been more than 400 years old. It has been sold under the name Absolut since 1879.

40% ALC/VOL (80 PROOF)
IMPORTED

ABSOLUT MARILYN.

ABSOLUT VODKA. PRODUCT OF SWEDEN. 40 AND 50% ALC/VOL (80 AND 100 PROOF). 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWEDEN VODKA & LOGO, ABSOLUT, ABSOLUT BOTTLE DESIGN AND ABSOLUT CALLIGRAPHY ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB. ABSOLUT MARILYN AND ABSOLUT MARILYN BOTTLE DESIGN ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB. IMPORTED BY THE HOUSE OF SEAGRAM, NEW YORK, NY. ©2002 V&S VIN & SPRIT AB. ABSOLUT MARILYN IS A REGISTERED TRADEMARK OF SEAGRAM. ABSOLUT MARILYN BOTTLE DESIGN IS A REGISTERED TRADEMARK OF SEAGRAM.

absolutads.com

ABSOLUT
Country of Sweden
MANDRIN

Absolut Mandrin is made from a unique blend of natural mandarin and orange flavors and vodka distilled from grain grown in the rich fields of southern Sweden. The distilling and flavoring of vodka is an age-old Swedish tradition having been more than 400 years old. It has been sold under the name Absolut since 1879.

40% ALC/VOL (80 PROOF)
IMPORTED

ABSOLUT SQUEEZE.

ABSOLUT MANDRIN. PRODUCT OF SWEDEN. 40 AND 50% ALC/VOL (80 AND 100 PROOF). 100% GRAIN NEUTRAL SPIRITS. ABSOLUT COUNTRY OF SWEDEN VODKA & LOGO, ABSOLUT, ABSOLUT BOTTLE DESIGN AND ABSOLUT CALLIGRAPHY ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB. ABSOLUT MANDRIN AND ABSOLUT MANDRIN BOTTLE DESIGN ARE TRADEMARKS OWNED BY V&S VIN & SPRIT AB. IMPORTED BY THE HOUSE OF SEAGRAM, NEW YORK, NY. ©2002 V&S VIN & SPRIT AB. ABSOLUT MANDRIN IS A REGISTERED TRADEMARK OF SEAGRAM. ABSOLUT MANDRIN BOTTLE DESIGN IS A REGISTERED TRADEMARK OF SEAGRAM.

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ABSOLUT CORRUPTION.

2politicaljunkies.blogspot.com

www.absolutad.com

ABSOLUT NEW YEAR.

© HOBAN (C&DM)

ABSOLUT BOOK.

THE ABSOLUT VODKA ADVERTISING STORY

RICHARD W. LEWIS

www.absolutad.com

ABSOLUT VERSACE.

Il passato misterioso di un brand è sempre un mistero. Versace, un marchio di moda che ha fatto della seduzione un'arte, è un marchio di moda che ha fatto della seduzione un'arte. È un marchio di moda che ha fatto della seduzione un'arte. È un marchio di moda che ha fatto della seduzione un'arte.

ABSOLUT COOL.

ABSOLUT MAKING-OF

ABSOLUT MOURNING.

ABSOLUT COMMUNICATION

ABSOLUTYFUL

ABSOLUT BANGKOK

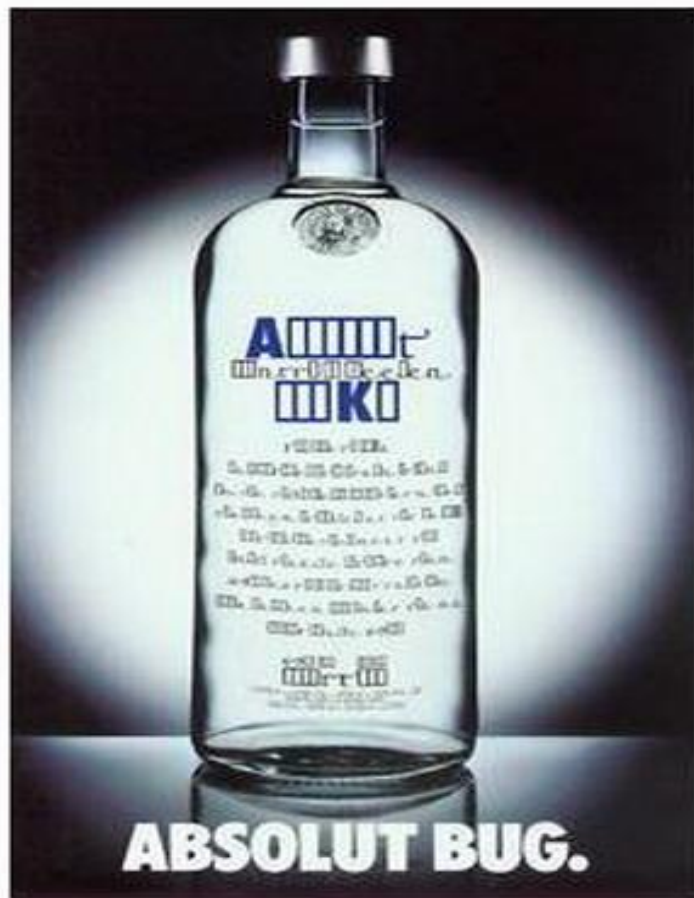
www.absolutad.com

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ABSOLUT ATTRACTION.

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ABSOLUT BUG.