

Highlights

- Event Architects produced ABSOLUT APEACH and RASPBERRI launch parties all over the United States, including a unique ABSOLUT One Source Summit in Miami.
- ABSOLUT RASPBERRI Launch in Chicago peaked at midnight with an aerialist, fashion show and a custom music video made to a remix of Prince's Raspberry Beret.
- ABSOLUT APEACH launches were staged in Chicago, Miami, Detroit, Phoenix, Boston and Atlanta. The ABSOLUT ROCKS launch in Chicago included a rock concert.
- Event Architects also produced a two-day retreat-inspired event targeted toward Miami area bartenders during the ABSOLUT One Source Summit in Miami, Florida



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"[Event Architects] not only executed events, they had to secure our media partnerships and obtain support, function as liaison with our distributors, ensure consistent brand identity and imagery from 30 partners, create a useful and creative website for communication and actively assist in decision-making with indecisive attendees."

—Pam Dzierzanowski, *Director of Events, ABSOLUT Spirits*

Event Architects was contracted to produce product launch parties for ABSOLUT RASPBERRI in Chicago, followed by ABSOLUT APEACH launches in Chicago, Miami, Detroit, Phoenix, Boston and Atlanta. In the midst of APEACH launch events, Event Architects also produced an ABSOLUT Summit in Miami, Florida — a two-day event targeted toward the area's bartenders.

This client profile highlights the ABSOLUT Summit in Miami and the APEACH launch in Chicago, titled ABSOLUT ROCKS, as examples of the multiple parties Event Architects managed for ABSOLUT.

ABSOLUT® ROCKS APEACH Launch Party in Chicago

The primary goals of ABSOLUT ROCKS:

- Create a high-energy concert experience for Chicago's top ABSOLUT clients.
- Introduce ABSOLUT Vodka's newest flavor, APEACH.
- Offer opportunities to learn and to enjoy incredible food and beverages at a Chicago Landmark, Union Station.
- Recognize and thank bartenders in the Chicago area for their support.



For ABSOLUT Vodka's APEACH Launch in Chicago, local distributors acknowledged industry clients and introduced the newest flavor of the ABSOLUT Vodka catalogue, APEACH, via an exclusive concert experience. Event Architects transformed Union Station into ABSOLUT ROCKS — a colorful party and rock concert with a surreal and intimate Carnival-like ambiance. Two thousand guests enjoyed intriguing décor elements including a 40-foot truss tower, an enormous custom-made APEACH martini bar with

luges, a stimulating light show and projected IMAG throughout the event.

Avant-garde characters such as drag queens dressed as living peach trees, fire breathers and stilt walkers interacted with guests while an elevated drummer played ferociously to the beats of a DJ. The conclusion of the event featured a surprise performance by the band *They Might Be Giants*.

Event Architects selected Chicago's Union Station to host two thousand people for a fun and ambitious rock concert. Guests entered the space through the upper foyer, which was filled with peach lights swirling in the air and peach-hued fabrics swaying between columns to camouflage the view below and tease guests with intrigue.

In lieu of the theme, rock concert favorites including hot dogs, hamburgers, pretzels, pizza and a taco bar, were available for guests to munch on.

After *They Might Be Giants* played their final encore song, guests left the venue with a concert T-shirt memento and spilled the intoxicating energy into the city.



ABSOLUT® One Source Summit Villa Crono in Miami, Florida

The primary goals of the Summit:

- Create a unique event specifically designed to enrich the participants' minds, bodies and souls.
- Offer opportunities to learn and to enjoy incredible food and beverages in a luxurious mansion with acres of private lawn, a swimming pool and access to the water.
- Recognize and thank the bartenders of Miami for their support by offering them a unique opportunity to take seminars of their choice and give them a chance to learn more about ABSOLUT Vodka, giving them even greater "One Source" brand loyalty.



Event Architects reinforced these goals through efficient protocol and a focus on the following tactics:

- **INVITATIONS AND WEBSITE DESIGN**
- **REINFORCED BRAND IMAGE AND USED BRANDING OPPORTUNITIES IN EVERY AREA OF THE ESTATE**
- **RELEVANT CLASSES WITH QUALIFIED INSTRUCTORS**
- **EXCLUSIVITY**

The ABSOLUT One Source Summit was a two-day retreat-inspired event dedicated to the education, relaxation and enrichment of participants' minds, bodies and souls. Offering fifty-four classes over two days, guests selected activities from a diverse list of learning experiences and courses — from business seminars to kayaking classes as well as the opportunity to compete against the Playboy Xtreme Team. ABSOLUT's top twenty-seven media partners provided course descriptions for classes and activities included with the Summit at the exclusive Miami mansion, Villa Crono.

The event occurred on a Monday and Tuesday, which allowed top industry professionals to attend the Summit after a busy weekend of business. Invitations contained secret codes which permitted guests to log on to the ABSOLUT Summit website and register for the event. The website offered detailed descriptions of all the classes, demonstrations and spa services offered at the Summit. Media partner logos appeared beside each class description to reinforce clear sponsorship association. The registration page allowed guests to view times, descriptions of events offered and the ability to reserve spots for activities such as kayaking, cooking demonstrations, reflexology and massage, cigar rolling and a multitude of other activities. Another page detailed other facts about the two day Summit including a map and directions to the secluded venue.

Attendees checked in at registration tables to obtain wristbands, maps of the mansion and personalized itineraries outlining available classes and spa treatments. ABSOLUT accessories and a generous treatment of beach umbrellas provided branding opportunities.

Almost every area of the mansion was utilized to full capacity. Students enjoyed “How to Be a DeeJay” classes presented by Details Magazine upstairs, dance classes presented by Vibe Magazine broke out on the veranda, massages were a popular choice in the Real Simple room and Men’s Fitness Magazine offered neck and shoulder mini-massages on the balcony overlooking the backyard. A premier LEVEL Vodka bar was located upstairs on the outdoor veranda that overlooked the entrance to the mansion.



The backyard of the mansion included a vast private area along the water with an Olympic-sized swimming pool, an acre of grass and its own private dock out onto the waterways. Outside décor included two more custom ABSOLUT bars and numerous ABSOLUT beach umbrellas, tables and white wooden Adirondack chairs. Guests gathered around the pool, kicked back in the Adirondack chairs, took kayak rides and practiced yoga on the grass. The backyard proved to be a popular gathering place thanks to the gorgeous Miami weather and the midday Summit schedule. Music streamed out of outdoor speakers, drinks flowed with ease and endless caches of food were consumed.

Participants could also take a bartender flaring class — learning how to entertain with bar tricks made famous by Tom Cruise in the film *Cocktail*. Many used these new skills to compete to win ABSOLUT branded materials including mini refrigerators, Adirondack chairs, robes, and more. The winning competitors against the Playboy Xtreme Team won the coveted honor of attending the Super Bowl ABSOLUT event.

WIRED Magazine presented a seminar on the latest gadgets for the technologically inclined. Lucky Magazine offered a class on personal style. ELLE Décor demonstrated how to design the perfect party. Travel + Leisure Magazine informed guests about current hot-spots around the globe. Food & Wine created cooking demonstrations. And at the end of the day, Entertainment Weekly treated everyone to an advance screening of the film “The Incredibles.”

Guests preferring a more tranquil and reposed atmosphere gathered at the Guest House and enjoyed a mini-spa atmosphere. Men and women pampered themselves at this popular Summit location where a steady flow of manicures, pedicures and yoga classes calmed and replenished the spirit.

Guests left the Summit feeling appreciated, pampered and more loyal toward the ABSOLUT brand. But most importantly they were further educated about ABSOLUT Vodka, learned more about competitors’ processes and what makes ABSOLUT Vodka supreme.

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