





# SMIRNOFF BAR

A Brand Extension for Smirnoff Vodka

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# Smirnoff's Brand Audit





- Renowned and desirable vodka with 31 different kinds of variants and pre-mix
- Exclusive Vodka in concerts, events, and private parties
- Attracts and promotes itself to every culture
- 'Flavours for the people- Drinks in every colour and flavour for every identity'
- Black life matters, Vodka for the people, support for LGBT
- Smirnoff No.21 Red Label Vodka's pre-mixed a vast variety flavours from fruit to espresso, citrus to peppermint, ginger-beer to root-beer. strategy every mood of its consumers
- Smirnoff flavoured vodkas made for majority of the brand's existing sales volume





- Amongst its competitors such as Grey Goose Vodka, Smirnoff No.21 receives a higher score over Grey Goose
- Smirnoff and Grey Goose are both rated at 40% ABV





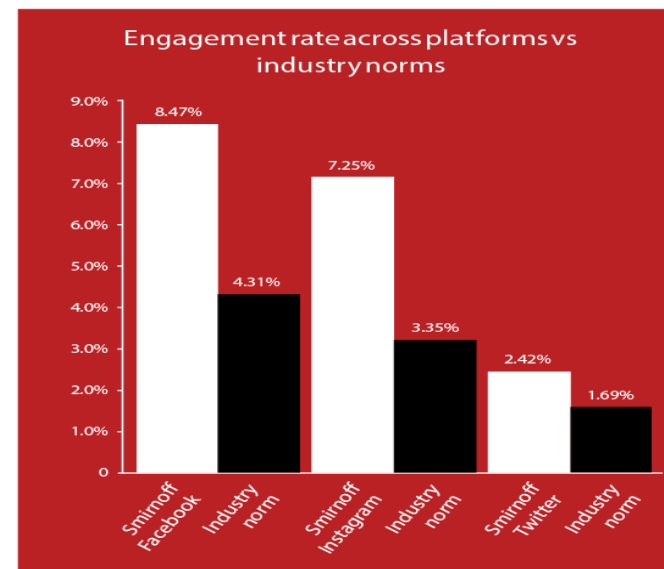
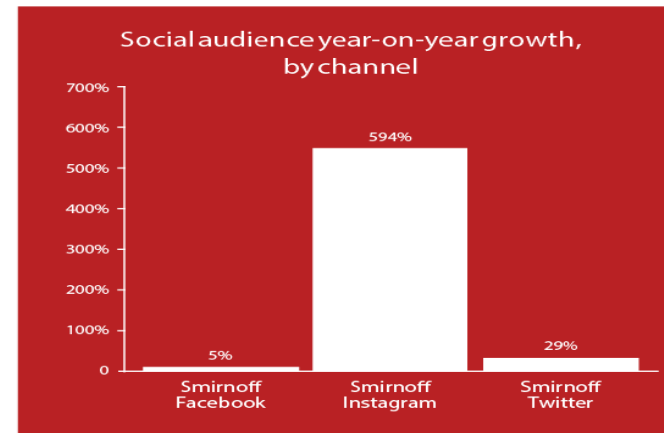
# SOCIAL MEDIA STRATEGIES

In 2015 the flavoured Vodka's high paced growth by 9.5%

Engagement rate and media efficiency skyrocketed with huge investments through social-media marketing. Statistics show the following:

Facebook cost per impression: \$3.12 vs. \$4.68;  
Twitter cost per engagement: \$0.25 vs. \$0.30  
resulted in successful performance in its sales

Facebook went up by 5%; Instagram by 594%;  
Twitter by 29%; YouTube subscribers by 44.1%;  
and Pinterest by 2.4%







**Equallitea movement publishing briefings a month ahead of time**  
**Movember ("The Stacherac") and "Mad Men" series finale ("The Madison Avenue")**

**"Vodka for the People" with a set of influencers and fun activations advertised on TV, digital and social media**

**Smirnoff for the People  
to support communities,  
organisations and  
individuals with a focus  
on diversity and  
inclusion**





**THE DATA SHOWS THAT THERE HAS BEEN A CONSTANT DEMAND OF SMIRNOFF SHARES IN THE STOCK MARKET**

**Stock market history Diageo (SMIRNOFF)**







# BRAND EXPLORATORY ANALYSIS

- In 1990s, beer's growth levelled out, distilled spirits business exploded and marketing innovation is the main reason of this change
- Smirnoff Vodka's marketing campaign relies on three main components:
  1. Create a beverage that tastes like soft drinks
  2. Compete effectively with beer in terms of pricing, availability, and electronic media advertising
  3. Reposition Smirnoff Vodka as a young person's brand by introducing new fruit flavors and using other marketing ideas



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Smirnoff brought steady stream of varieties to an eager and receptive audience

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One of the important strengths of this brand, as the largest vodka brand in the United States maintains an interesting price, quality and variety in combining different types of flavours







**SMIRNOFF®**

Smirnoff's  
Brand Extension:  
  
Smirnoff Bar





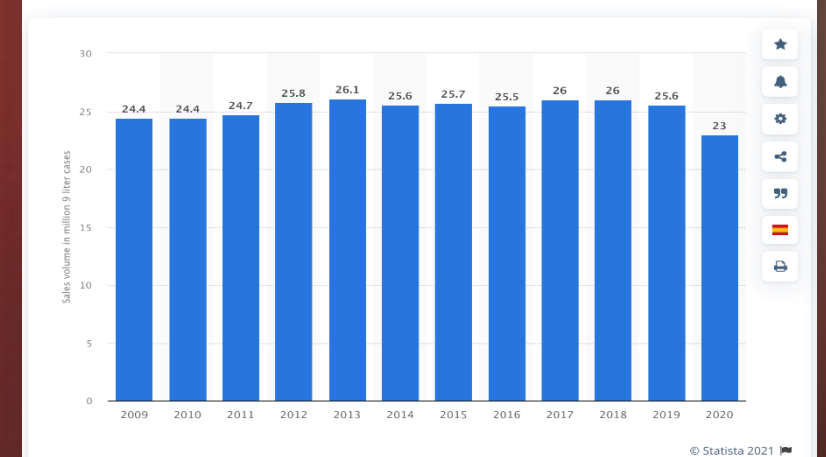
# Idea?

-A bar exclusive to Smirnoff Vodka in the heart of New York City

# Why?

- 100 years in the market
- Slight decline in sales volume
- Need to bring buzz and attention to brand
- Need to tap into new markets
- Prediction of more social events after the pandemic similar to roaring 20s

Sales volume of Smirnoff vodka worldwide from 2009 to 2020  
(in million 9 liter cases)





# WHO?

- Young adults (legal drinking age to 30 something years old)
- Students and young professionals
- Vibrant, fun, active
- Busy social life





# WHAT?

- Shots of vodka
- Pre-packaged flavored vodkas
- Pre-packaged cocktails
- Fresh made cocktails (exclusive to the bar)
- Snacks







# WHERE?

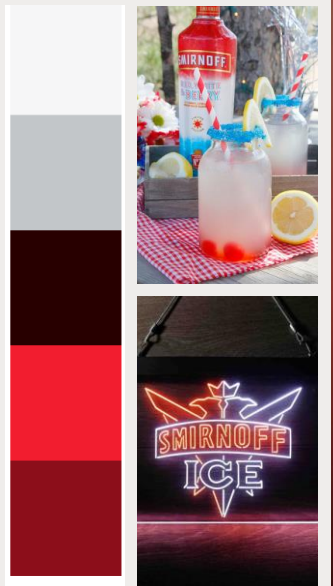
- New York city
- Ranked in top 10 best nightlife cities lists on travel channel and CNN
- “The city that never sleeps”
- Top destination for visitors from all around the world





# SMIRNOFF BAR'S MOOD BOARD

- Inspired by the signature red color of Smirnoff's logo
- Hints of white, grey and black, based on Smirnoff's color palate
- Smirnoff logo everywhere
- Picture worthy design







# SMIRNOFF BAR'S PRICING

- Smirnoff Vodka is an affordable brand
- Smirnoff bar should offer affordable options
- Aligned with prices in the market
- Custom and fresh cocktails are more exclusive therefore more expensive

Smirnoff Vodka Prices Guide 2021		
Type	Size	Price
Smirnoff No.21 Vodka	750ml	\$8.99 - \$14.99
	1L	\$10.99 - \$17.99
	1.75L	\$16.99 - \$19.99
Smirnoff 90 Proof Vodka	750ml	\$12.99 - \$16.99
	1.75L	\$19.99 - \$24.99
Smirnoff 100 Proof Vodka	750ml	\$13.99 - \$16.98
	1.75L	\$19.99 - \$29.98
Smirnoff Raspberry	750ml	\$9.47 - \$11.99
Smirnoff Green Apple	750ml	\$9.47 - \$11.99
Smirnoff Strawberry	750ml	\$9.47 - \$11.99
Smirnoff Peach	750ml	\$9.47 - \$11.99
Smirnoff Citrus	750ml	\$9.47 - \$11.99
Smirnoff Cherry	750ml	\$9.47 - \$11.99
Smirnoff Blueberry	750ml	\$9.47 - \$11.99
Smirnoff Mango	750ml	\$9.47 - \$11.99
Smirnoff Orange	750ml	\$9.47 - \$11.99
Smirnoff Lime	750ml	\$9.47 - \$11.99
Smirnoff Cranberry	750ml	\$9.47 - \$11.99
Smirnoff Vanilla	750ml	\$9.47 - \$11.99
Smirnoff Whipped Cream	750ml	\$9.47 - \$11.99
Smirnoff Pineapple	750ml	\$9.47 - \$11.99
Smirnoff Watermelon	750ml	\$9.47 - \$11.99
Smirnoff Sours	750ml	\$8.99 - \$31.09
Smirnoff Sorbet	750ml	\$8.99 - \$31.09
Smirnoff Sours	750ml	\$8.99 - \$31.09





# SMIRNOFF BAR'S POTENTIAL RESULTS

- Bring back mojo to Smirnoff Vodka among young adults
  - Therefore it Increase sales
  - Tap into a new market with opening a bar
  - expand their authority in the alcohol industry
- Create one-on-one experience with customers
  - Create a sense of closeness



# Smirnoff's Content Strategy for the Brand Extension





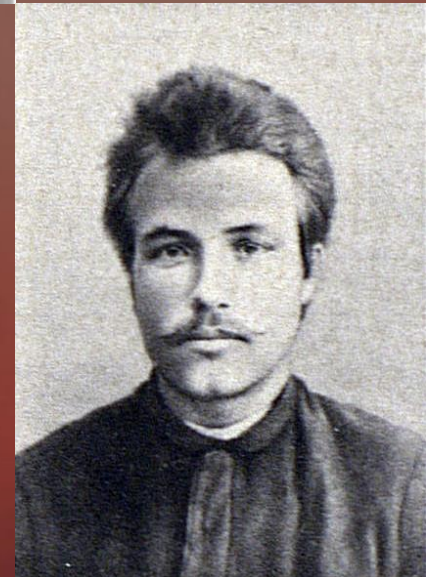
## SMIRNOFF : THE BRAND STORY

Pyotr Arsenievich Smirnov is the initially founded the brand and later on his son Vladimir Smirnov continued his legacy after migrating from Moscow when the Russian Revolution hit.

Vladimir moved to various cities before settling down in Paris with his distillery producing factory. It is since then that Smirnoff has been growing and capturing different markets across various continents.



P. A Smirnov



Vladimir Smrinov





# WHO WILL READ OUR CONTENT?

- People from various age groups will be viewing our content on different platforms across the nation. Youngsters may be active on Facebook, Instagram, and other websites whereas the older generation may tend to read more stuff on newspapers, television, or magazines. For example:
- Adolescents(students)
- Adults(working professionals)
- People above 50 years of age
- Famous personalities
- Czars (Leaders of the nation/government officials)



## WHAT BENEFIT ARE THE CONSUMERS DERIVING?

This Smirnoff Bar is going to serve all the Smirnoff spirits under one roof and customize the cocktails as per the customer's request. This way they can get their favourite flavours all in one glass of liquor and feel satisfied. Smirnoff exclusive bar can also sell their product on consumer- desirable prices.

Consumers will stick around longer: Hence customer loyalty is retained.





# WHAT MAKES SMIRNOFF UNIQUE?

- Reasonably priced
- Gluten-free drink
- 10 Step Charcoal filtration process
- Variety: 31 Different flavours
- James Bond's favourite drinks
- Available internationally
- Smirnoff No. 21 Award winning vodka





The Smirnoff logo is displayed in a red, arched banner with the word "SMIRNOFF" in white, bold, sans-serif capital letters.

# SMIRNOFF

We would love to  
have you over.  
An exclusive  
Smirnoff Bar  
experience is what  
you need to keep an  
eye on.

**OPENING IN THE HEART  
OF NEW YORK CITY**

*life is good*

PARTY!  
PARTY!  
PARTY!



FLAVOURS FOR THE PEOPLE

## THE TYPE OF CONTENT TO BE PUBLISHED:

The following poster can be used to be advertise on the Smirnoff' official website and various other websites that are sponsored by Smirnoff.



# THE STATISTICS SHOWING HOW DIFFERENT PEOPLE PREFER DIFFERENT SOCIAL MEDIA:

*% of U.S. adults in each demographic group who say they ever use ...*

	Facebook	Instagram	LinkedIn
Total	69%	40%	28%
Men	61%	36%	31%
Women	77%	44%	26%
Ages 18-29	70%	71%	30%
30-49	77%	48%	36%
50-64	73%	29%	33%
65+	50%	13%	11%





**SMIRNOFF BAR**

ENJOY YOUR FAVOURITE  
COCKTAIL DRINKS IN THE HEART  
OF NEW YORK CITY

**COMING SOON**

## POSTER FOR ADVERTISEMENT ON OTHER SOCIAL MEDIA AND CELEBRITY ENDORSEMENTS

Facebook

Twitter

Snapchat

Instagram

LinkedIn

Radios and Television advertisements will be created keeping in the mind the marketing budget that the company has set aside just for the purpose of throwing light on the soon opening bar.

famous personalities can also be a hired for creating adds as people tend to give more preference to the brands which sponsor their favourite person.



# CONCLUSION

- Increase sales
- Increase customer interaction and loyalty
- Tap into new markets and increase authority
- Bring back attention
- Strengthen brand image

**THANK YOU !**