

Company: Next9 Communications, Budapest, Hungary

Company Description: Next9 is a communication, PR, content and branding agency, a think-tank. It is a creative hub, where ideas are born to change consumer, partner, employer and employee habits, taking into account the challenges of the 21st century.

Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications or PR Campaign of the Year - Arts & Entertainment

Nomination Title: Pop-art Goes Vodka – Absolut's Artistic Infusion in Budapest

1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 224 words used.

In 2024, Pernod Ricard Hungary set out to reintroduce **Absolut Vodka** to a new generation of culturally curious consumers through a content-driven campaign that merged art, heritage, and bold storytelling. Although Absolut is globally recognized as a premium vodka brand, local insights revealed a clear gap:

young adults in Hungary lacked emotional connection to the brand, often associating it with an older generation or overlooking it entirely in favor of trendier alternatives. The challenge was twofold 1. **revitalize Absolut's brand perception** among Gen Z and Millennials, and 2. **increase awareness and engagement** around the launch of the new Andy Warhol Limited Edition bottle, inspired by a rediscovered Warhol painting from 1986.

The solution? **A deeply strategic content marketing program** that didn't just tell a story, it **invited people to live it**. By aligning with Absolut's legacy of artistic collaboration and tapping into the cultural relevance of Warhol, the campaign positioned Absolut not only as a premium product, but as an immersive, art-forward experience. Each phase of the program was designed to **capture attention, spark conversation**, and build community, from anonymous teaser content and a viral urban art intervention to an exclusive art exhibition and a high-impact launch event. At the core of this campaign was **meaningful, multi-platform, interactive** content that inspired curiosity, championed creativity, and forged an authentic connection with Hungary's most trend-sensitive audiences.

4. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 220 words used.

The campaign was built on a strategic balance of **global brand values and local cultural insight**, aiming to **revive Absolut's relevance among young Hungarian adults** through contemporary art, music, and immersive experiences. Planning began with research into what types of artistic content attract Gen Z and what themes are covered by mainstream media.

The structure followed four distinct phases: teaser, launch, artist collaboration, and post-campaign communication, designed to build interest step by step, culminating in peak engagement during the artist collaboration.

The teaser phase generated curiosity through Warhol-themed storytelling without brand mention. A standout PR stunt involved **repainting a Budapest bench** in Warhol's blue, referencing his fascination with public spaces, in collaboration with a young artist.

Next, the launch phase introduced the **Limited Edition Absolut Warhol bottle**, a collectible artwork in itself, supported by earned media and influencer activations. The third phase, **The Other Half**, was an artist collaboration with Youngart online gallery, showcasing reinterpretations of Warhol's Absolut Blue by four emerging Hungarian artists.

The campaign culminated in the **Absolut Warhol Art Party**, a sold-out event in a reopened industrial space featuring **immersive light art by INOTA artists** and a two-week pop-up exhibition.

Finally, the **Milk Punch cocktail week** extended the campaign experience. A tailored mix of earned PR, social media, and influencer content ensured strong cultural presence and impact.

5. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 493 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.

Launching in August 2024, the Absolut Warhol campaign was designed to align with global campaign guidelines while delivering local impact and meeting strict KPIs. [REDACTED FOR PUBLICATION] By the end, we had not only met but **surpassed expectations** [REDACTED FOR PUBLICATION].

The teaser phase, launched on **Warhol's 96th birthday**, generated [REDACTED FOR PUBLICATION] in reach across lifestyle, culture, and news media, a powerful foundation for later phases. A highly successful **PR stunt** — the mysterious repainting of a bench in central Budapest — created immediate organic buzz and media speculation, later tied to Warhol and the rediscovered *Absolut Blue* artwork.

The launch of the **Limited Edition bottle** was amplified through curated PR packages and influencer content. The artist collaboration phase, **The Other Half**, brought together **four emerging Hungarian artists**, whose reinterpretations of Warhol's work featured in both a digital gallery and an exclusive **pop-up exhibition**.

The campaign culminated in the **Absolut Warhol Art Party**, - sold out, [REDACTED FOR PUBLICATION] attendees held in a reopened - after 60 years -industrial venue and praised as one of the most memorable cultural events of the year, with over [REDACTED FOR PUBLICATION] attendees in nine days. The campaign received **enthusiastic feedback from art communities, the press, and participating artists**, who gained increased recognition.

This content-led campaign proved that brand storytelling, when rooted in culture, creates real emotional resonance.

6. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

7. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

Starting date of the campaign was August 6, 2024 - Andy Warhol's 96th birthday

Attachments/Videos/Links:

[Pop-art Goes Vodka – Absolut's Artistic Infusion in Budapest](#)

[REDACTED FOR PUBLICATION]

