

OVERVIEW

Smirnoff faced a challenge in Thailand, a market where drinking is tied to meals, and traditional advertising is heavily restricted.

To shift consumption habits with younger consumers, expand beyond dining and get the brand seen and heard without the ability to advertise; Smirnoff tapped into the music space by creating a music video featuring influential Thai celebrities, showcasing Smirnoff as central to the in-home party experience.

The campaign leveraged Smirnoff House as an entertainment platform, collaborating with celebrities and nano-influencers to amplify the message. This resulted in a 250% increase in social mentions, a 88.2% surge in searches, and a 22% increase in sales, while spontaneous brand awareness nearly doubled from 5% to 9%.