

## NEWS: THE BRAND UNION DESIGNS THE LIMITED EDITION ABSOLUT MIAMI BOTTLE

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January 2012, the world's most iconic vodka introduced Absolut® Miami, its sixth limited-edition, city-inspired flavour.

The challenge was to develop a truly inspiring concept that resonated with the free-spirited people of Miami and the greater Florida area.

Maxime Kouchnir, VP Marketing at Pernod Ricard stated: *"The Brand Union has a keen understanding of the cultural nuances that play a critical role for our city series. Their work in bringing these cities to life, through a bottle design that's a whimsical wink and a knowing nod to what defines Brooklyn, San Francisco, and Miami, is a sheer testament to their immersion and research in these markets"*

Daniel Andersson, a Creative Director at The Brand Union NY, a global branding agency, talks about the development of the design: *"Absolut is an iconic brand. We wanted to continue the success of its city series by bringing Miami to life on the bottle, while telling a story that encompasses all the attributes, quirks, and spices of this amazingly diverse and passionate city"*.

The design needed to move beyond the flavour, a refreshing blend of passion fruit and orange blossom. This fusion of flavours echoes the hot climate and passionate fire of Miami with undertones of the ever-present Floridian orange. The brand looks to take the consumer on an adventure from dusk 'til dawn through the city, indulging the senses in the vibrant beat of the nightlife that Miami has to offer.

Absolut Miami follows on the heels of the agency's successful collaboration with previous limited editions which have included Absolut Brooklyn in 2010 and Absolut SF in 2011.

*"This is the absolute taste of a city through design – Bienvenidos a Miami!"*, Daniel Andersson.