

**ABSOLUT
CUT**

Launching ABSOLUT CUT in Paris



Young Folks

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OUTLINE

2. **Who Will We Target?**
3. **Our Positioning**
4. **What is Absolut Cut?**
5. **Where Will We Find Absolut Cut?**
6. **How Much Will it Cost?**
7. **How Will We Promote Absolut**

WHY THE RESEARCH?

- **The purpose is to find out**
 - **who to target**
 - **how to position Absolut Cut**
 - **where to distribute**
 - **how to promote it effectively**

WE HAVE TWO POSSIBLE SEGMENTS

Alex

Young straight male

Student

**Regularly going to
bars/clubs**

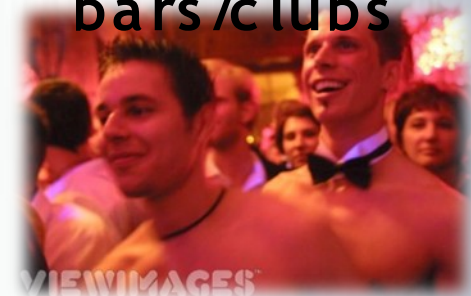


Phil

Young gay male

**Student and/or
professional**

**Regularly going to
bars/clubs**



**Who Will We
Target?**

LEISURE BUDGET FOR ALEX

- Total spent per month: € 80
- 18-25 in France: 1 million people
- Total spent on leisure: € 80 million
- Total spent on products per month: € 24
- Total spent on product: € 24 million

LEISURE BUDGET FOR PHIL

- Total spent per month: € 200
- 18-25 in France: 30 thousand people
- Total spent on leisure: € 200 million
- Total spent on products per month: € 50
- Total spent on product: € 1.5million

DECISION 1 & OPTIONS

Who Will We
Target?

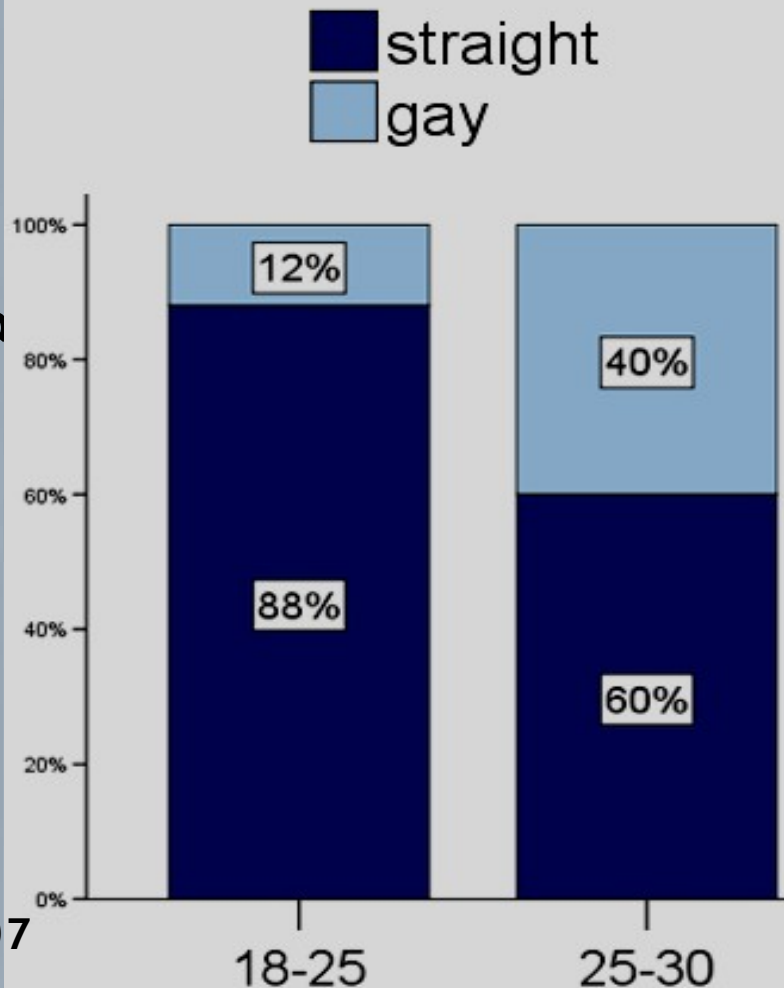
- If more than 65% are straight young men, that go to night clubs/bars once a week and are inclined to buy 2-4 drinks per night drinking vodka/rum/tequila/FABs, we will target Alex.
- If more than 55% are homosexual young men, that go to night clubs/bars once a week and are inclined to buy 2-4 drinks per night drinking vodka/rum/tequila/FABs, we will target Phil.

STRAIGHT AND 18-25 PREVAIL

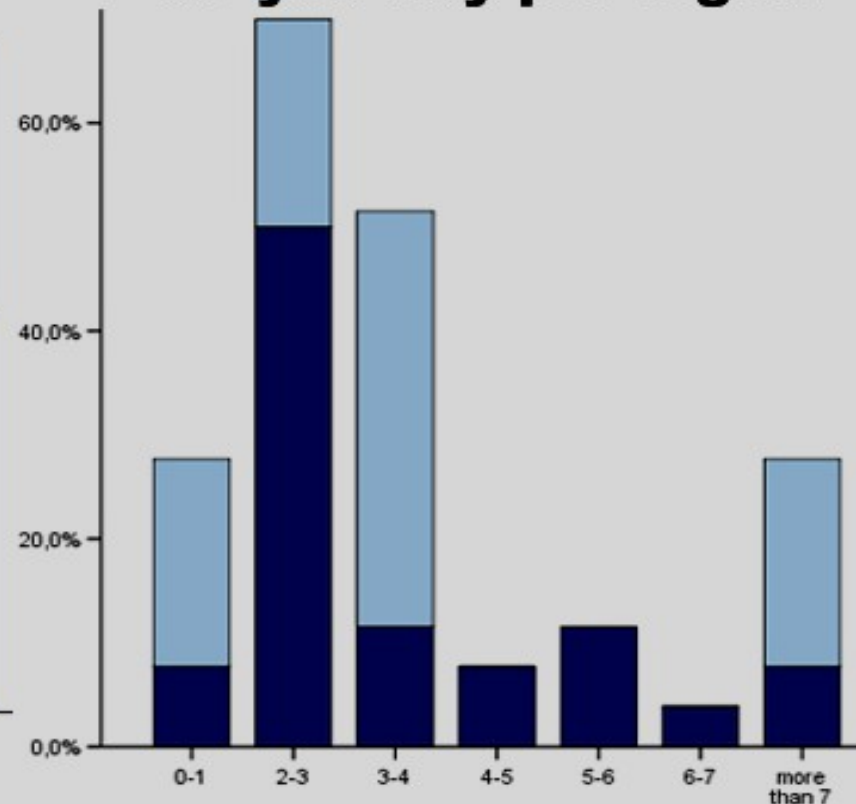
Who Will We
Target?

8

11/30/2007



**How many drinks
in average
do you buy per night?**



ALEX IS THE BEST TARGET

Who Will We
Target?

- From the 31 people who responded to the questionnaire:
Only 12% were gay

- Our decision was that:

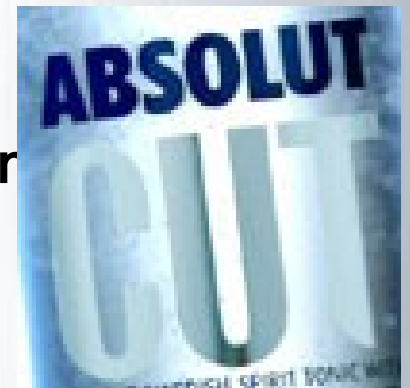
If more than 60% of the right young men, we will target Alex



WHO IS ALEX?



- Male
- Straight
- Aged 18 - 25
- In average goes out 3 times a
- Spends between €20-30 on dr

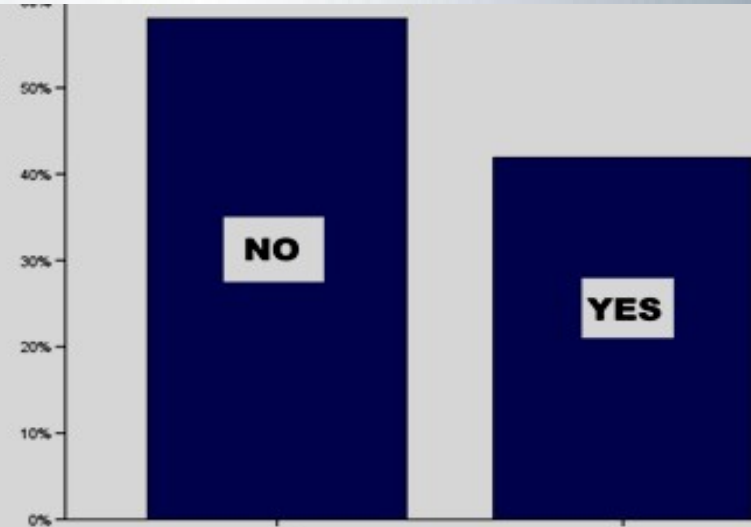
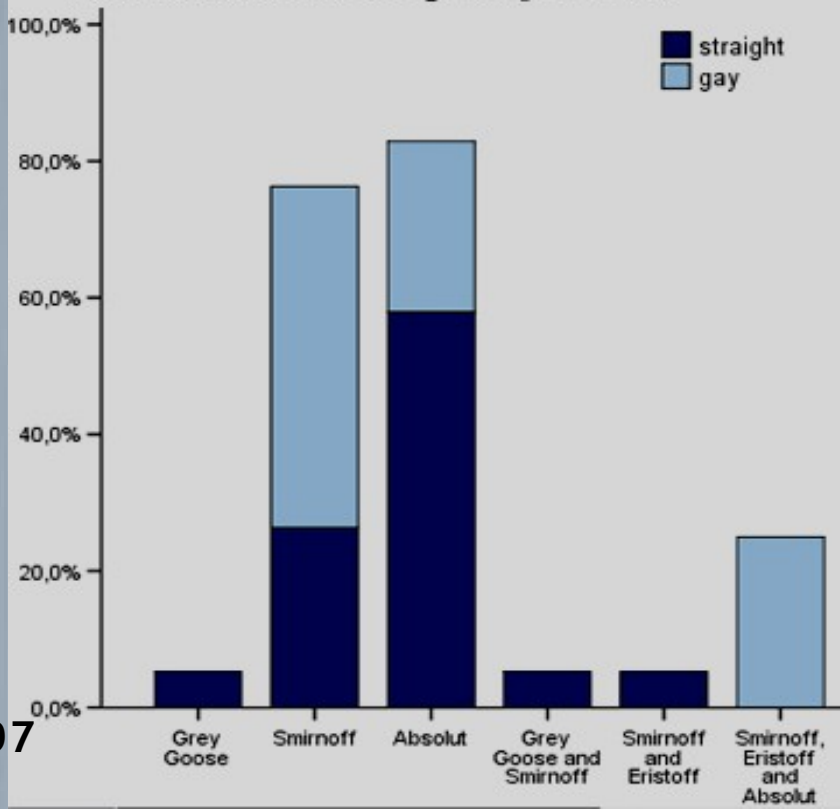


WE ARE APPRECIATED

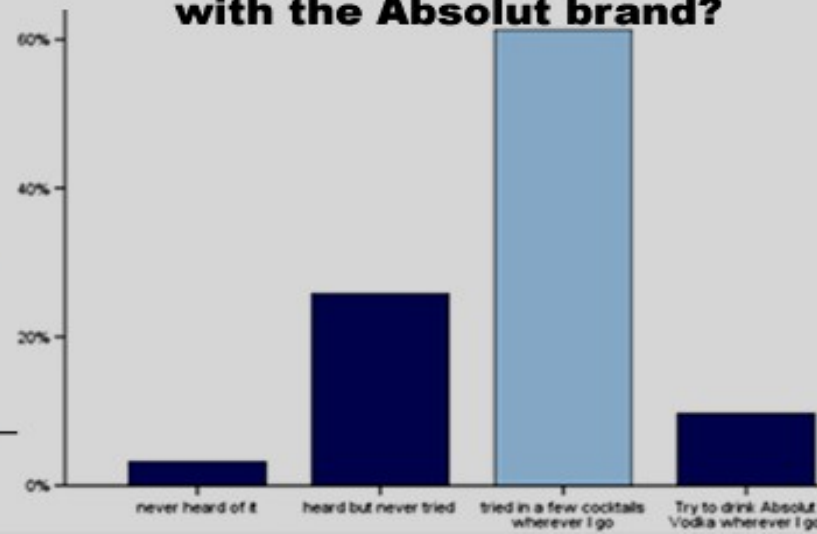
Our Positioning

Do you have a traditional drink, that you always buy in a club/bar?

If you drink vodka, which brand do you prefer?



How familiar are you with the Absolut brand?



ALEX HAS EXPECTATIONS

Our Positioning

- We hope to be perceived as a high quality brand name
- From the focus groups we realized that what we need to improve on the atmosphere

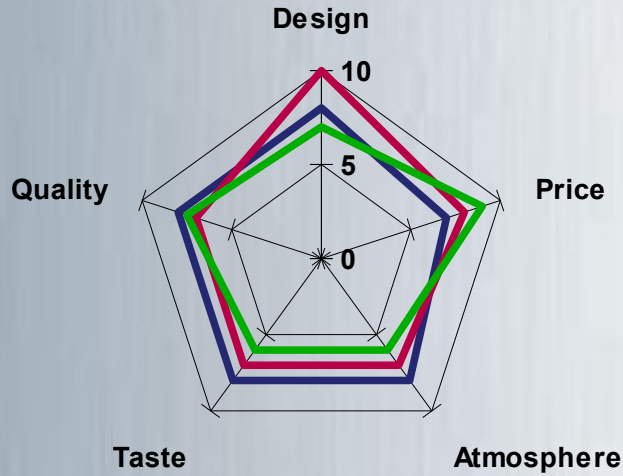
EDGIER THAN ITS PARENT, BUT WITH AN INHERITED SENSE OF STYLE, ABSOLUT CUT SCREAMS RAW PERFECTION. TEXTURISED GROOVES IN THE GLASS MAKE THE BOTTLE A WORK OF ART - & A CUT ABOVE THE AVERAGE ALCOPOP.






ABSOLUT CUT VS. VODKA COMPETITORS

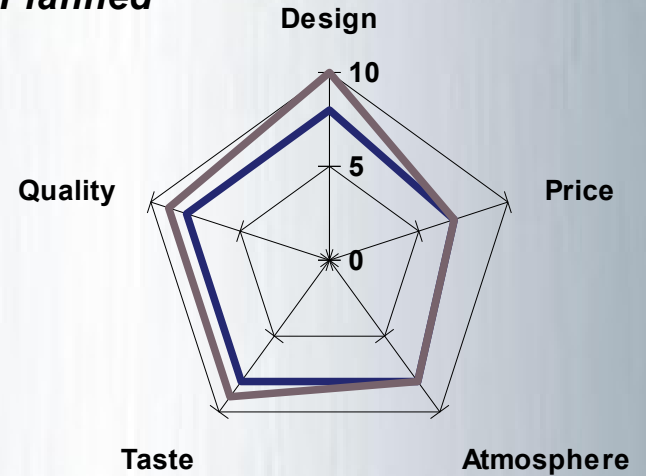
Our Positioning



Actual



-  Absolut Cut
-  Smirnoff Twisted
-  Eristoff Ice

Planned



-  Absolut Cut 2007
-  Absolut Cut 2008

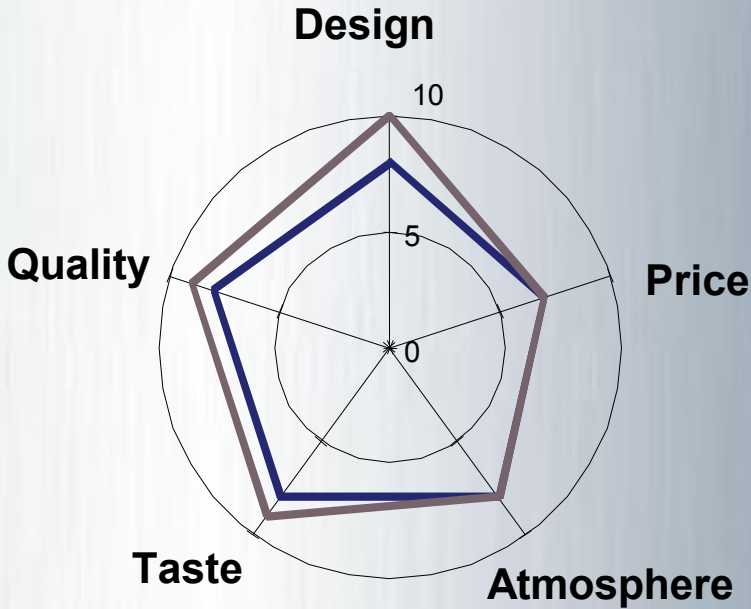
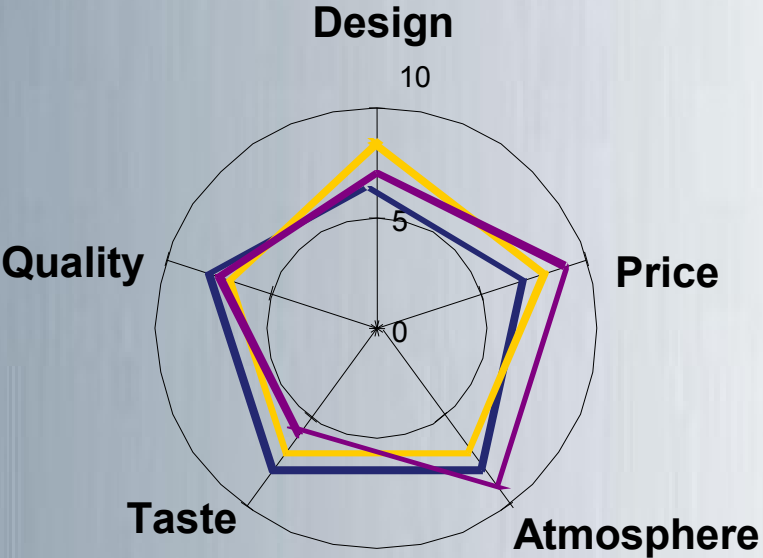


ABSOLUT CUT VS. OTHER COMPETITORS

Our Positioning

Actual

Planned



- Absolut Cut
- Biere 1664
- Whiskey/rum and coke mix

- Absolut Cut 2007
- Absolut Cut 2008

PREMIUM VODKA DRINK

What is Absolut
Cut?

- Original glass bottle (no aluminium)
- Maintain less sweet taste of Absolut Cut
 - 7% alcohol
 - Less sugar
- English labeling
- 3 flavours



TRENDY IS THE STRATEGY

Where Will We Find Absolut
Cut?

- We will distribute in trendy areas of Paris
- Focus on the most known night clubs and bars
- 8th district of Paris & most specifically the area of the Champs-Elysées
- If launch is successful, distribution in grocery stores in packs of 4x0.5 bottles



ALEX GOES TO:

Where Will We Find Absolut
Cut?

Le Cab
Le VIP Room
Le Milliardaire
L'Etoile
Duplex
Le Libre Sens

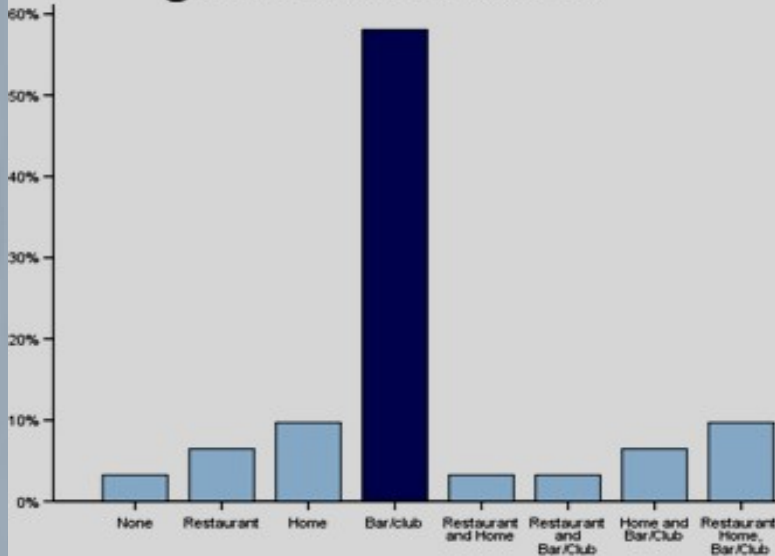
Music Hall
Buddha Bar
Bound
Mood
Impala Lounge



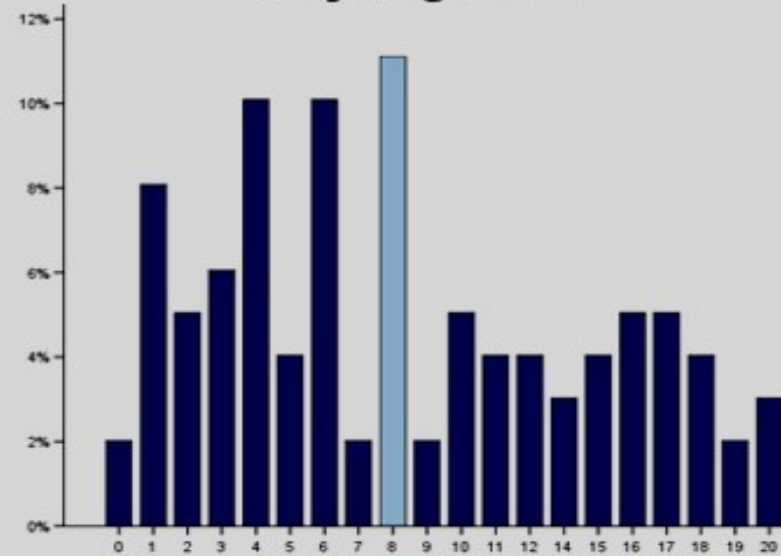
NIGHTCLUBS & BARS ARE FOR US

1 & Where Will We Find Absolut Cut?

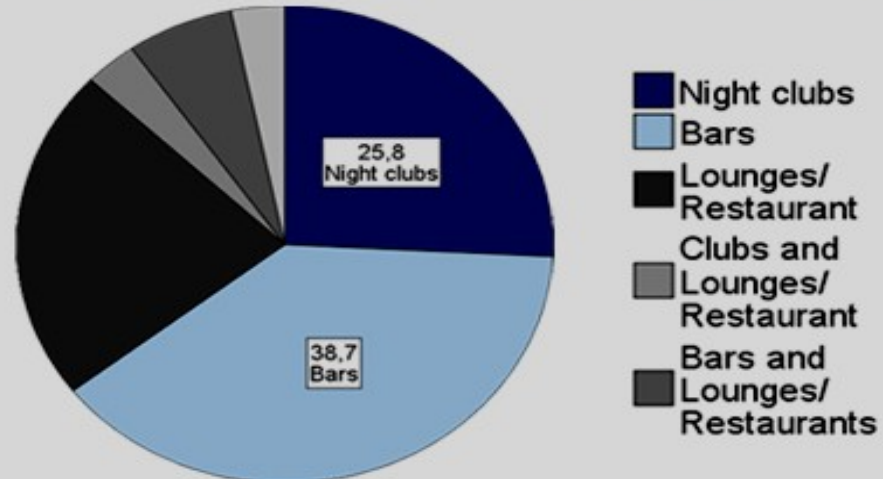
Where do you usually go to have a drink?



In which arrondissements do you go out?



Where do you consume drinks the most when you go out?

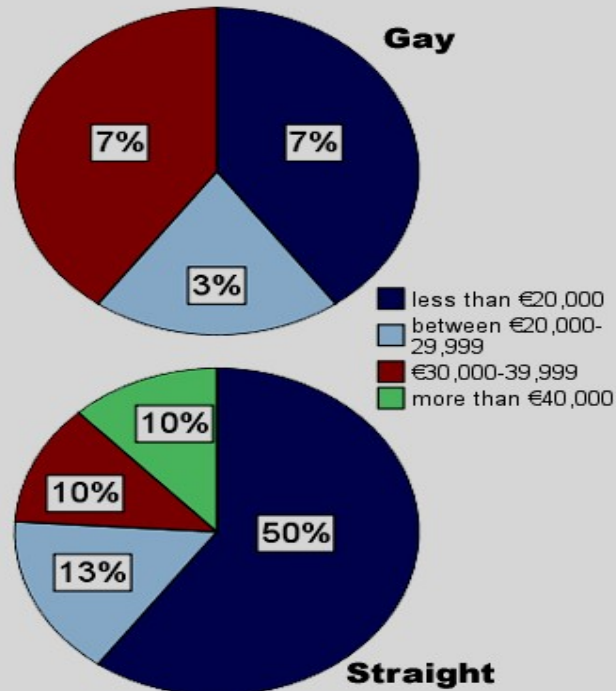


LOW PRICE FOR PREMIUM DRINK

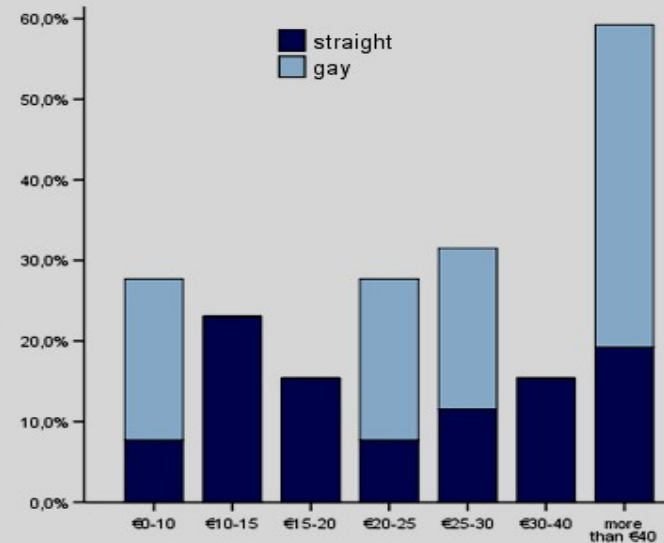
- Glass: €5-6 in bars and clubs
- Bottle: €10-12 in bars in clubs

How Much Will it Cost?

What annual income bracket do you pertain to?



Indicate how much you spend on drinks, when you go out to a club/bar.



SELECT ADVERTISING

How Will We Promote
Absolut Cut?

- Launching night at the VIP Room
 - free drink for VIP guests
 - cheaper price for the rest of the c
- Posters & ads in the metro and in magazines
- In selected clubs and bars, Absolut Cut stand behind the bar



Partnerships with clubs to have promotion on fliers: joint advertising with club and DJ at the

If we have success, we will target Phil and the trendy gay area. If that has success as well we will expand everywhere. Absolut Cut will be ABSOLUTely everywhere!!

THANK YOU!

REMEMBER: DRINK MODERATELY

APPENDIX

DECISION 2 & OPTIONS

- If Phil, we will distribute Absolut Cut in the Marais and gay clubs/bars.
- If Alex, we will distribute Absolut Cut in clubs/bars in the area of the Champs-Élysées (classy*, clubs/bars)

*Classy = stylish, smart, elegant

DECISION 3 & OPTIONS

- If 60% of either Alex or Phil perceive us as a premium* FAB/premixed drink, we can advertise and promote Absolut Cut as such.
- *Premium = of exceptional quality or greater value than others of its kind, of higher price or cost.