



VODKA O₂

OBJECTIVE

Vodka O2 was the world's first sparkling vodka and Storm was approached by its creator to help launch this unique drink in the UK. With just a test listing in Revolution, Storm was tasked with helping create a point of difference in this crowded marketplace to get the brand noticed by key retail grocery and on-trade buyers and support the sales efforts of the Vodka O2 team to generate listings. However, with a direct sales channel also in place, Storm was challenged to create demand with consumers to demonstrate the support behind the brand.

SOLUTION

The launch campaign was kicked off by a media and buyer event held at the Revolution Bar in Soho. This was to convey the social side of the drink and encourage journalists to trial in a relaxed and fun environment. Extensive media relations follow-up backed up the launch, with creative photography and product samples supplied. Interviews with the creator featured heavily in the trade communications, while the product spoke for itself with the consumer press and played on the unique sparkling sensation as an exciting new twist on vodka.



RESULTS

Over 70 trade and consumer journalists attended the launch event, with all the major drinks and grocery trade titles represented. Extensive trade coverage was achieved in all retail, drinks and on-trade media with over 30 items in total during the initial three month launch period. As a result, Sainsbury's contacted Vodka O2 directly and a listing was secured in the top 250 stores nationwide. This listing was then supported by a wide range of consumer coverage in the nationals, men's lifestyle, women's consumer and foodie press.

vodka

Sparkling
Premium Vodka
100% Neutral Spirits
Distilled From Grain

40% ALC./VOL. (80 PROOF)

STORM
COMMUNICATIONS

In brief

VODKA SPARKLES



Vodka O2, claimed to be the first 'sparkling' vodka, is being targeted at the multiple take-home trade as well as the trendy bar sector by brand owner International English Distillers triple-distilled bra oxygen bubbles t vescent texture ti the tongue". The 40% alcohol by volume vodka is being positioned at the premium end of the market.

Checkout

VODKA O2

From: International English Distillers

After 18 months of development, the first sparkling vodka is being introduced to the UK market.

Infused with oxygen bubbles, Vodka O2 has been distilled three times and is said to 'tingle on the tongue'.

Price: £21 for a 70cl bottle

Total available: 201,750

SMOOROFF'S SECRET

JIM KEMMILL, IT MANAGER, 34, SURREY

I'm not really a fan of vodka because it doesn't usually have much taste. However, I was intrigued to try Vodka O2 because a sparkling vodka sounded like a novel idea.

The bottle looked very premium although the branding was a little confusing and made me wonder whether it was anything to do with the O2 phone company. I tried it near and when I first poured it into the glass, it was clearly sparkling with lots of bubbles. But, when I drank it, the spirit had lost nearly all the fizziness, which was a bit disappointing.

The taste was quite pleasant and easier and I would probably buy it for that reason rather than because it claimed to be sparkling. With so much competition from other spirits, it might be too expensive for most vodka drinkers.

The Grocer

FOR REMIXE, WINE AND SPIRITS BUYER, PARFETT'S CASH AND CARRY

Being the first sparkling spirit in the market certainly makes Vodka O2 different. However, my first thought was, 'Why bother?' since most vodka is consumed mixed with Red Bull, cola or other carbonated drinks.

Second, I was curious about what happened if the bottle was not consumed in one night: 'Would the vodka lose its sparkle?' The answer is that it did go flat a few days after it was opened.

Vodka O2 tastes different from non-sparkling vodkas as the fizz creates a smoother spirit and, when drunk neat, is better sipped rather than drunk as a shot. Although Vodka O2 is marketed as a premium product, I think the tag is too high and most consumers would probably stick with the more reasonably-priced brands in the marketplace.

Vodka round-up

New Vodka Black

Smirnoff have re-jigged their Smirnoff Black bottles a more importantly, they've made it less sweet in a bid to seduce the lager drinker away from his pint. The quickly diminishing supplies in our office fridge suggests they might be on to something. You'll find it in all good boozers.

Fizzy Vodka

Vodka O2 are also keen to steal you from your lager by putting some bubbles in. Not only is it sparkling, it's also distilled three times in a 100-year old copper still, for an exceptionally smooth taste. You'll find it in the



VODKA TONIC

Meet the four new contenders in the battle for vodka greatness. From left: Vodka O2 it sparkles—a world first (£16.49, Sainsbury's); 43 Below award-winning, New Zealand brand (£22.99, mail order from www.thedrinks.com); Ciroc aromatic vodka distilled from grapes (£32.99, mail order from Soho Wine Supply 020 7636 8490); Belvedere accolade-wreathed UK offering

PARTY PIECES

O2 Sparkling Vodka, 'This is a concept that works: full-strength (40% ABV) vodka that sparkles. Ice cold, you could drink too much of this—so be careful! Or top it up with sparkling water and a lemon slice



Ms LONDON

that's the spirit

I love trying new things, and this craving for all things different includes drinking. A new vodka hit town recently and I was very keen to try it for myself. It's not just any old vodka, mind you. Vodka O2 is different, a unique experience is had simply because it contains bubbles—the world's first sparkling vodka. The spirit is infused with millions of fine sparkling oxygen bubbles that dance in your glass and across your tongue. 100% British, this unique vodka has been lovingly created and is distilled three times in a 100-year old copper still for an exceptionally smooth taste. Unlike most vodkas, I would recommend you try this one straight up on ice. It slips down very well and you could even substitute it for Champagne when it comes to celebrating. It's available at good bars across London or through mail order on orders@02vodka.com



Good Food

GAT

is for Zest Up your Summer with Vodka O2

Shape up for summer in style with a new low-calorie cocktail from Vodka O2—the world's first sparkling vodka. There's no need to give up your nights out with the girls when you're dieting, just hit the town with a GAT and you'll be starting off down! The GAT is a refreshing blend of Vodka O2, sugar free Red Bull (only 7 calories) and a dash of Passion Fruit. Served in a tall glass over ice. The GAT is available exclusively at Vodka O2 shops such as the nationwide Revolution Vodka Bar chain and Partners Bar in Soho. Alternatively you can make the gin-and-tonic and mix it yourself by ordering Vodka O2 on line at orders@02vodka.com priced £21.

harpers



The world's first sparkling vodka is here—in the shape of Vodka O2. Created and distributed by International English Distillers, it is produced from wheat and a small amount of malted barley, and is distilled and filtered three times. 'The manufacturing process took me almost two years to perfect, and has been protected with a patent,' said creator Philip Maitland. 'Although there are a lot of other vodka brands on the market, we feel Vodka O2 offers the consumer something new, a vodka that has some excitement!'

T

Vodka Goes Fizzy

The world's first sparkling vodka, Vodka O2, has hit our shelves. Created and distributed by International English Distillers (tel: 020 7431 9320), it took 18 months to perfect a process that many thought impossible. And what's it all for? Flavour, apparently. 'The oxygen bubbles create an exceptionally smooth-tasting vodka, and they stimulate the taste buds, accentuating the flavour of the food the vodka is served with,' says the drink's creator Philip Maitland. 'It gives a definite lift—and it adds a new twist to the Martini.'

Maitland won't reveal exactly how the fizzy vodka has been made—but the process has been protected with a patent to ensure its secrecy. International English Distillers has also developed a range of 'Tanastinis' to back up the taste bination of glass, including oyster, jelly



SQUARE MEAL

NUTS ABOUT BOOZE

We thought we'd seen it all, but we actually hadn't at all, because we hadn't seen fizzy vodka. But now we have, and we ain't kiddin'! Vodka O2 is the drink in question, and it really is sparkling vodka, meaning an extra dose of fizz for your cocktails (provided they incorporate vodka in some way). They said it couldn't happen. They were wrong! Burp.

Email orders@02vodka.com for more information

Nuts



Caterer

Publicity of oxygen

We know that some drinks can give you gas, but how does gas that can give you a drink. If you fancy a little breeze, how about Vodka O2?



Drinks in our range are made from natural ingredients and are free from artificial flavours and colours. They are also free from gluten, dairy and other allergens. Vodka O2 is made from 100% British grain and is distilled three times in a 100-year old copper still. It is also free from preservatives and is suitable for vegetarians. Vodka O2 is available in a range of sizes and is perfect for parties and events. For more information, please contact us on 020 7431 9320 or visit our website at www.02vodka.com

Closer

LIGHT BITES

Vodka O2 Good news if you like a tippie! This sparkling vodka may contain the same number of calories as regular vodka—50 per 125ml measure—but the bubbles give it a real kick, so you won't drink as much. Find it in Sainsbury's, priced £16.49

