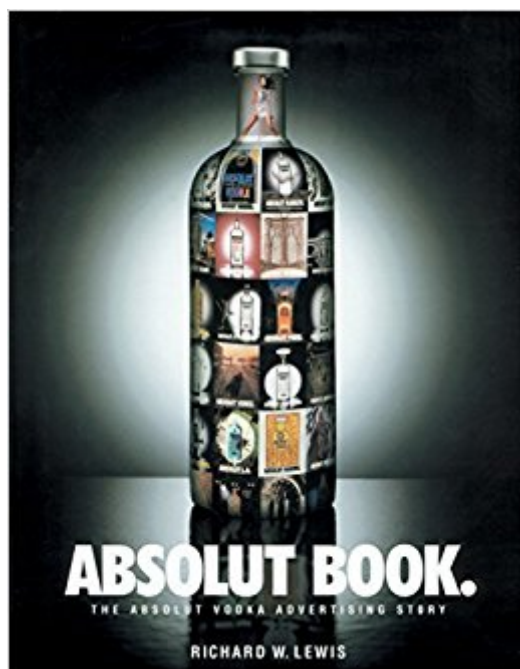


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Absolut Book: The Absolut Vodka Advertising Story



Synopsis

Highlighting the award-winning marketing and advertising campaign of Absolut Vodka, this art and design book features over 250 pages of magnificent bottle art and iconic ads. The absolute vodka advertising campaign has been running nonstop for fifteen years, which, in advertising, is practically forever. Industry insiders hail it as one of the most successful campaigns in the history of advertising, and the star of the ads is always the beautiful, artful, chameleon-like bottle from Sweden. The Absolut ads are celebrated as much for their ingenuity as their longevity. They are full of wit, artistry, and imagination as they deftly communicate the brand's values, often containing little challenges to the reader to interpret just what's happening inside the ad. Flip through the over 250 pages of magnificent bottle art featured in this beautiful graphic design book. This advertising book features 15 chapters each chronicling the long life of this world famous glass art. In Absolute Book author, Richard Lewis of TBWA Chiat/Day, Absolut's advertising agency from the beginning, shares an intriguing, behind-the-scenes account of the birth and growth of this heralded campaign, its personalities and creators, and the paths they've taken to keep it perpetually fresh.

Book Information

Paperback: 274 pages

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Customer Reviews

Is it possible to create a worthwhile book about the Absolut Vodka's advertising campaign?

Absolutely. TBWA/Chiat Day executive Lewis tells the story of the ad campaign that increased the sale of Absolut Vodka by 14,900% over 15 years. For ad junkies who want all the details, Lewis includes almost 500 Absolut ads along with commentary on how each ad was created and chosen. For example, "Absolut Clarity," which has a magnifying glass over the words "Country of Sweden,"

was used to emphasize that unlike most imported vodkas Absolut was not made in Russia. This book will have the greatest appeal among those who appreciate the creativity behind the pieces such as "Absolut D.C.," featuring an Absolut bottle wrapped in red tape. A warning: Lewis notes, "Librarians have to guard their magazines from being de-Absoluted." If your library has this problem, buying a book with 500 ads might be a risk. Still, this is highly recommended for libraries with an interest in advertising and marketing. ?Emily Engel Moore, "Library Journal" Copyright 1996 Reed Business Information, Inc.

It's an Absolut-ly unabashed commercial salute to one brand of vodka that has almost single-handedly defined the shape of creative magazine advertising for many years. New York City adman Lewis not only recounts the beginnings of the campaign and the U.S. launch but also documents the story of the long-term business relationship between client and agency. This 15-year saga of bottle as hero shows, first, relatively conservative ads (Absolut joy, Absolut anticipation, Absolut generosity), then segues to the by-now-expected, break-through-the-clutter commercial: the 1987 musical "holiday song" chip, a plastic record, and a packet of flower seeds. Best are the captions and some of the behind-the-scenes footage and prose, such as the fact that wheat was used to attract pigeons to Piazza San Marco to form the shape of a bottle of--what else? Absolut Venice, of course. Barbara Jacobs --This text refers to an out of print or unavailable edition of this title.

Fantastic read. Especially for aspiring ad designers. The little details on how this massive campaign became a staple of advertising are fantastic and make for a great read. I've gotten 3 copies now to give to graphic designer friends for gifts, they've all loved this book. It breaks down each design and the process of how that particular ad and concept came to be and how it relates to pop culture or the likes relative to that time period. Very inclusive.

I love Absolut ad's and have always wanted to get one. They are expensive new , so I got an used copy from an seller. It came quickly and I flipped through the book for about 20 min when it arrived 2 days later. I love all the ads and they are all so clever. I might not get some of the modern art ones, but I love the city ones in particular. Anyway, I got this book for my new house and new coffee table book, I think it is one of the best hardcover coffee table book (marketing story book) ever.

This is a terrific book, with information about how the wonderful Absolut vodka advertising campaign

began. The real strength of the book is the collection of images. In some cases, looking at an entire campaign all together takes something away from the individual ads. This is not the case for these advertisements -- taken together, they are even cooler than they were in their original magazine contexts. I just hope they will do a second volume when there are enough new ads to justify it.

is a good product. like the description. i recommend

Great service, on time.

i used it for research about absolut's advertising, pretty much struck gold with this one good work! 2 more words

A beautiful coffee table book!

Fair shape

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