

Meet Perfections' Perfect Match

An Internal Communications Plan
For The Employees of
Absolut's Newest Brand

Alexandra Suazo
Employees as Brand Icons & Evangelists - Fall 2014
Branding & Integrated Communications



Absolut Vodka can be shared or indulged individually. It's simple, its perfection. It can be mixed, on the rocks, flavored or a combination of those mentioned. However you order it, or mix it yourself, the vodka stays within the glassware you put your eager lips on.

But how can you experience your Absolut cocktail outside of the glassware? Absolut Vodka needs a true Swedish chaser.

A partner, a comrade, a companion.

A Kompanion.

Absolut Kompanion.





**STRIVE TO BE MORE THAN JUST A VODKA CHASER;
BE FRIENDS, CONFIDANTS, COMPANIONS.**



AK CORE VALUES

In an industry tainted by irresponsible alcohol consumption, we share a responsibility with our parent brand Absolut for how we act in relation to the world around us and the society we live in.

This is why our values matter and speak volumes to the kind of impact we want to have in the world as the perfect companion and partner.

CAMARADERIE. UNDERSTANDING. COMMUNITY.

YOU, SIR AND MADAAM, ARE A KOMPANION.

Becoming an Absolut kompanion is the opportunity to be a partner and a comrade; to make a bigger difference every day in the work place and, more importantly, within your community.

To live the AK values is to be a kompanion to your core – deeply and readily; to stay humble, generous, and unified.

It is your inspired commitment as a kompanion that will allow us to prosper together.

WHERE KOMPANIONS COLLABORATE

MENU



Kompanions Connect



(Source: arnoldthunder)



Dec 14, 2014



Nov 10, 2014



Volunteers Needed This Weekend

Contact alex@absolutkompanion.com for details.



Dec 14, 2014



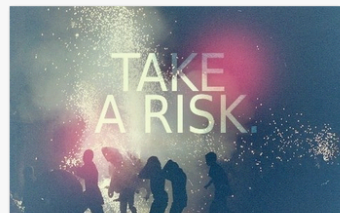
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Dec 14, 2014



Dec 14, 2014



(Source: [bluexprincessx](#))



Dec 14, 2014

Introducing #DAREtoawait



We're excited and humbled to announce our new partnership with D.A.R.E., the international education program founded by Daryl Gates that seeks to prevent use of controlled drugs, alcohol, membership in gangs, and violent behavior.

Working together, as the anchor organization of our 365 Responsibility commitment to each other and our communities, our mission is to battle underage drinking and drunk driving by asking kids and teens to #DAREtoawait.

- If you're feel pressured, #DAREtoawait until you're 21.
- If you've had a drink, #DAREtoawait to have another.
- If you've had a drink and you're driving, #DAREtoawait a few hours.

We're eager to get to work with the team and look forward to your involvement as volunteers, kompanions!

We have a lot of work to do and we can't do it alone. We hope to elevate D.A.R.E. back to the fundamental program it used to be, increase top of mind awareness and requirements for the program in as many schools around the world, and work to raise funds for their continued success.

Please join us next week at our kick-off event for lunch and meet and greets with our new D.A.R.E. family.

We look forward to a long-lasting kompanionship.

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Promoting the responsible consumption of alcohol is of paramount importance to Absolut Vodka.

By leveraging the innovative nature and iconic influence of the Absolut brand, we believe that we can help consumers think about responsible drinking in a truly unique way.

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- Ketil Enksen, CEO of The Absolut Company, owned by Pernod Ricard.

THE IMPORTANCE OF CSR & 365 RESPONSIBILITY

Like any good friend, kompanions are there for each other and our communities.

At Absolut Kompanion, we take responsible drinking seriously. That's why we've partnered with the D.A.R.E organization to help revive the dated program and shed global digital-first awareness on responsible drinking to a new generation.



READ MORE ON KOMPANIONS CONNECT



Kompanions Connect

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This new program is a powerful collaboration focused on the generation currently growing up and potentially exposed to our marketing that coexists with Absolut Vodka.

We **understand** the perils of peer-pressure but want to start a movement and **community**, in hand with D.A.R.E., of a generation that will not stand for it. We must empower these young teens to wait and give them the courage to guide their friends to wait too. We must encourage the power of **camaraderie** and be their equals - not a damaging temptation.

Please join us next week at our kick-off event for lunch and meet-and-greet with the newest members of the AK family.

We look forward to a long-lasting companionship with D.A.R.E.

- Alex Suazo, VP, Internal Communications

