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Absolut has boasted some of the most creative and successful campaigns ever. Michel [Roux] that he's enthralled by the artfulness of the Absolut bottle. called “the best print campaign in the history of advertising” in 2007.

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On May 1, 2002 Esa Österberg published: Absolut: Biography of a Bottle.

Global brands: the evolution of multinationals in alcoholic beverages

For example, the first ad showed the bottle prominently displayed, crowned by an angel's halo, with the headline: "Absolut Perfection" appearing at the bottom of the page. Follow-up ads Biography of a Bottle (London: Texere, 2000). 9 Ibid

Deconstructing product design: exploring the form, function,

Absolut Vodka Bottle, quotation from Absolut: Biography of a Bottle by Carl Hamilton, Texere, 1994.
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The creative history behind the marketing of absolut vodka

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History[edit] Absolut was established in 1879 by Lars Olsson Smith and is produced in Åhus, Sweden. Absolut Vodka bottles.

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For an alternative bottle origin story, see Carl Hamilton, Absolut: Biography of a Bottle (New York: Texere, 1994), 62. I also drew on Stuart Elliott, "Absolut

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In August this year, Absolut Vodka launched a new 11-bottle flavor series, all redesigned in the brand's - now traditional - artistic manner.

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