

## Russian Standard Vodka at Taste of Christmas

### **Company overview**

Company name:	Russian Standard Vodka
Company description:	Russian premium vodka brand
Industry sector:	FMCG – Spirits
Market position:	Russia's number 1 premium vodka, no.2 premium vodka in the UK

### **Objectives**

Russian Standard undertakes marketing activity at shows such as Taste of Christmas to increase brand awareness and trial through sampling activity. The key focus at Taste of Christmas 2010 was on Russian Standard Gold, communicating its gifting credentials, and positioning it as a perfect gift for Christmas.

### **Event Roll Out**

Events give Russian Standard the opportunity to recruit new customers through sampling, share the brand story and also convert to purchase.

Matthew Knight, Assistant Brand Manager for Russian Standard Vodka said: "Events provide a platform to engage with customers and receive feedback on our products, and they are a key part of our overall marketing strategy. We work closely with our internal event teams to select those events which we feel have the best brand fit in terms of profile and customer/visitor demographic."

"Taste of Christmas is a premium event that attracts a customer demographic closely aligned to Russian Standard Vodka's target customer. Timing-wise the event falls near to Christmas, which is a key trading period, and an excellent opportunity to sample and educate consumers on Russian Standard Gold, the brand's premium gifting option."

## **Event Strategy**

Planning for Taste of Christmas 2010 began around three months prior to the event. The stand management was delivered by Russian Standard's below the line agency B-Street, who appointed Blakex to design the stand.

Before the show, a competition on key London website 'This Little Lady' prior to the event, generated awareness and strong brand coverage, reaching 50,000 unique users. Key media were also invited to the event, and the brand's presence at the show was communicated via Facebook.

The stand was staffed by three beautiful sampling models, offering neat samples of Russian Standard Gold. Customers were also able to purchase the product, as well as take home a Russian Standard cocktail booklet.

In the last 12 months, Russian Standard Vodka has exhibited at two Taste events – Taste of London in the summer and Taste of Christmas. Results are fully evaluated against specific brand objectives and KPIs set for the event.

## **Results**

Russian Standard Vodka sets targets for Taste of Christmas 2010 including:

- To gain brand exposure
- To sell bottles of Russian Standard Gold
- To engage with contacts and achieve a competitive cost per contact
- To sample to potential customers
- To achieve media and PR coverage

All of the brand's targets were exceeded. In particular:

- 4,500 samples were delivered
- Sales target was exceeded
- Brand exposure to 30,000 foodies over the course of the show

*"We are pleased with what Taste of Christmas delivered for Russian Standard Vodka last year, and excited to work again with Taste of Christmas in 2011. If you are looking for a high quality event to sample a premium food or drink product, I would highly recommend Taste of Christmas."*

**Matt Knight, Assistant Brand Manager, Russian Standard Vodka**