Could hate ever be used to spread love across the world? Find out how Absolut has made this happen

Absolut wants to inspire people around the world to spread love with the launch of its latest limited edition bottle. In this new limited edition campaign, Absolut repurposed ink taken from hate signs around the world to spread a better message. Love

Love is the most powerful force in the world. This is why Absolut’s latest campaign celebrates the power that love has to create a more open world and make a real difference to people’s lives, especially in places where hate-speech and intolerance is widespread.

This was the inspiration behind the Absolut Drop limited edition bottle. The bottle design contains ink taken from hate signs around the world and repurposed to spread a message that radiates positivity. Absolut travelled to racist and anti-LGBTQ protests, collected hate signs, extracted the ink and reused the ink to create the mint and pink Absolut bottle outlines printed on the limited edition bottles. The bottle design also has the word love in multiple languages showing that love has no borders. Ink is not the only element that has been repurposed, as the bottle has also been made using 70% recycled glass including recycled glass from previous limited edition bottles.
“This campaign is incredibly important to us,” commented Gaia Gilardini, Absolut Brand Director, Communications & Channel Marketing, “we’re dedicated to creating a more open world and we are excited to reveal Absolut Drop that is the ultimate expression of this purpose. By bringing people together with a message of love, we can create a sign of solidarity and together drive positive change to create a brighter and more open world.”

This message transcends borders and shows that everyone has the power to turn hate into love and spread a better message. No matter how small an action, everyone can make a difference.

This campaign is part of Absolut’s ongoing brand platform, Create a Better Tomorrow, Tonight. Absolut believes in building a more open world by using creativity to drive positive change. With Absolut Drop a more open world starts with a drop of love.

Absolut Drop limited edition bottle will be available to purchase in two colourways from October 2018. For information on price and availability, please contact your local retailer.


* END*
ABSOLUT DROP COCKTAILS

Absolut Honey Highball

50ml Absolut Vodka
25ml Lime Juice
1 heaped bar spoon of honey or 20ml honey and water (mixed 1:1)
Top with Kombucha* or Ginger Ale

How to mix: Pour all ingredients apart from the Kombucha or Ginger Ale into a shaker. Strain into a highball filled with ice cubes and top with Soda or Ginger Ale. Garnish with two orange slices.

* Kombucha recipe: Make 1 litre really strong, preferably organic, black (not flavoured) tea and add 100g sugar. Let it cool to a warm temperature as hot tea will kill the scoby. Add 200ml starter liquid (kombucha from a previous batch or store bought) and add the scoby. Place a tea towel over the opening and secure it with a rubber band. Let it sit in a dark place at room temperature for 10-14 days. After this first fermentation, you can flavour the kombucha. Bottle the kombucha and add whatever you want to flavour it. Let it sit (sealed this time) at room temperature for another 3-5 days.

Strawberry & Basil Vodka Soda

30ml Absolut Vodka
100ml Soda
Lime Wedges

How to mix: Pour Absolut Vodka into a highball glass, squeeze two lime wedges and discard. Add ice cubes and top up with soda and garnish with sliced strawberries and basil sprig.
Absolut Love Drop
25ml Absolut Vodka
10ml Grenadine
15ml Lemon Juice

How to mix: Pour all ingredients into an ice filled shaker. Shake it and strain into a shot glass. Garnish with a raspberry or chocolate-dipped strawberry.

Soho Mule
50ml Absolut Vodka
150ml Ginger Ale

How to mix: Pour all ingredients into a highball filled with ice cubes and stir. Garnish with lemon zest and a rainbow flag.