



Press Release

Stockholm, Sweden, November 2018

‘Inspiring a new generation of creatives around the world with the launch of the Absolut Creative Competition’

Absolut has launched the global Absolut Creative Competition in 19 countries across the world with the mission to find the next bold creative voice of the brand. The competition entries will be judged by three leading creatives voices Mickalene Thomas, Aaron Cezar and Bose Krishnamachari. To find out more about the competition watch the film [here](#).

The competition aims to celebrate creativity and harness the power artists have to envision and create a better tomorrow. The competition launched globally on November 1st and artworks can be submitted via www.absolut.com/competition until January 31st.

Over the last four decades Absolut have worked with over 550 of the world’s boldest artists including Keith Haring, Arman Armand, Romero Britto and Maurizio Cattelan, resulting in over 800 art pieces being created. Today we are launching our biggest collaboration effort in the history of Absolut, encouraging creatives from all over the world to create expressions that bring alive what one of our brand beliefs mean to them. The beliefs are centered on creating a more open, equal and inclusive world and make up our creative platform ‘*Create a Better Tomorrow, Tonight*’.

As mentioned, the competition winner will be selected by a global jury as well as have their work amplified on Absolut’s social media and digital channels. They will also then have their work displayed on a globally iconic OOH site – i.e. Piccadilly Circus or Times Square, receive a €20,000 cash prize, and be invited to the global announcement event in May 2019.

The global jury selected to judge the competition is made up of Mickalene Thomas, the iconic New York based artist who creates work across many visual mediums that draw on art history and popular culture to create a contemporary vision of female sexuality, beauty, and power. Accompanying her is Aaron Cezar, the founding director of the London based Delfina Foundation, where over the last ten years he has positioned the Delfina Foundation as a meeting point and incubator of creative talent, forming partnerships with leading institutions internationally. The final jury member is internationally acclaimed artist and independent curator, Bose Krishnamachari, whose diverse artistic and curatorial practice includes drawing, painting, sculpture, design, installation and architecture.

As stated by Mickalene, "After collaborating with Absolut for the first time over five years ago, I am thrilled to be returning as a jury member for a competition with such a powerful message. After first imagining 'better days' for my own Art Basel installation with Absolut, I cannot wait to see what visions of a 'better tomorrow' look like from around the world."

Bose commented "Art is integral to our lives. It is abstract, intangible, solid, fluid, fugacious, and exists in everything that you can think of. Absolut is a celebration of that fact. It is an enriching experience to be part of a grouping that Absolut Creative Competition is where the finest creative minds come together to entice, enthrall and educate."

Sina Neubrandt, Senior Global Marketing Manager says: "Creativity can spark conversation and drive change. This is why Absolut's latest campaign celebrates the power that creativity has for making a real difference in the world. We're excited to see the entries and celebrate the winner in May."

Please visit the competition website at www.absolut.com/competition page link and follow us on Instagram, Facebook or Twitter.

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For any additional information please contact Absolutglobal@johndoehub.com

Credits

ABSOLUT.[®]

The Absolut Company has the worldwide responsibility for the production, innovation and strategic marketing of Absolut Vodka, Malibu, Kahlúa, Wyborowa, Luksusowa and Frís. Absolut Vodka is the world's fifth largest premium spirits brand. Every bottle of Absolut Vodka is produced in Åhus, southern Sweden. Malibu is the number one rum-based coconut spirit in the world, sold in more than 150 countries. Kahlúa coffee liqueur is the world leader in its category. The head office is located in Stockholm, Sweden. The Absolut Company is a part of Pernod Ricard, which holds one of the most prestigious brand portfolios in the sector.

The competition and campaign creative was conceived by Absolut. The film was directed by Oscar Hudson, featuring creative from BBH and is part of Absolut's ongoing platform *Create A Better Tomorrow, Tonight*.

Client: Absolut Vodka

Global Creative Agency: BBH

Global PR Agency: John Doe

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Anna Malmhake – CEO

Craig Johnson - VP Global Marketing

Tad Greenough - Global Communications Director

Sina Neubrandt – Senior Marketing Manager

Frida Hyséus – Global Marketing Manager

Stephen Brown- Global Marketing Manager Digital

Maxime Henain- Global Brand Manager

BBH

Agency: BBH

Producer: Victoria Keenan, Sally Kursa, Faye Barber

ECD: Anthony Austin

Creatives: Psembi Kinstan & Daryl Corps

Production Company: Pulse Films

Director: Oscar Hudson

Editorial: TenThree

Sound: String and Tins

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