

Ciroc Vodka

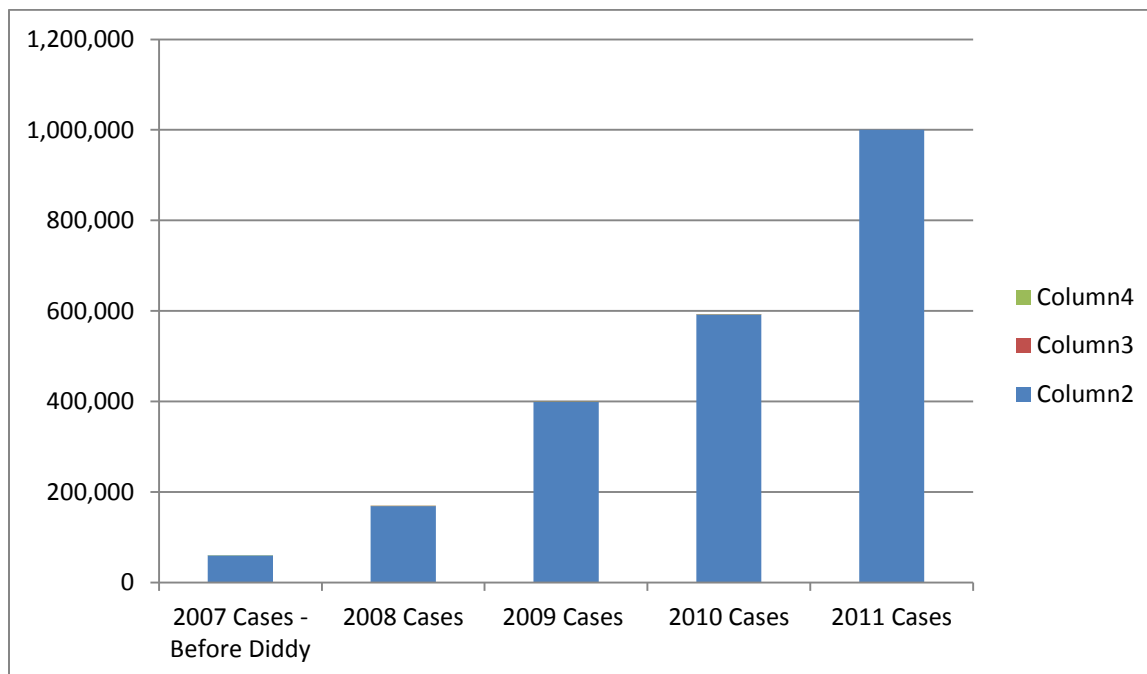
80 Proof Vodka. International reach. P. Diddy.

Mix those three into a cocktail and you get the world's number 2 Ultra Premium Vodka, as well as the perfect example for Bartender Marketing to divulge the power of the right spokesperson (s).

Brand Manager

This is a special case: truth is, Ciroc wasn't doing too well when the brand was run by Diageo- owner of Johnnie Walker, Smirnoff, and the 12th largest company in London.

The cup overflowed when P.Diddy was brought in as brand manager, spokesperson and 50 percent owner.



The Power of Good Copy

The challenge: Ciroc wasn't selling.

Why not?

First, Ciroc was leading with the wrong copy and concept: how the vodka is made. Vodka consumers care about the taste and about the same thing we all care about— how cool we are drinking it.

Originally, the brand was marketed as a unique vodka made from grapes (vs grains, potatoes, or corn.) So Ciroc is unique, but that doesn't sell as well as EXCITEMENT, PARTYING, SEX, STATUS, and CELEBRATION.

Here's the copy and positioning Ciroc now uses in marketing:

- Perfectly Smooth
- Ultra Premium Vodka
- The Art of Celebration
- The Official Vodka of the New Years
- Official Vodka of "Thursday Night," "Friday Night," and "Saturday Night"
- Ciroc Stars
- Ciroclife
- Cirocboys

Also, P.Diddy is anchored into the brand in almost every ad.



Second, advertising for the spirit was too traditional and lacked uniqueness.

http://www.youtube.com/watch?feature=player_embedded&v=IDU6vyrFE1M

How Ciroc Used YouTube, Connections and Celebrities to Create Hype

Somebody give this man a smooth (Ciroc) Buttery Nipple shot.

Diddy narrowed the focus to the hip hop world and the predominantly black culture. Why wouldn't he? He has shots of triple influence in the music industry, fashion, and celebrity worlds.

The first line of attack consisted of Diddy's direct celebrity (the man currently has over 9 million followers on Twitter alone.)

But he goes a step further...

Diddy creates a group for consumers to associate with; they are called the CIROC BOYS, and they consists largely of world famous DJs and Club Promoters.

- Some of them are Dj Clue, DJ S&S, DJ Prostyle, DJ Felli Fel, Obie the Promoter, and DJ Camilo
- (Note: these guys pull a lot of weight into what clubbers like to drink and associate with.)

[And insert small video <http://www.youtube.com/watch?v=AbQ3HdyKqhQ>]

Essentially, they upload videos of parties and the Ciroc Boys drinking Ciroc in celebration. What do people do? They mirror.

Ciroc also has Hollywood celebrities like

- Jeremy Piven, of the show Entourage. Entourage <http://www.youtube.com/watch?v=rfWZTSsY-m4&list=PL37779A998A0DBC0A&index=4>
- Taylor Armstrong, of desperate Housewives. <http://www.youtube.com/watch?v=v1sY8zm6tYE&list=PL37779A998A0DBC0A&index=3>
- And then there is this star studded commercial: <http://www.youtube.com/watch?v=v1sY8zm6tYE&list=PL37779A998A0DBC0A&index=3>

Insert quote and source “The ladies include models Eva Marcille, Jessica White, Chrissy Teigen (girlfriend of John Legend), Lisa Seiffert, Jerica Lamens, Jing Ma, and actress Dania Ramirez (“Entourage”).

The men include actors Jesse Williams (“Grey’s Anatomy”), Michael K. Williams (“The Wire” & “Boardwalk Empire”), Chad Michael Murray (“One Tree Hill”), Aaron Paul (“Breaking Bad”), Frank Vincent (“The Sopranos”) and singer Chris Jones.

- <http://hellobeautiful.com/2500488/diddy-ciroc-vodka-commercial-ad-rat-pack-art-of-celebration-video/>
- Aziz Ansari starred in a “smooth off” with Diddy http://www.youtube.com/watch?feature=player_embedded&v=l5vIYYqnXVo
- And then there was YouTube video host shoenice22: <http://www.youtube.com/watch?v=AbQ3HdyKqhQ>

Thoughts

Ciroc is a good product; it has a smoother taste than most grain Vodka’s and excellent competitive advantages that come from being associated with Diddy. With the addition of new flavors and spokespersons (for ex, Rick Ross), the brand will sell exponentially.

Then Diddy can let everyone know “it’s all about the benjamins Ciroc, baby.”