

ABSOLUT VODKA'S FIRST LIMITED EDITION FOR CHINESE CONSUMERS

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SYNOPSIS

This descriptive case requires students to consider Absolut Vodka's limited edition product launch in the Chinese market. The Absolut Vodka brand had gained fame throughout the world in the artist, fashion and music community for its creativity and collaboration. As an imported premium spirit brand to China, unlike Russian brands, of which geographic origin could be a selling point, executives were not able to position Absolute as an original Swedish product. Therefore, executives decided to focus less on the product benefit and appeal more to the consumer and its unique culture.

LEARNING OBJECTIVES

In completing this case, students should be able to:

1. Describe the unique characteristics of Chinese consumers.
2. Analyze the marketing decision to launch a limited-edition product in a new market
3. Assess the important elements of marketing strategy
4. Evaluate the success of a new product launch
5. Recommend the next phase of an existing marketing strategy

APPLICATIONS

This case can be used in marketing, marketing management, international business and global business at the undergraduate level. This case is a descriptive case and is used to explore the issues and decision-making that advertisers and marketers consider when they globalize operations.

KEY WORDS

global marketing, international marketing, adverting, digital communication.

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