

PRESS RELEASE  
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# Absolut Vodka encourages knowing when to call it a night with new responsible drinking campaign

The campaign focuses on mixing and drinking responsibly while educating consumers about one of the pitfalls of excessive consumption: verbal abuse.

Absolut Vodka has today announced its newest responsible drinking campaign, *'Call It A Night'*, designed to set a tone of safety, respect, and personal accountability on nights out. By fostering a safe and positive social environment, the campaign brings awareness to the significant drawbacks of drinking too much: unintentionally turning words into weapons. With overconsumption fuelling throw-away comments, thoughtless statements, and words that cut deep, *'Call It A Night'* hones in on knowing your limits and knowing when to draw the line to ensure responsible mixing.

A pioneer in the premium vodka landscape, Absolut recognises its duty as an industry leader to nurture a culture of mindful drinking and encourage meaningful conversations around the pitfalls of overconsumption. The newest iteration of Absolut's commitment to creating safe and respected in social environments, *'Call It A Night'* reiterates the importance of going out without discrimination, building on the brand's purpose-driven ethos, and values in the responsible drinking space which have been championed for years through responsibility



campaigns such as *#SexResponsibly*, *#MixResponsibly*, *#VoteResponsibly*, as well as *Absolut Ally*.

Debrasee Dasgupta, Global VP Marketing at Absolut said: *"Nights out present the perfect opportunities to mix, and it is incumbent upon each of us to ensure these environments are safe and free from discrimination. With our longstanding commitment to diversity, inclusivity, and responsible drinking, Absolut is proud to spearhead the 'Call It A Night' movement. Our campaign not only reminds individuals to drink responsibly but that doing so and having fun are not mutually exclusive, encouraging them to be conscious of their actions and build safe environments where everyone feels comfortable and respected."*

Challenging the notion that drinking is an excuse for offending or upsetting others on a night out, Absolut will launch a series of catchy and creative content that encourages reflection, upholds responsibility and promotes safe mixing. From July 1st - 15th, launching alongside a range of stylised creative social content paired with a paid digital push, Absolut will partner with Transport for London (TfL) to take over Clapham Common Tube Station with a series of OOH displays. Situated in the nightlife hub of London, these displays will remind party-goers of their personal role in fostering inclusive environments where everyone can drink and mix safely, and highlight how easy it is to switch to water to ensure a good time for all.

In support of the campaign, Absolut has been working closely with Stonewall in the UK to create a training programme that empowers the trade to make their venues safer for the queer community and to know how to react when they witness discriminatory acts. The training started rolling out earlier this year with All Bar One, offering in-person sessions with all their GMs across sites.

The campaign is also a nod to *"Drink More Water"*, a responsibility campaign launched by parent company Pernod Ricard whose main purpose is to reduce consumption of alcohol among young people.

Join Absolut in embracing responsible drinking and fostering safer social environments with the 'Call It A Night' campaign. Together, let's mix responsibly and build a world where everyone feels respected and included. Further information can be found on Absolut Vodka's [Instagram](#) and [Website](#). *#CallItANight* *#AbsolutVodka*

### **About The Absolut Group**

The Absolut Group holds global responsibility for the production, packaging development, innovation and strategic marketing of an extensive range of premium spirits brands. They include the iconic Absolut Vodka, Beefeater, the world's most awarded gin, Malibu, the leading flavoured rum and Kahlua, the number one coffee liqueur, along with a selection of agave spirits, including Altos tequila and craft gins such as Monkey 47. Our long-term commitment to sustainability and responsible drinking extends to consumers, society, the environment and our teams. Headquartered in Stockholm, Sweden, The Absolut Group is part of Pernod Ricard, a worldwide leader in the spirits and wine industry.

### **About Pernod Ricard**

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our

prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 12,137 million in fiscal year FY23. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

## Contact



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