

Machine_ wins Absolut Vodka digital account

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Machine_ and Pernod Ricard have a long standing relationship that dates back to 2015. After such a rewarding journey, Machine_ is thrilled to have a brand as iconic as Absolut Vodka be part of their Pernod Ricard portfolio.



[Dustin Carr](#), business unit director at Machine_, says: “We all know that maintaining strong relationships with clients is key, but even more important to that is growing and nurturing meaningful ones. It’s because of these meaningful relationships with the Pernod Ricard team that we not only produce innovative, consumer focused work together, but also retain brands over a long period and continue to be invited to pitch on new ones.”

Machine_ was invited to pitch for the appointment as digital agency for Absolut Vodka. The brief to the agency was simple and required a creative yet single-minded and focused approach.

Sarah Mansfield, Pernod Ricard Head of marketing: white spirits, rum and tequila, said: “For us, it was important that we found an agency that understands both our brand and consumers, delivering insightful and culturally relevant creative work suited for the digital landscape. And the work presented by Machine_ ticked the right boxes, while demonstrating their strategic and digital prowess.”

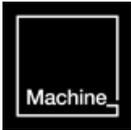
Experienced procurement consultant Patricia Fagan, managed the pitch end-to-end. “Agencies continue to show their adaptability in these turbulent times, being more agile and responsive during the pitch process as a result. Machine_ rose to the challenge, while up against other big players in the industry.”

How did Machine_ answer the brief, and ultimately win the pitch? [PJ Eales](#), executive creative director at Machine_, says: “It was an honour to be invited to pitch for such a prestigious brand, Machine_ approached the brief by assembling a diverse, multi-layered team with in-market insight and experience in order to deliver creative that speaks to the hearts and minds of the Absolut consumer.”

About Machine_

[Machine_](#) is a through the line agency led by specialists offering services across brand experiences, communications, commerce and content marketing. The agency draws on this knowledge to help brands find creative solutions to new challenges in a hyper-connected world. Machine_ is home to over 75 adventurous minds and is represented across Cape Town, Johannesburg and Durban.

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