

**Client:** Imperial Brands, Inc. / Sobieski Vodka

**Media Outlet:** PRWeek

**Circulation:** 34,000 Weekly

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New York City, March 5, 2009

# Consumer Launch Campaign of the Year 2009

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## The Award

*Recognizing achievement in the launch of a new product or service and the ability to create buzz and brand recognition through the use of PR. Evidence of sales/usage was also strongly considered.*

## Finalists 2009

- Discovery Communications Planet Green: Planet Green Channel Launch
- Hanna Lee Communications and Imperial Brands: "Truth in Vodka" Campaign for Sobieski Vodka
- M Booth & Associates and Tea Forté: Establishing a New Iced Tea Experience: Tea Forté Launches "Tea-Over-Ice"
- Northlich and To tes-Isotoner: You Can Stand Under Our Umbrella 'Ella, 'Ella, 'Ella
- O'Malley Hansen Communications and Sara Lee Fresh Bakery: The Great Whole Grain Giveaway



## Honorable Mention

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### Hanna Lee Communications and Imperial Brands: "Truth in Vodka" Campaign for Sobieski Vodka

Imperial Brands tasked Hanna Lee Communications with the US launch of its top-ranking international vodka brand, Sobieski. In its "Truth in Vodka" campaign for fall 2007, Hanna Lee distinguished Sobieski from the hype accompanying many vodkas by unveiling a back-to-basics PR plan showcasing the Polish brand's authenticity, high quality, and affordability. A media launch was held at Rayuela Restaurant in New York City with top media attendance. Press outreach commenced with industry trades to assist with product distribution to retail outlets, followed by consumer and business press. More than 200 sample packages were distributed. Imperial Brands' president and CEO Chester Brandes was utilized as spokesperson. With more than 150 placements, Sobieski sold 200,000 cases in its first year. It also signed on as the first official vodka of Madison Square Garden. One judge called the results "amazing" given the \$250,000 budget and the competitive category.



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