



# SMIRNOFF wins sales and consumer engagement with Love Wins limited edition corrugated boxes

As a long-time supporter of the LGBT community, SMIRNOFF wanted to reinforce its advocacy during Pride Month in 2017. It launched an omni-channel campaign combining over 260,000 unique bottles and 50,000 unique cartons with experiential social media, PR, and events. The limited edition sold out faster than anticipated and the campaign generated massive engagement across social media.



**Industry sectors:** Food and beverage

**Brand name:** SMIRNOFF, a Diageo brand

**Testimonial from:** Kevin Chop, Principal Packaging Graphics Director, Diageo

**Print Service Provider:** Goergia-Pacific Hummingbird

**HP equipment:** HP SmartStream Designer Mosaic, HP PageWide T1100S Press

**Websites:** [www.diageo.com](http://www.diageo.com), <https://hummingbird.gppackaging.com>



## Challenge

### Create a strong show of support for the LGBT community

SMIRNOFF vodka, part of the Diageo family of beverage alcohol brands, has long supported the LGBT community. Its involvement has taken many shapes over the decades. For Pride Month in May 2017, the SMIRNOFF brand team wanted a creative way to reinforce its LGBT support, focusing on the concept of pride.

As well as taking real steps to support the LGBT community, Diageo wanted to increase consumer awareness of the SMIRNOFF brand's heritage in LGBT advocacy. It also wanted to strengthen SMIRNOFF No. 21 as the quality vodka for everyone to enjoy.

Adopting the well-known Pride slogan of "Love Wins", the SMIRNOFF team worked with its creative agencies to create an omni-channel campaign combining unique bottles with special events, PR, and social media activities.

For the bottle shrink sleeves, it commissioned photographs of real-life LGBT couples and created a custom SMIRNOFF logo with an iridescent rainbow background. It combined the graphic elements in endlessly different ways, creating a limited edition of SMIRNOFF No. 21 in which every single bottle was different. For every bottle sold, it committed to donating \$1 to the Human Rights Campaign, a major US organization that advocates for LGBT equality.

It was a huge achievement to create a unique design for every bottle, but the SMIRNOFF team wanted to go further, to extend the campaign to their corrugated shipper display cases.

## Solution

### Showing Love Wins in thousands of unique ways

SMIRNOFF vodka is often sold in multipacks, so the high-impact Love Wins bottle design needed an equally high-impact case. SMIRNOFF knew the only way to produce the type of corrugate boxes it wanted was with digitally printed packaging. For that it turned to Hummingbird, the digital division of Georgia Pacific, which had a perfect-fit solution thanks to its HP digital printing capabilities for corrugated packaging. Working with the SMIRNOFF brand team, the Hummingbird team put its variable printing capabilities to maximum use, creating an eye-catching shipper display case that extended the bottle label concept to the full six sides of the corrugated packaging. It used the innovative HP SmartStream Designer Mosaic software to arrange 10 Polaroid-style photos of real-life couples into 100 layout variations. Then, using the HP PageWide T1100S Press, Hummingbird printed each of those 100 variations onto a shifting rainbow background to create tens of thousands of unique shipping cartons.

## Results

### Sold-out success X2

Diageo took promotional packaging to new heights with its Love Wins campaign for SMIRNOFF. More than 260,000 bottles of the limited-edition SMIRNOFF No. 21 were produced. The campaign extension included 50,000 corrugated shipper display cases, each with a unique design.

**"Hummingbird's capabilities were a perfect fit for this campaign,"** said Kevin Chop, Principal Packaging Graphics Director of Diageo.

**"We were able to seamlessly extend the promotion from the bottle to the carton in a way that would have been impossible using traditional print methods. Having this tool in our creative arsenal is a game changer for our packaging and promotions."**

The agility and flexibility of digital print allowed for these 50,000 unique designs to be printed all on the same press run, with no costly plate charges per design. The result was an attention-grabbing in-store display and a highly successful promotion amongst SMIRNOFF consumers. Love Wins bottles and cases sold out faster than anticipated and the campaign generated enormous consumer engagement across all social media channels. It is estimated that the overall campaign, comprising the bottle and carton packaging, special events, PR and social media activities, garnered 21.3 million impressions.

The following year, Diageo built on the success of the campaign, again leveraging digitally printed packaging as part of an omni-channel approach. The new campaign featured user-submitted photos, adding an even greater degree of consumer engagement and personalization. Despite increasing its digitally printed carton order by 50 percent, to 75,000 unique cartons, the Love Wins bottles and cases once again sold out faster than anticipated.

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