

PRESS RELEASE



October 2018 – POLIAKOV - THE EXTREME VODKA – SUCCESS STORY OF ITS UNIQUE VIRTUAL REALITY EXPERIENCE IN EUROPEAN MUSIC FESTIVALS

The millionaire brand Poliakov went on a music quest this summer with POLIAKOV Ice Wall activation!

With its freezing universe, the extreme vodka travelled across the biggest festivals in Europe, offering to participants an incredible experience. In the space of two minutes, players were immersed in a futuristic virtual reality world.

This innovative brand activation enabled more than **700 000 festival-goers** to bond and connect deeply with the Poliakov brand freezing and futuristic universe. Thanks to the *Hypersense* simulator and to the state of the art technology *Occulus* virtual reality glasses, Poliakov shows that the brand is constantly connected and innovating.

Players raising the challenge have gone through all emotions: having fun and being scared, thrilled at the same time. This awesome experience took place in a customized container where music lovers were invited to enjoy a refreshing moment by drinking a delicious Poliakov cocktail. Going from VinaRock, Marenostrum, Medusa, Arenal Sound and Granada Sound in Spain to Rock Zottegem in Belgium, Poliakov Ice Wall activation reached out and interacted with its millennials consumers.

By being present and visible on music festivals, the brand Poliakov successfully shows its proximity with its target. To engage its community the brand goes even further with digital, interactive and attractive content shared on social media. This strong digital plan reached and generated more than **900 000 interactions on Facebook and Youtube.**

Keep updates with Poliakov vodka news!

About POLIAKOV

POLIAKOV, the Millionaire brand with sales up to 1.5 million* nine-litre cases, pursues its success story. Sold in over 50 countries, POLIAKOV is one of the leading international Vodka brands. POLIAKOV owes this achievement to its unique quality, often rewarded in international competitions like in 2017 with the PLATINUM medal at the SIP AWARDS competition, and to a powerful advertising universe focusing on extreme cold and infinite space. (*Source: The Impact 2018)



[Check out the International POLIAKOV YouTube Channel](#)



[Check out the International POLIAKOV Facebook Page](#)

About LA MARTINIQUEAISE

An independent French group founded in 1934 by Jean Cayard, LA MARTINIQUEAISE is a leading spirits group in France and features in the world Top 10. The group has reached a turnover of 1 Billion euros and is proud to own four millionaire brands, LABEL 5 & SIR EDWARD'S Scotch Whiskies, POLIAKOV Vodka and NEGRITA Rum.

Visit our website for more information: www.la-martiniquaise.com