

## PRESS RELEASE



### **May 2019 – POLIAKOV VODKA NEW CAMPAIGN: BORN IN THE ICE DIMENSION**

The Millionaire brand POLIAKOV announces the launch of its new advertising campaign “BORN IN THE ICE DIMENSION” where the extreme Vodka is highlighted in two key visuals.



The claim “BORN IN THE ICE DIMENSION” opens a new chapter of the POLIAKOV communication; keeping its freezing, thrilling and extreme universe and putting the emphasis on the iconic two-headed eagle of the brand. This new dimension highlights the origin of POLIAKOV Vodka forged by ice and invites consumers to enter POLIAKOV world of the extremes.

This new campaign will be both online and offline with outdoor advertisement in main POLIAKOV markets including France, Belgium and Portugal, as well as digital activations to reach out the brand’s millennials target.

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 2019)



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



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



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

**About LA MARTINIQUAISE** An independent French group founded in 1934 by Jean Cayard, LA MARTINIQUAISE 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](http://www.la-martiniquaise.com)

Please drink POLIAKOV responsibly.

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