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PERNOD HITS THE GROUND RUNNING WITH ABSOLUT

By Ian Neubauer

A marketing initiative for [Absolut](#) vodka that has seen a temporary day club installed on the rooftop of the [Swiss Grand Hotel](#) on Sydney's Bondi Beach has proved a runaway success.

Launched in the last weekend of December and extending through to March, '10 Summer Sunday's in an Absolut World' has become one of the Harbour City's most talked-about venues.

Situated on the Swiss Grand Hotel's multi-level pool deck, the venue features European-style day-club styling complete with sun lounges, maxi-umbrellas, plush towels and a series of cocktail bars.



Patrons enjoy the sun at the Absolut day club

The day club is the first major marketing initiative for Absolut under the new ownership of Pernod Ricard, which acquired the Swedish vodka's parent company [Vin & Spirit](#) in March last year for \$12 billion.

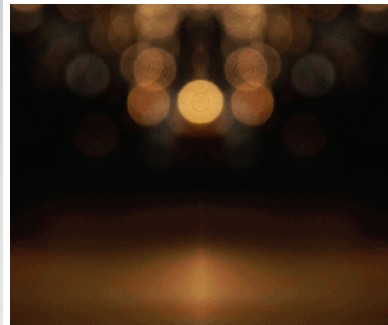
[Pernod Ricard Australia](#) marketing manager – Absolut, Laura Stephen, said the day club has proven a perfect kick-off to the next phase in the evolution of the Absolut brand.

"With four 'Summer Sundays' down and six to go, this winning concept, which has proven an instant hit, is a class expression of the Absolut brand ... a simple yet premium experience executed with creativity, wit and style," she said.

Entry to the day club is by invitation only.

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