



UK's leading vodka bar gives Zulu a shot.

When Vodka Revolution needed a circus theme to enhance the whole experience there was no time for clowning around.

The Overview

The development of the niche theme bars has become very popular in the last five to ten years and the competition is fierce. The main high street locations require new themes and approaches to retain interest and attract new customers to the Vodka Revolution experience.

The Vodka bar chain started in the North with just a few bars but quickly grew across the whole country with most cities now enjoying the Vodka Revolution experience. They even produce a range of over thirty flavoured vodka's at their 'Vodka Factory' just outside Manchester. The team are young and dynamic and are committed to growing the brand experience.

The Brief

The team at Vodka Revolution use themes to promote their bars and create a fresh new experience every three or four months. They decided a circus theme would provide a backdrop for a great experience but needed some help in developing the look and feel, tapping into Zulu's creative experience. The solution would also have to appeal to two different audiences, daytime and night time.



“Zulu really got under the skin of the Vodka Revolution experience. Our thinking, and attitude to the brief, changed the way the client approached future challenges.”

Ivan Yardley
MD of Zulu

The Solution & Our Approach

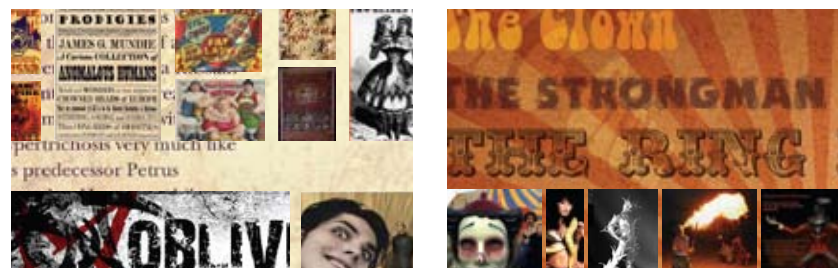
Zulu wanted to drive the thinking and demonstrate how the themed concept could be developed and really expressed across all the available channels, making the experience something to remember and, simultaneously, creating a rich environment to which individuals would want to return time and time again. We needed to create a campaign that was as complex and fun as the multilayered aspects of the cocktails served at the bar, seamlessly becoming part of the entire experience.

'Challenging the norm, asking questions and developing fresh thinking'.

The circus theme was developed in two very different styles. The first was a tradition "Roll-up! Roll-up" variety, featuring characters such as clowns, jugglers and trapeze artists. The second element was darker, reflecting the underground Victorian attractions such as freak acts and bearded ladies. The whole experience was orchestrated by a traditional ringmaster.

However, to bring the concept together as a unified campaign the key was in the application. The first traditional circus was on display all day, aimed at engaging customers such as business users and young families who would enjoy a meal within a friendly and warm environment.

In the evening, after dark, the atmosphere of the bar changed, attracting the nightlife of the cities. As the normal lights dimmed, the UV lights come on, illuminating our 'hidden circus' on posters and menus throughout the venue!



The Result

Vodka Revolution's Head of Marketing said that Zulu had changed the way they thought about their campaigns. Our approach had shown how the whole experience could be lifted through the application of creativity, turning even a simple menu into an important piece of the experiential jigsaw.



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