

Machine_ secures Absolut Vodka digital account

Machine_ has announced that it has added Absolut Vodka to its Pernod Ricard portfolio. The agency has had a long-standing relationship with Pernod Ricard dating back to 2015.

Machine_ was invited to pitch for the appointment as a digital agency for Absolut Vodka and was assigned a brief that required a creative yet single-minded and focused approach.

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