

Finding Magic Moments' Space in Modern Drinking Culture

MAGIC MOMENTS
VODKA

Compiled By: wrm white rivers media®

IN THIS DECK

- THE CULTURAL EVOLUTION OF VODKA
- THE MODERN DRINKING CONSUMER
- THE COMPETITION PLAYBOOK
- MAGIC MOMENTS TODAY
- THE OPPORTUNITY AHEAD



Clear Spirits are Often Defined by their Cultural Roles

They rarely grow merely through product innovation. Over time, they **evolve through the cultural roles they come to play in people's lives.**

These cultural roles shape how **consumers perceive, choose and experience a drink.**

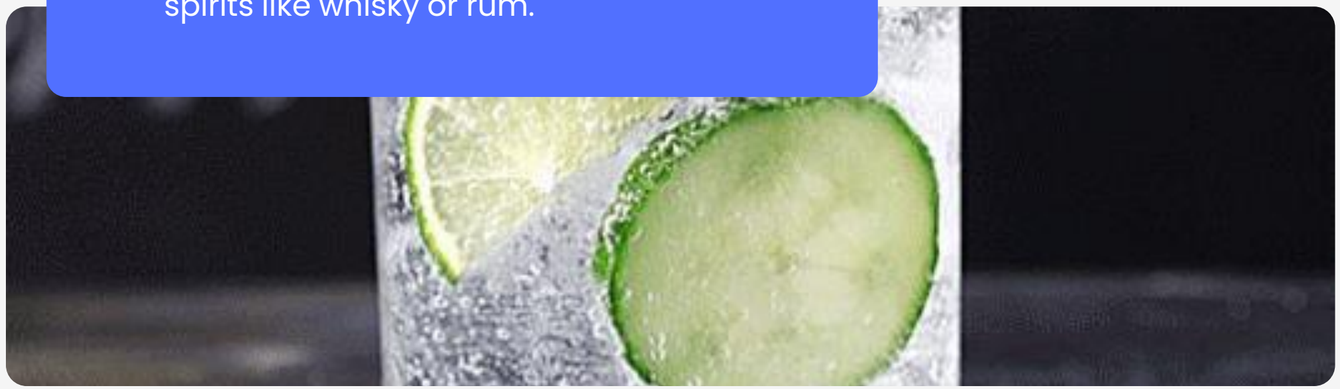


For years, vodka’s identity was shaped by **two dominant roles in drinking culture**



The Neutral Mixer

Its neutral profile made it the perfect base for cocktails, but also meant it rarely carried the craftsmanship or heritage narratives associated with spirits like whisky or rum.



The “Rager” Spirit

Culturally, vodka also became strongly associated with chaotic celebrations. This stereotype framed vodka as the fuel for big nights out, rather than a drink embedded in more nuanced social occasions.

The Current Culture Is Rewriting Vodka's Role

Across markets — including India — the category is being reshaped by **three trends**

Flavour Innovation is Driving Curiosity

Vodka is moving beyond its "neutral spirit" identity.

- flavoured vodkas continue to grow globally and in India
- fruit and botanical flavours are attracting younger drinkers
- flavours allow vodka to connect with different moods and occasions

Expanding Beyond Traditional Drinking Occasions

Vodka is no longer limited to nightlife.
It is increasingly appearing in:

- house parties and home gatherings
- casual celebrations and small wins
- social moments among younger urban audiences

Becoming a Popular Social Gifting Spirit

Vodka is emerging as a preferred gifting choice, particularly among younger consumers.

- its accessibility and variety of flavours make it a flexible gift
- gifting occasions increasingly include birthdays, house parties and casual celebrations

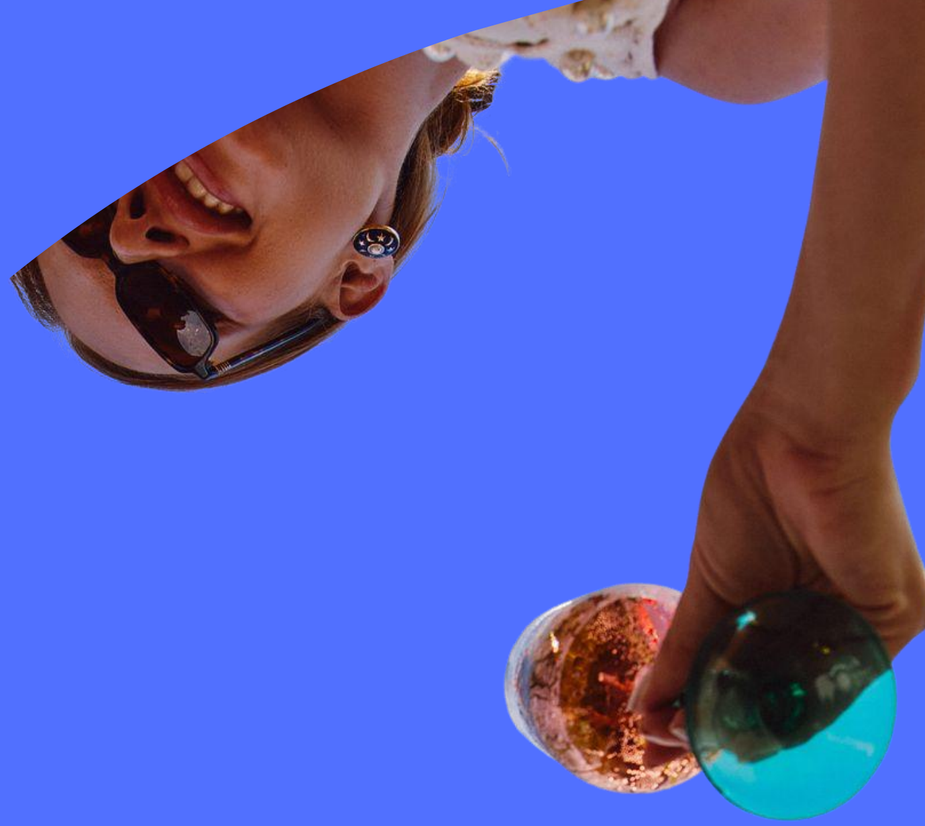
Vodka's growth in India is being powered by ***social occasions, experimentation and younger consumers***

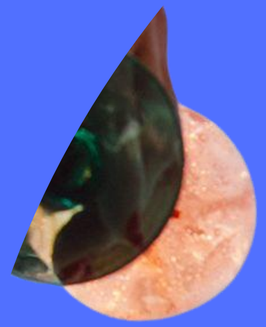


The Consumer Driving Vodka's Cultural Shift

A new generation of Indian drinkers is reshaping the way spirits are consumed and experienced.

For them, the drink is not the centre of the moment — the moment is.









Key Traits of the **Modern Vodka Consumer**

Curious & Experimental

They are comfortable trying new flavours, cocktail formats and spirits.

Exposure to global drinking cultures has made experimentation part of their social identity.

Social-First in Their Drinking Behaviour

Drinking is rarely a solitary act.

It is embedded in gatherings with friends, celebrations and shared experiences.



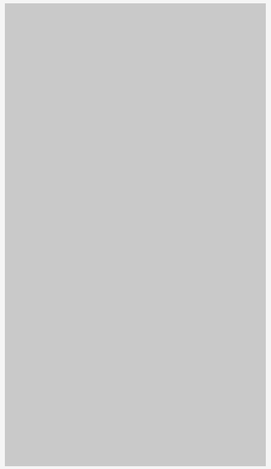
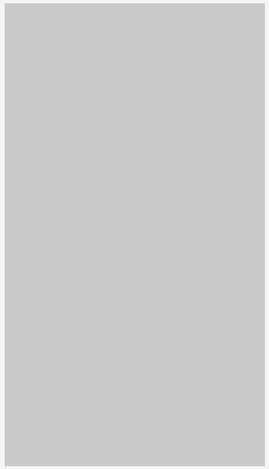
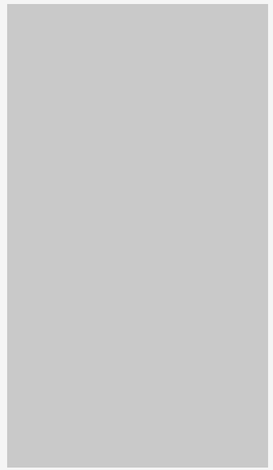
Experience-Led Rather Than Product-Led

They are less interested in production credentials and more drawn to drinks that **naturally fit into the social environments they inhabit.**

Globally Influenced, Locally Social

Their tastes are shaped by exposure to global trends — cocktails, mixology, clear spirits, but their **drinking occasions remain rooted in Indian social culture and friendships.**

Creators on their social feeds **constantly influence their curiosity and choices in their typically non-linear journey**

	The "Liquid Science"	The “Spirit Entertainers”	The "Aesthetic Alchemist"	The "Spirit Reviews"	The "Bar Chaisers"
					
What?	**Know Your Spirit Better** Content explaining filtration (charcoal vs. diamond), base ingredients (potato vs. wheat vs. grape),	**Have fun around spirits** High-energy, personality-driven content where spiritss are a prop for games, social experiments, and challenges	**Mixology Made Immersive** High-definition ASMR twist to Mixology of ice cracking, slow-pour martinis, etc.	**Know Your Brands Better** Technical, high-utility content where an expert "dissects" the liquid. They focus on the Packaging, Price, Texture, Taste and Tail	**Best Place for Cocktails** Travel, food, or lifestyle creators exploring popular cocktail bars around the city
When?	Intentional search when buying a bottle or unintentional discovery when a "Did you know?" hook stops their scroll	unintentionally via the algorithm during a work break or intentionally while getting into a "weekend" relaxing mindset (Brainless background plays)	Unintentional late-night "dream scrolling" (relaxation) or intentional search for finding cocktail recipes	Intentional search while evaluating “Which Vodka to Purchase for party/ under1500/ for road teip”	Intentional search when in a “let’s explore a new place” mood, or discovered unintentionally through the algorithm via related interests
Why?	**Educate**	**Entertain**	**Inspire**	**Evaluate**	**Explore**



However, they are **not just driving consideration towards vodka with their preferences**, but also **redefining its consumption moments**



Socialising itself is being rewritten by these modern consumers

For today’s urban drinking consumer, social life is not merely built around large planned occasions or traditional nightlife. Instead, it is more fluid, spontaneous and experience-led. Today’s drinking moments are **increasingly self-created rather than event-driven.**

Hosting Is a Regular Social Ritual

House parties, rooftop gatherings and themed nights are becoming more frequent and being chosen over bar hopping and clubbing.

Experiences Are Shared, Not Just Attended

People don’t just participate in events anymore. They co-create them with their friends. And it always comes with a pre-post plan.

Spontaneity Is Replacing Formal Occasions

Many gatherings now start casually — “Let’s just meet for a bit” — and evolve into memorable nights.



For them, most drinking moments today **aren’t calender led, they’re created**

The Pre-Game
Meeting before a rave, concert or big night out.

The After-Party
When the real conversations and bonding begin after the event.

The Weekend Gathering
House parties, themed nights or curated get-togethers.

Showing Up for a Friend
Comforting someone through a breakup or life moment.

The Small Win Celebration
A promotion, project completion or good day at work.

The Spontaneous Night
A casual meet-up that unexpectedly turns into an unforgettable night.



*Embedding the brand in these **consumer-led moments** can lead to brand relevance in an emerging cultural space.*

Brands responding to the current culture

Vodka brands are moving beyond product-led messaging to position themselves as enablers of culture, experiences, and social moments.

Brands are playing a single strategic role in the life of new age consumers to own a unique space in their mind







ONE MORE
PURE
CRAFT VODKA

The Party Instigator

Social Media Approach: A steady stream of high-energy content that inspires audiences to turn every reason into a party

Communication Space: "Get More From Life**":** A fun multiplier that makes life bigger, louder, and more celebratory

BRAND USER

Young, socially active party goers who live for shared moments, vibrant celebrations and spontaneous fun, choosing flavour, energy and vibe over status or sophistication

BRAND TONALITY

Playful, Youthful, Slightly Cheeky & Quirky

KEY MOMENTS OWNED

Spontaneous, high-energy party moments where friends come together, music is loud, shots are poured, and the night turns into "one more" round



Mascot: DJ Mono

The ultimate party instigator and vibe-amplifier. Playful, bold, and always dialed in, he turns any moment into a spontaneous, high-energy celebration



Bold, Neon & Party Ready Cocktail Recipes

These aren't normal cocktails — they're high-impact, neon party props that visually embody the brand's "One More" energy and celebration-first philosophy

Bringing alive the party through creators

Partners with fashion and lifestyle creators who embody a vibrant, party-first energy to align with the brand's personality and crafting Holi Party Cocktails to align with the Brand's party philosophy



Engaging KOL through Bartending Competition

engage directly with mixologists, encourage creative cocktail innovation, and reinforce its strong presence in the cocktail culture space.



ABSOLUT VODKA

Inspiring Creativity

Social Media Approach: Position the platform as a creative canvas where artists across art, music, and fashion can collaborate, express themselves, and showcase their creativity

Communication Space: “Born to Mix”: Life is most interesting when we mix things up"—whether that refers to ingredients, ideas, or people

BRAND USER

Young, progressive, and open-minded individuals who prioritize authenticity over polish. As true cultural omnivores, they fluidly engage with fashion, art, music, nightlife, and emerging subcultures.

BRAND TONALITY

Bold, Playful, Unorthodox, Confident

KEY MOMENTS OWNED

Casual gathering moments where brand is positioned at the heart of relaxed, social, and culturally rich interactions rather than high-octane party extremes

Mixing is Movement" Campaign

a massive dance battle where each dancer represents a specific cocktail (e.g., the smooth "Cosmo" vs. the fiery "Bloody Mary")

Hacking into culinary art

Partnering with exotic chefs to craft creative cocktail recipies that embody the essence of the brand











Collaboration with creative artists

Positions Absolut at the forefront of contemporary culture by collaborating with boundary-pushing artists, turning the bottle into a canvas and campaigns into creative platforms through limited editions and cultural drops.

Fashion brand identity

Curating a bold streetwear fashion that blends high-concept editorial styling with a gritty edge as the brand’s aesthetic — hacking into subcultures while simultaneously signaling the brand as a culture-shaping icon rather than just a mainstream alcohol label





Mixology Expert

Social Media Approach: Acting as a dynamic cocktail playbook — inspiring, educating, and guiding consumers with mix recipes, hosting ideas, and creative drink experiences

Communication Space: WeMixWe Everything is better when mixed not just in drinks, but diverse people as well, evolving to a social glue that brings different identities together.

BRAND USER

Young, urban individuals who prioritize self expression, authentic connection, unpretentious fun and social belonging over the pressure of polished, "VIP" perfection

BRAND TONALITY

Bold, Progressive, Witty

KEY MOMENTS OWNED

Smirnoff owns the everyday social scene from home parties and intimate get-togethers to spontaneous celebrations and curated home-bar moments

Why Change a Good Thing? Campaign

Celebrates Smirnoff No. 21's century-long legacy, tapping into consumers' desire for permanence in a fast-changing world.

The Ultimate Mixology Boss

Positions Smirnoff as the go-to authority for easy, fun, and accessible cocktail-making — leading with simple at-home recipes that democratize mixology and empower anyone to craft great drinks





Troye Sivan as "Chief Vibes Officer"

appointed pop star Troye Sivan as their "Chief Vibes Officer" in late 2024 to kick off The "Go OFF" movement encourages fans to ditch their "to-do lists" for collective fun.

Cocktail Festivals

Building on the cocktail first imagery, the brand is present across key cocktail events like Indian Cocktail Week to drive the association stronger



Magic Moments Leading with Flavors

Magic Moments' communication is largely driven by individual SKUs, resulting in a social presence that often highlights flavors and occasions

We lack a clearly defined role on social in the everyday lives of consumers.

M2
MAGIC MOMENTS
VODKA

Making Every Moment A Magic Moment

A positioning leveraged but not clearly translated on social

Visual Sameness

While the brand's verbal language highlights diverse moments, the visual execution often highlight similar settings and compositions that make the moments appear indistinguishable



Owning Every Moment

While the brand associates with a wide range of occasions, the breadth of this approach makes it difficult to define its moment—resulting in a presence that is broad but not sharp.



Limited Human Presence

While AI avatars help the brand connect with younger audiences, the frequent use of AI-generated imagery in brand creatives reduces the presence of real people, which can dilute the sense of human connection



Social Media As Catelogue

While most brands use social to build communities around shared passions, our presence appears more transactional, focused on selling vodka rather than cultivating a cultural idea.



Limited Content Diversity

The brand currently follows a campaign-led, topical approach, with limited recurring content buckets to sustain ongoing audience interest and engagement.

Translating **learnings into opportunities**

LEARNINGS AND RECOMMENDATIONS

	Social Media Treatment	Cocktail Culture	Premiumization	Role on Social
What we are doing?	We currently treat our social media as a product catalogue hub spotlighting the range of SKUs and flavours	Cocktails are currently presented in a functional, recipe-led manner without a unifying theme, often communicated through static formats	The brand continues to rely on cues like purity, filtration, and generic sophistication, which do little to elevate Dazzle within premium cultural spaces	The brand's social presence currently lacks a clearly defined role in the lives of its audience,
What Peer are doing?	Peers build repeatable content engines and expandable content ecosystems around art, fashion, dance, and mixology, etc.	Vodka brands are moving beyond recipes to showcase the excitement and craft of cocktail-making—turning it into an experience	Brands elevate premium perception through cultural relevance like streetwear, artists, and subcultures, etc. rather than functional claims	Brands have carved out specific roles in the lives of their audiences—such as the party instigator, creative enabler, or cocktail expert—which consistently translate into their social content
Tacticle recommendation	Build a value-led content ecosystem rooted in a specific cultural space to drive recurring audience interest and intentional engagement with the platform	Tap into the audience's growing interest in cocktail experimentation by building a visually immersive cocktail universe that showcases engaging, process-led recipes and creative drink experiences.	Anchor the brand in an ownable cultural territory and bring it to life on social through collaborations, co-creations, and curated experiences to strengthen its premium imagery	Define and consistently own a clear cultural role for Magic Moments in the lives of its audience, and consistently align social content with the role.

Finding the **white space** for Magic Moments in the category

Peer Brands own a distinct space on social media and curating a world within

GRAND MOMENTS

ONE MORE
PURE
CRAFT VODKA
The Party Instigator

CULTURAL

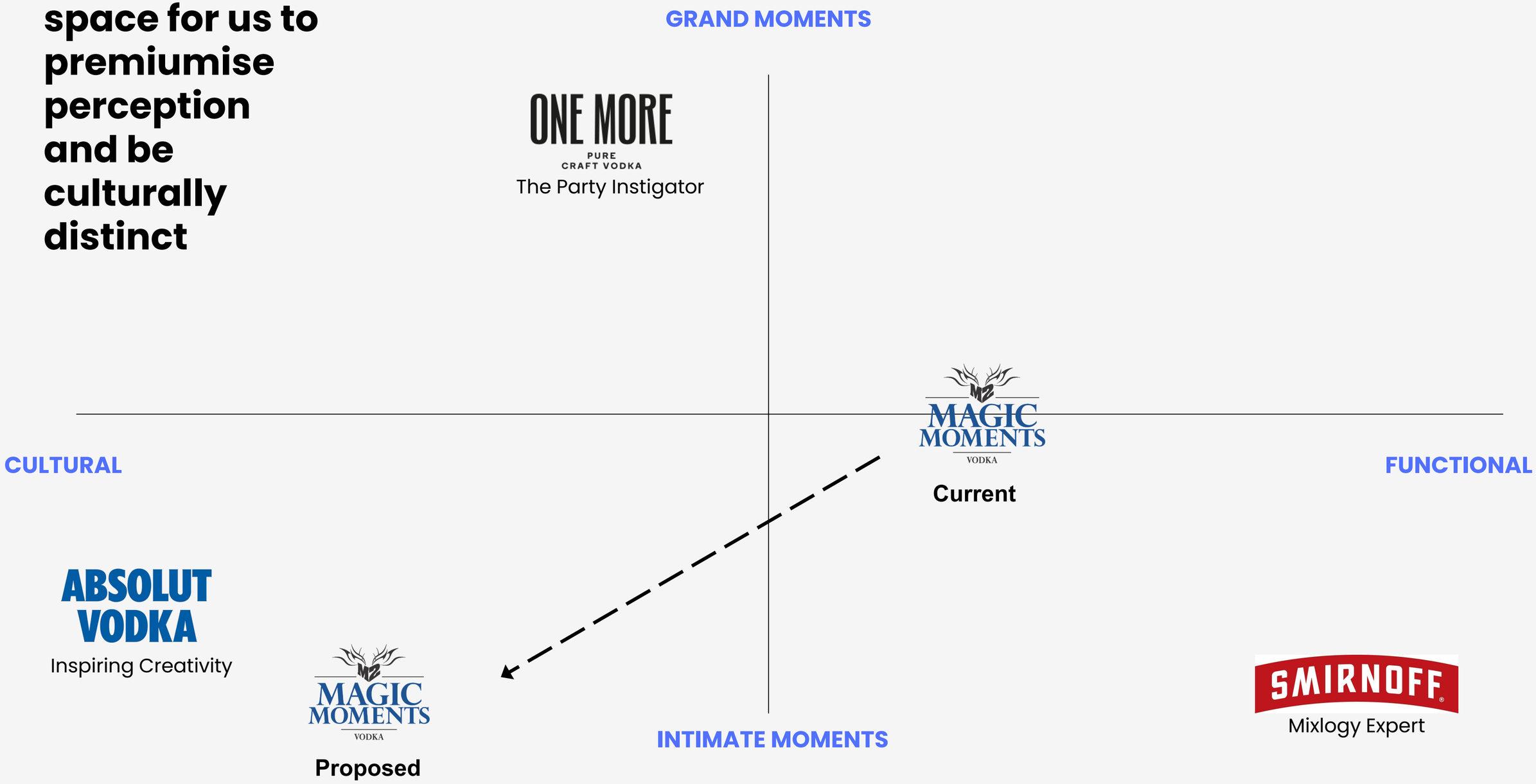
FUNCTIONAL

ABSOLUT
VODKA
Inspiring Creativity

SMIRNOFF
Mixlogy Expert

INTIMATE MOMENTS

The white space for us to premiumise perception and be culturally distinct



Defining the space for Magic Moments

The Moment Catalyst

Magic Moments becomes the **catalyst of marking every moment** that embody friendship, spontaneity, shared energy and laughter.

Magic Moments becomes the **vodka for the moments people create**, and its social presence shifts from showcasing parties to **capturing the culture of modern social gatherings**.

Instead of focusing on just the drink, the brand celebrates the moments that bring friends together — **spontaneous plans, small wins, hosted nights and shared rituals.**

Social becomes a window into how people create these experiences, positioning Magic Moments as the bottle that naturally shows up when friends decide to make a moment worth remembering.

CREATIVE STRATEGY



KEY THEMES FROM OUR TVC



01 Everyday Elevated

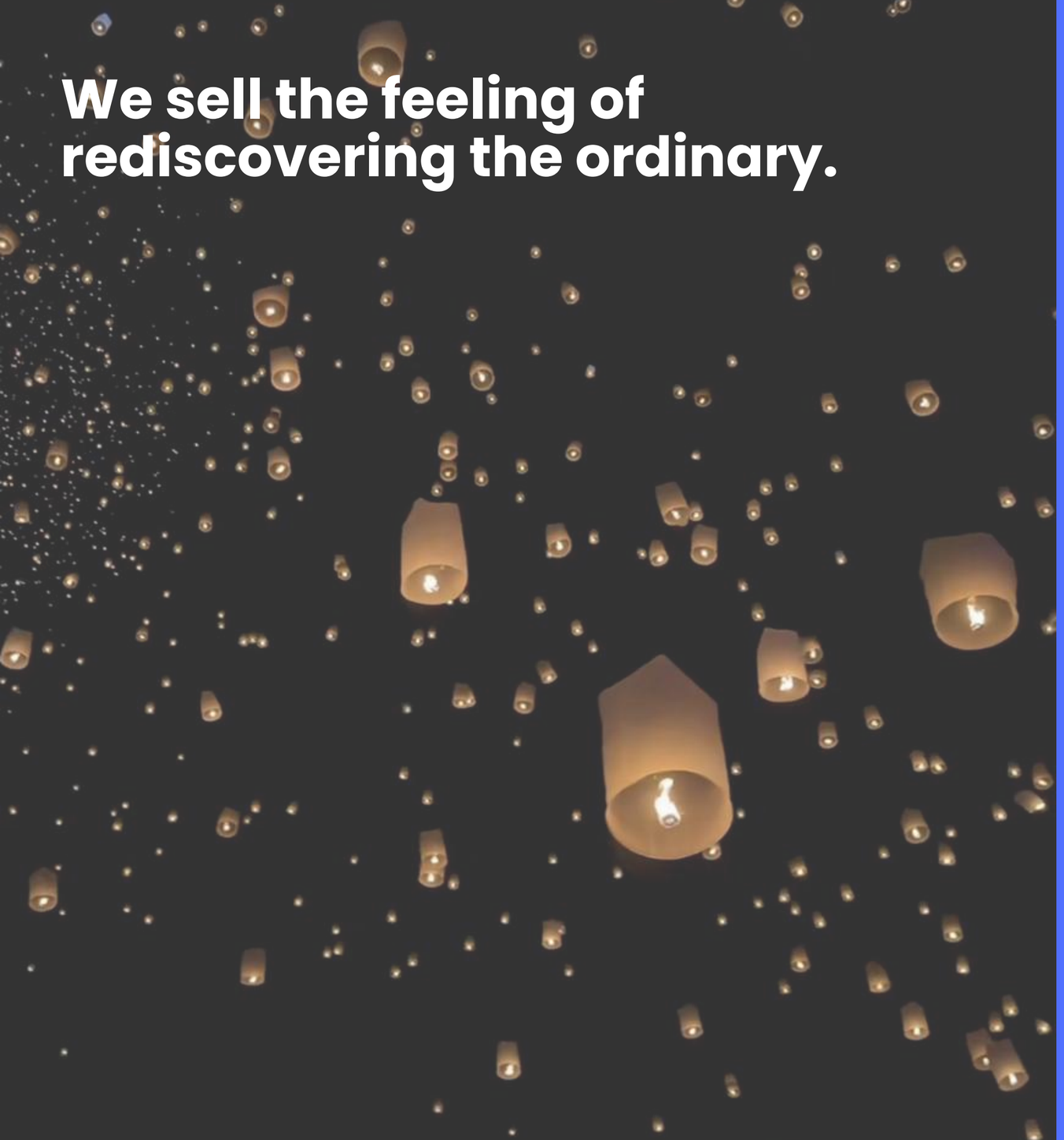
Simple moments become meaningful.
A walk becomes a memory
A conversation becomes a story

02 Personal Story Beats

Instead of a big narrative, the film shows small emotional arcs.
Arrival, Connection, Shared looks.
The focus is on micro experiences.

03 Magic as Perspective

When you choose to experience a moment differently, the moment changes.



We sell the feeling of rediscovering the ordinary.

Magic is not an escape.

Magic is seeing the everyday differently.

Today, young consumers aren’t waiting for big occasions, they are creating their own reasons to gather.

Micro-celebrations define modern social culture.





To align our idea of magic with how our TG celebrates, we take forward our brand space of...

The Moment Catalyst

Since everyone owns how to party, no one owns these little moments in those experiences.

Our brand name literally contains the word Moments, creating a larger opportunity.













01

Where a quick catch-up becomes a house party.

02

A small toast becomes a celebration.

03

A casual plan turns into the night everyone talks about.

Magic Moments stands where micro-celebrations begin...



For us, magic isn’t fantasy or escape.
It’s when a simple moment suddenly feels bigger than it was meant to be.
It is reality elevated through flavour, culture, and the shared energy of people coming together.

And that’s where the brand lives:

In the elevated moments people choose to create.

At a product level,
we elevated the experience
through flavour.



With flavours like **Thandai and Jamun**, we didn't simply add taste we added **dimension and personality**.

At a brand level, we elevate
everyday moments into
something magical.



Our **flavours** elevate the **drink**.
We **elevate** the **moment.**

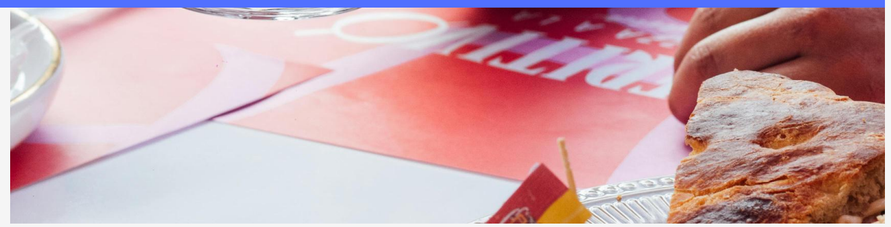
KEY VISUAL







Translating the same through our strategy...







To bring this space to life, the brand focuses on two key pillars:



Pillar 1: The Magic Moments Experience
How the moment comes alive.

This pillar explores the elements that transform a casual plan into a memorable night - the spaces we gather in, the sound that shapes the vibe, and the subtle cues that define a great evening. **It positions Magic Moments at the heart of curated social experiences.**

Pillar 2: The Magic Moments Culture
What gives the moment meaning.

This pillar roots Magic Moments in modern Indian social culture - the evolving rituals of how people gather, the flavours that reflect local identity, and the creators shaping today's social scene. **It ensures the brand feels culturally relevant and distinctly Indian.**

Content Buckets

The Magic Moments Experience

The Setting Shift
Everyday spaces turning into social destinations. We explore how ordinary environments transform into the backdrop for memorable gatherings.

The Sound of the Vibe
From playlists and DJs to emerging artists and genre crossovers, we explore how sound sets the tone of a gathering and defines the energy of the night.

The Scene Decode
Understanding the modern social scene.We explore different social tribes, nightlife cultures and event formats decoding what makes one night iconic while another fades away.



The Magic Moments Culture

Modern Social Rituals
How India gathers today. From house parties to watch nights with close friends, we capture the evolving ways people socialize and create their own occasions.

Flavours of India
We explore the cultural stories behind flavours - regional ingredients, seasonal tastes and how local flavours inspire the brand’s identity.

The Social Creators
The people shaping social culture. Creators, hosts, artists and tastemakers who influence gatherings, nightlife and social aesthetics.

Annual Cultural Themes:
The year is structured around how social energy shifts across seasons.

This becomes the foundation for a 360° brand ecosystem, enabling:

- Hero campaigns for Q1
- Influencer strategy
- Cultural partnerships
- Brand IP’s
- Experiential extensions
- Social amplification



YEAR IN REVIEW

APRIL

THE WATCHPARTY EXPERIENCE (IPL)

TurnING MATCH NIGHTS INTO ELEVATed social experiences.

MAY

THE TASTE OF SUMMER

CelebratING THE MEMORIES AND TASTes of Indian summers.

JUNE

FLAVOURS IN RHYTHM (WORLD MUSIC DAY)

ExplorING HOW MUSIC SHAPES THe mood of social moments.

JULY - SEPTEMBER

Monsoon Magic

AS THE RAINS ARRIVE, SOCIAL LIFE DURING MONSOON BECOMES A SEASON OF COSY CONVERSATIONS, COMFORT FOOD, AND MUSIC-FILLED NIGHTS INDOORS.

OCTOBER - DECEMBER

Moments of Celebration

INDIA'S Biggest social season. Festivals, weddings and year-end reunions.

JANUARY - MARCH

Moments of Flavours of India

Exploring the cultural stories behind the brand's flavours



CAMPAIGN STRATEGY

APRIL–JUNE 2026


APRIL
Campaign: The Watchparty Experience

THEME AND CONTEXT

April is dominated by IPL, when homes, terraces and hostels turn into social arenas. Matches become excuses for gathering, cheering and celebrating together.

Role for the brand : Magic Moments picks the subculture of IPL by becoming the drink that elevates match nights.

CAMPAIGN FLOW

01 **IPL Watch Party Guides**

02 **Matchday Moments Expert**

03 **The Cocktail Rituals**

04 **The Mix Magician**



IPL watch party guides

SOCIAL FIRST CONTENT SERIES

IPL nights bring people together in hostels, living rooms and terraces but most watch parties remain just that: people watching a match. **How do we elevate that experience?**

Magic Moments turns everyday IPL screenings into team-inspired watch party experiences.

Through a series of digital guides, fans learn how to host watch parties inspired by their favourite IPL teams from décor and colour palettes to cocktails, snacks, playlists and match-day rituals.

A regular evening of cricket becomes a curated match-day celebration, with creators and fans recreating these themed watch parties across social.









Mumbai Indians
Blue-and-gold setup, coastal snack platters, and a Bombay Jamun Spicy Mint cocktail inspired by the city’s bold flavours.



Punjab Kings
Loud, high-energy setup with Punjabi playlists, buttery bar snacks, and a Cranberry Tease cocktail.



Chennai Super Kings
Yellow-themed setup with beachside décor, coconut snacks and the Lemon Lush cocktail inspired by the city’s coastal energy..



Matchday Moments Expert

CREATOR COLLAB

Hosting an IPL party isn’t just about the match it’s about getting the drinks, energy and atmosphere right and with the same set of questions:

How do you keep the vibe alive during slow overs?

How many drinks will be enough?

What music keeps the vibe right between overs?

How can I be a good host?









For everything in life, we have an expert. Sports experts. Study experts. Even relationship experts.
Why not for parties?

Magic Moments introduces the Matchday Moments Expert, in collaboration with @Mixitupwith Mendi.



The go-to expert for all IPL watch party moments who answers real match-night dilemmas through short-form, episodic content. Each episode tackles one relatable question!

Part hosting guide, part cultural commentary, the series helps fans upgrade their watch parties with tips, drink ideas and vibe hacks from MixitupwithMehendi.

Fans can then submit their own match-night dilemmas for real-time answers.



The Cocktail Rituals

SOCIAL FIRST CONTENT SERIES

IPL fandom isn't just about the match it's built on rituals fans swear by, from lucky jerseys to standing during the last over. These rituals make fans feel like they're part of the game. **So why not have rituals for our cocktails too?**

We introduce a series - cocktail rituals fans can adopt while cheering for their favourite teams.

From the first pour before the toss, to a cheers after every boundary, to a victory toast - easy, repeatable and fun to follow rituals give fans new ways to elevate their watch parties,

Because sometimes the best moments of the match happen off the pitch with friends and great drinks!



Every IPL fan has a ritual



Lucky jersey

Lucky seat





Standing up for the last over

Now it's time to start a new match-day ritual

Step 1

Before the toss, pour a Magic Moments cocktail





Step 2

Take the first sip right before the coin goes in the air

Start every match with a

MAGIC MOMENT



The Mix Magician

SOCIAL/ TECH -LED

Fans love experimenting with everything on match night from jerseys and snacks to chants and rituals.

But when it comes to drinks, they usually stick to the same familiar mixes.

What if you could easily create your own experiment / custom team inspired drink at home?

Magic Moments introduces The Mix Magician, an AI-powered Instagram chatbot that creates personalised cocktails for match nights.







How it works:

1) **DM the Bot :** Fans select their IPL team, flavour preference and match vibe.
2) **Get a Custom Cocktail :** The bot generates a team-inspired Magic Moments recipe with a shareable visual card.
3) **Recreate & Share :** The drink becomes a personalised match-night ritual fans can recreate during the game and share on social with friends.

What emerges isn't just a drink it's an elevated match-night moment.



MA

Campaign: The Taste of Summer

Y

THEME AND CONTEXT

Summer carries a strong sense of nostalgia. In India it was childhood holidays, seasonal fruits, evening hangouts and familiar summer drinks.

Role for the brand : Magic Moments reinterprets those nostalgic tastes and memories into cocktails designed for the summers to live back the essence of nostaglic Indian summers.

CAMPAIGN FLOW

01 **A Blend of Summer**

02 **The Regional Taste of Summer**

03 **Magic Moments x Paper Boat**

04 **Colours of Summer**



A Blend of Summer

CREATOR COLLAB + PRODUCT INNOVATION

People connect more deeply with drinks when there’s a story behind them.

What if a cocktail wasn’t just inspired by a flavour, but by a piece of art?

Magic Moments presents A Blend of Summer a series where creators’ memories and art are transformed into cocktails.

We collaborate with artists from different genres to turn their work into limited-edition vodka cocktails.













For instance, poet Priya Malik writes an original piece on summer nostalgia. Inspired by the emotion and imagery in the poem, we craft a cocktail that captures the feeling of that memory.

Similarly, a photographer becomes the inspiration for another cocktail.

These drinks are then released as limited-edition miniature bottles, each labelled with the artist, the story behind the work, and the flavour it inspired.Select boxes are also sent to influencers and creators, inviting them to experience and share the story behind each cocktail.

The result is a series of art inspired cocktails audiences can experience beyond the screen.





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The Regional Taste of Summer

SOCIAL FIRST CONTENT SERIES



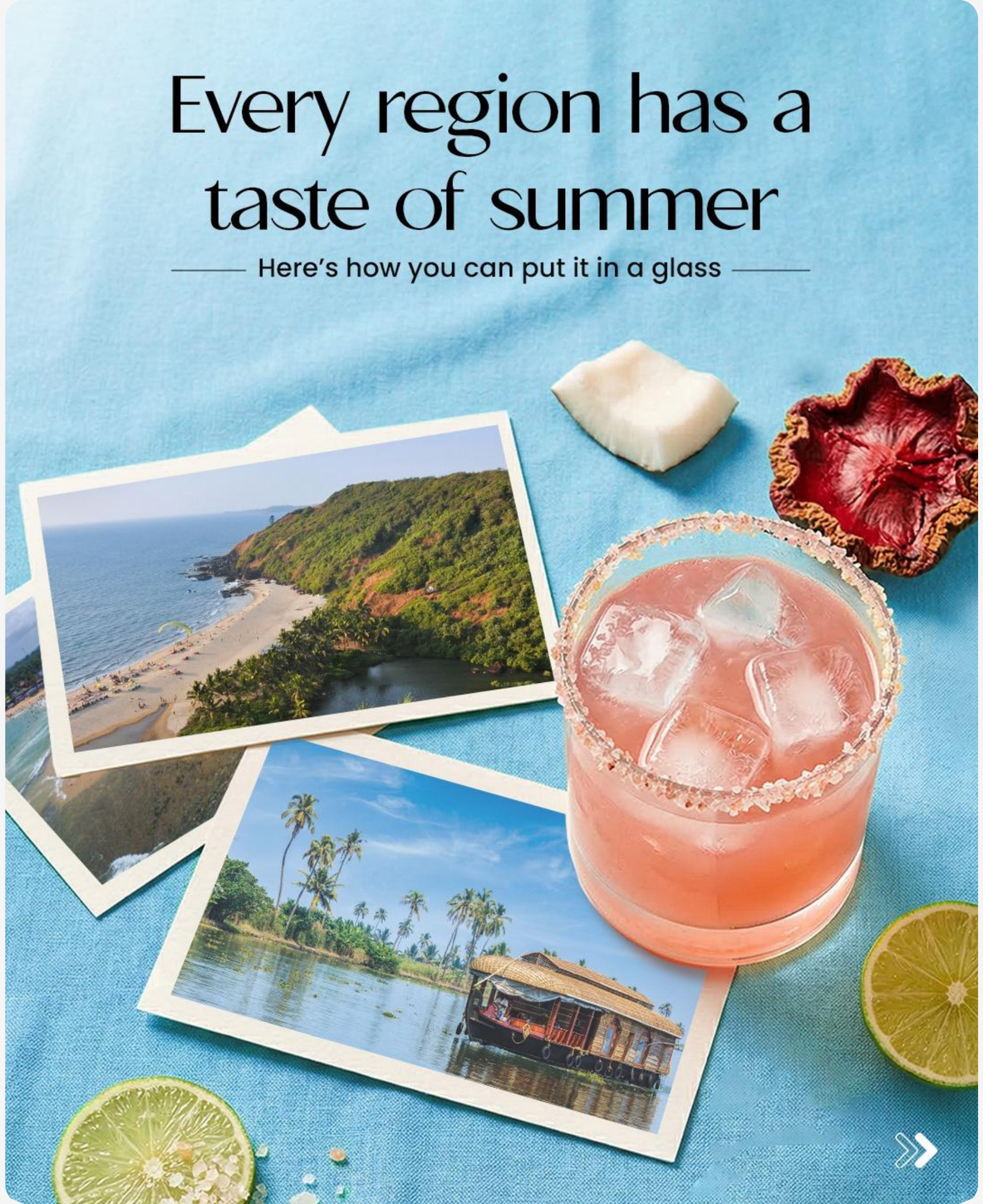
Every part of India has its own taste of summer from the tang of kokum on the coast to the sweetness of mango in the north.

Magic Moments presents the Regional Taste of Summer – a content series that captures these regional flavours and transforms them into refreshing cocktails, elevating familiar summer tastes into something a little more magical.

Because sometimes, all it takes is the right mix to turn a simple flavour into a Magic Moment.

Every region has a taste of summer

Here's how you can put it in a glass



★★★★★

The Konkan Coast Cocktail

Tangy, refreshing, and made for seaside evenings.



Magic Moments Vodka

Kokum

Lime

Magic Moments Vodka

★★★★★

Taste of
South India

Light, easy,
summer in a glass.





Tender
coconut
pieces

Coconut
water

Different regions
Different flavours
Different Moments

Make every moment a
MAGIC MOMENT



Magic Moments × Paper Boat

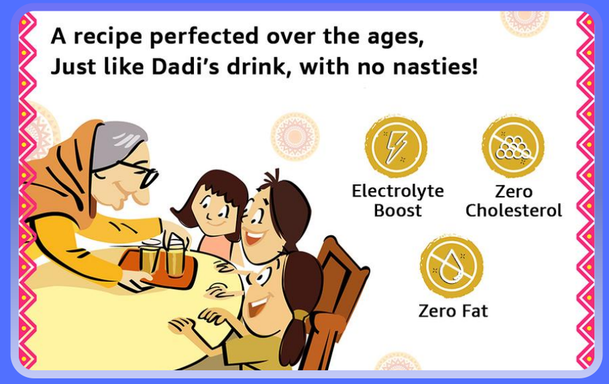
BRAND COLLAB

Few brands capture the feeling of Indian childhood summers, one of them being Paper Boat with flavours like aam panna, kokum, and jaljeera that instantly bring back memories. What if those childhood summer flavours could return in a new elevated form?

In this special collaboration, Magic Moments × Paper Boat bring those nostalgic flavours into the world of cocktails.

Using Paper Boat's iconic drinks as mixers, we create a limited series of summer nostalgia cocktails that blend the rooted tastes with grown-up gatherings.

Examples:
- Magic Moments Grain × Paper Boat Jaljeera Cooler
- Magic Moments Grain × Paper Boat Kokum Highball









Through summer storytelling and visual shoots around nostalgic flavours, the collaboration brings these drinks to life across social.

The idea also extends on-ground through pop-up cocktail making stations at sundowners, outdoor gigs and festivals.

The collaboration celebrates the flavours you grew up with, reimagined for the nights you create today.







COLOURS OF SUMMER

SOCIAL FIRST CONTENT SERIES

Summer is remembered in colours - the yellow of mangoes, the red of watermelon, the green of mint and lime, the orange glow of sunset skies. What if we explore summer through the colours that define it?

Colours of Summer is a visual-first, product-showcase content series that explores the season through these familiar shades.

Each moment is inspired by a colour that defines summer - brought together with seasonal flavours, everyday cues, and a Magic Moments cocktail that naturally belongs in that scene.

Because sometimes, a single colour is enough to bring the feeling of summer back and turn it into a magic moment.



JUN

Campaign: Flavours in Rhythm

E

THEME AND CONTEXT

June celebrates World Music Day, a reminder that music is at the heart of how people experience moments.From house parties to gigs the right track can completely change the energy of a room.

Role for the brand : Magic Moments taps into this cultural moment by elevating the connection between sound, flavour and social gatherings.

CAMPAIGN FLOW

01 **Flavour Tracks**

02 **Flavour Sounds like...**

03 **The Magic Senses**

04 **The Longest Event Ever**



Flavour Tracks

CREATOR COLLAB + PACKAGING INNOVATION

Music can change the mood of a room and turn an ordinary night into something memorable. Flavours work the same way, each carries its own personality, mood and energy.



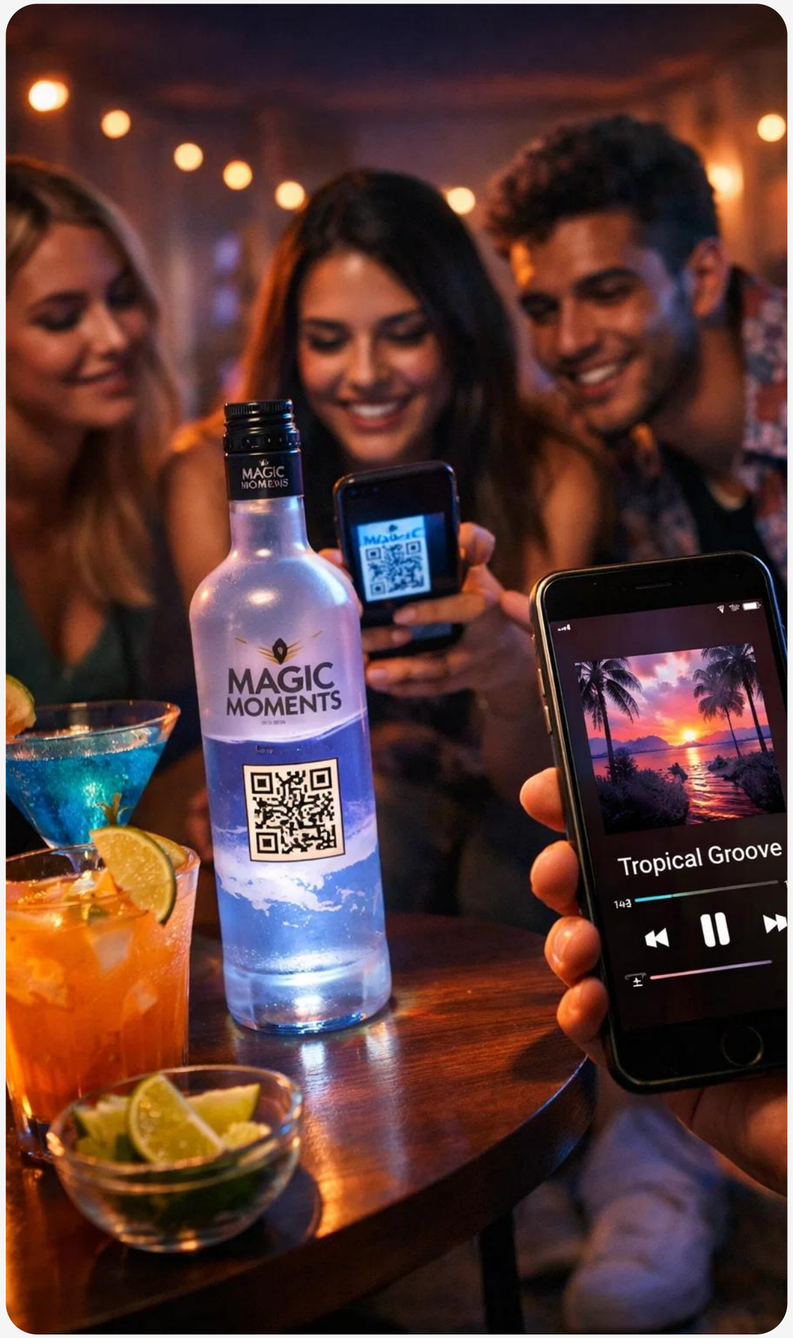
Magic Moments introduces Flavour Tracks where every new vodka variant is paired with an original piece of music inspired by its flavour.

We collaborate with an artist to create sounds inspired by each flavour:

- Mango – bright tropical beats
- Jamun – deep indie vibes
- Green Apple – upbeat pop energy

Creator suggestion: Ritviz, Nucleya





Limited-edition bottles feature QR codes that unlock each flavour's track, while the concept is amplified through PR as :

"The drink that comes with its own soundtrack."



Flavour sounds like...

SOCIAL FIRST

A flavour can instantly remind us of a certain vibe or sound or a moment.

Magic Moments takes its flavours to the streets and asks people one simple question: “If this flavour were a song, what would it be?”

The result is a series of raw, unfiltered and fun reactions.
Fans can then join in by sharing their own flavour song matches in the comments, building a community playlist inspired by Magic Moments flavours.







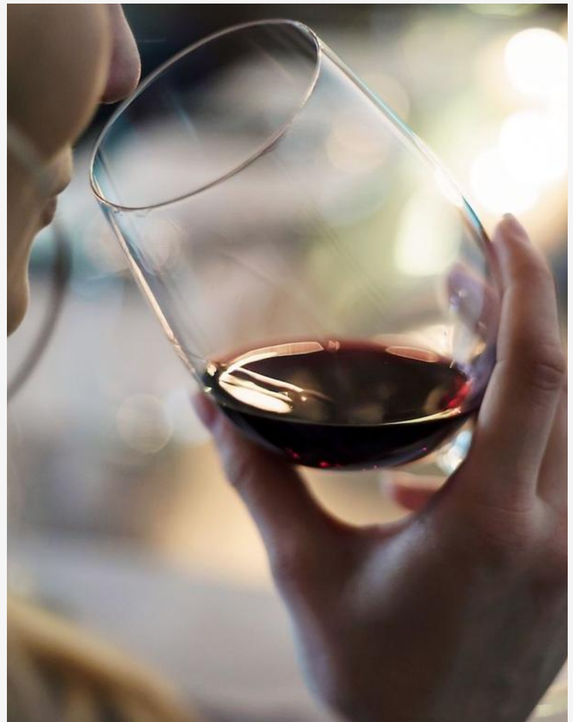
The Magic Senses

ON GROUND/ EXPERIENTIAL









Great moments are never defined by just one thing.

It’s the music playing in the background.
The drink in your hand.
The colours around you.
The textures of the space.
The scent of the room.

Magic happens when all the senses come together.

So what if you could experience all five senses through a single drink?

Magic Moments creates a multi-sensory brand experience that lets people discover a flavour through all five senses.

Placed in a high footfall area the installation is designed as a journey through five themed zones.

Sight – The Colour of Jamun
Deep purple lighting and visuals.

Sound – The Rhythm of the Moment
Moody indie or jazz music.

Smell – The Aroma of Jamun
The fruity, tangy scent.

Touch – The Texture of the Experience
Velvet textures.

Taste – The Magic Moment
The journey ends with a signature Magic Moments Jamun cocktail.

Creators and visitors capture their sensory journey and share it across social platforms, turning the installation into a widely shared brand experience.




MAGIC
MOMENTS


MAGIC
MOMENTS


MAGIC
MOMENTS


Final Destination:
The Jamun Journey
JAMUN COCKTAILS



The longest event ever!

PHYGITAL + PR LED

21st June brings two reasons to celebrate - World Music Day and the Summer Solstice, the longest day of the year. A day this long deserves a celebration that lasts just as long.





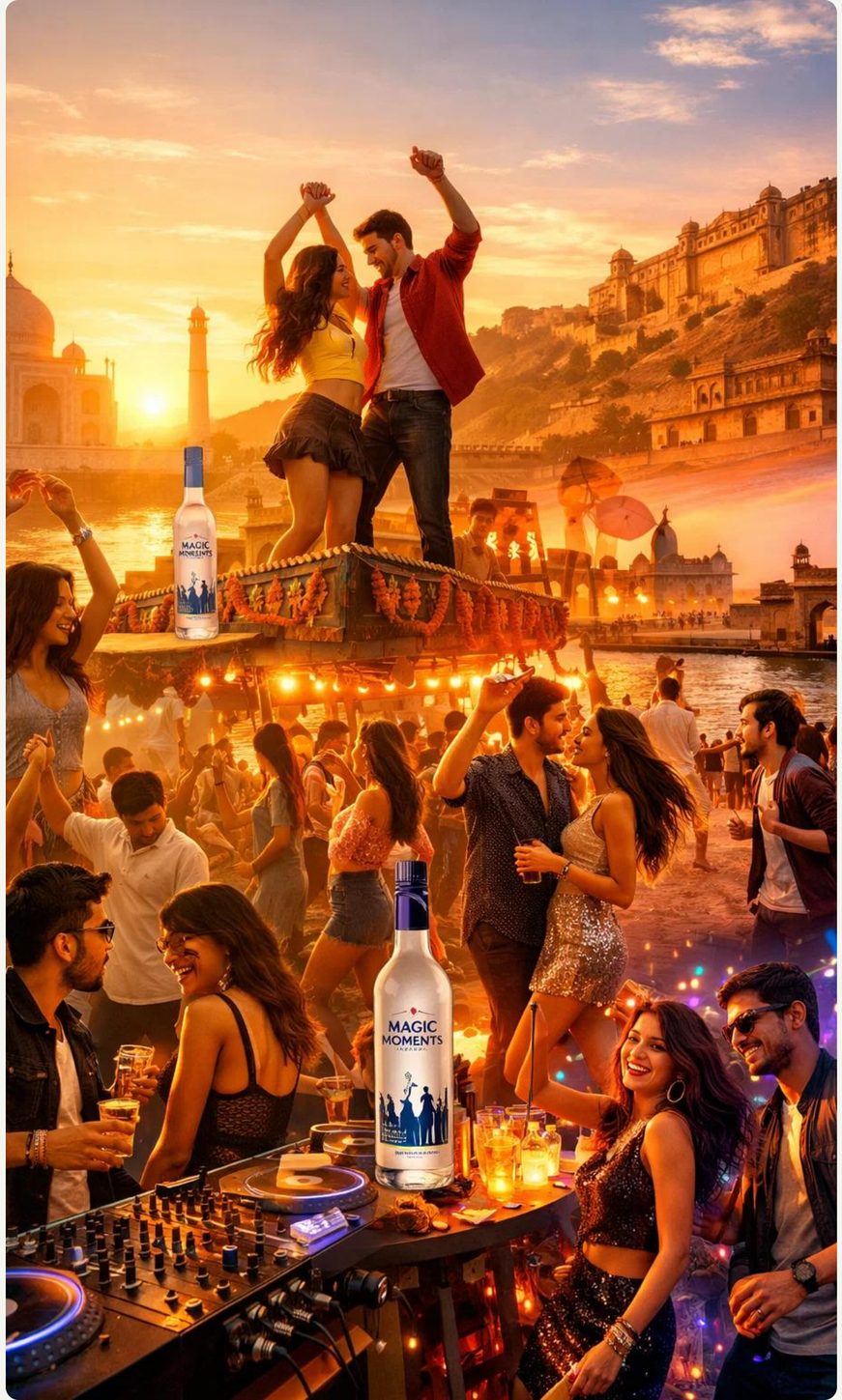




Magic Moments hosts India’s Longest Party, a nationwide music relay that moves across cities through the day.

Each stop features a signature Magic Moments cocktail inspired by the city’s vibe, with the celebration streamed live as the party moves across the country.

The experiential event is amplified through PR as India’s longest party ever, while fans join in by sharing their moments using #TheLongestParty.



Example Flow:

Sunrise – Goa

An underground cave party with an acoustic session as the first drinks are poured.

Afternoon – Bangalore

A secret garden pool party, hidden within a lush urban bungalow with an electronic set bringing daytime energy.

Sunset – Jaipur

A heritage haveli gathering, with live folk-fusion music as the sun sets over pink city terraces.

Night – Mumbai / Delhi

A warehouse takeover, where the longest day culminates in a high-energy DJ set .




BLR
SESSIONS




MAGIC MOMENTS
YODRA
THE LONGEST DAY
WAREHOUSE TAKEOVER
MAGIC MOMENTS
YODRA
THE LONGEST DAY



MOVING THROUGH THE YEAR

Themes for rest of the quarter

As the seasons change, so do the ways people gather, celebrate and create moments together. Our strategy follows this natural rhythm of social life in India.

Q2 (July – September)

Theme: Monsoon Magic

As the rains arrive,. Social life Monsoon becomes a season of cosy conversations, comfort food and music-filled nights. move indoors

Territories to explore:

- **Rain Room Nights**
  Living room gatherings, board games, music sessions.
- **The Monsoon Menu**
  Comfort food + drink pairings.
- **The Rain Playlist**
  Music for slow evenings.
- **The Window Seat Series**
  Poets, musicians, storytellers reflecting on rain and memory.

Q3 (October – December)

Theme: Moments of Celebration

India’s biggest social season festivals, weddings and year-end reunions. Everything becomes bigger & brighter.

Territories to explore:

- **The Host’s Season**
  Celebrating people who host the best gatherings.
- **Festival Tables**
  Beautifully styled festive tables and drinks.
- **Celebration Playlists**
  Music for Diwali parties, Christmas dinners, NYE.
- **The Big Reunion**
  Friends coming together after long gaps.

Q4 (January – March)

Theme: Flavours of India

Exploring the cultural stories behind the brand’s flavours across the country.

Territories to explore:

- **Flavour Pairings**
  Unexpected pairings with food, music and settings.
- **Flavour stories**
  Exploring the ingredients and cultural roots behind flavours like mango, jamun and citrus
- **Flavour Tables**
  Host-led gatherings built around a specific flavour vibe.



THE STORY OF MAGIC

The TVC introduces the world of Magic Moments where everyday experiences feel elevated and full of possibility.

Our amplification strategy extends this narrative across platforms, turning the film’s feeling into real social moments.

ISHAARA STORIES

Often, the best nights don’t start with a plan they start with a small signal. A message from a friend, a glance across the room, a song playing at the right time.

Ishaara Stories is an influencer-led series where creators share the “ishaara” that turned an ordinary day into a memorable night.

From a spontaneous message to an unexpected encounter, every story traces how that small sign led to a night worth remembering.

Through these personal stories, the series brings the campaign’s idea to life, celebrating the moments when people notice the signs around them and choose to follow them.



Audiences are invited to share their own #IshaaraStories the small signals that led to their most magical nights.

ISHAARA HOUSE RULES!

In bars and loud nightlife spaces, conversations often get lost in the music. People naturally rely on gestures, glances and quick signals to communicate.

Magic Moments brings the idea to life with Ishaara House Rules a set of playful gesture cards placed on tables at partner bars.

Each card introduces a simple signal guests can use without speaking:

- Two Fingers Up – another round for the table
- Finger Snap – cue the DJ for the next track
- Glass Tap – signal for a cheers moment

By bringing the campaign's idea of recognising the "ishaara" the activity naturally fits the rhythm of a bar and adds a touch of Magic Moments to every table.



Creators capture these "ishaara moments" on social, while guests share their own signals from the night, turning everyday bar interactions into a playful ritual..

IF YOU KNOW, YOU KNOW

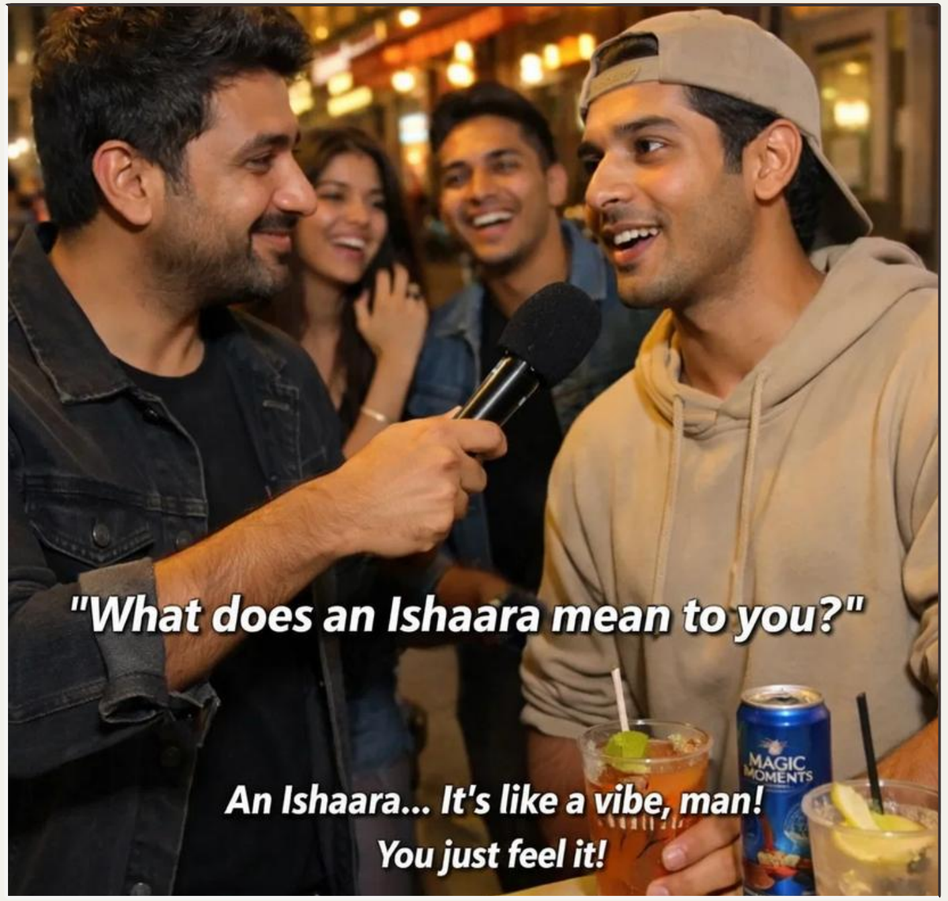
Sometimes the smallest signals change everything a look, a message, a moment that feels like the universe nudging you toward something fun.

To bring the Tvc idea to life , Kriti Sanon shares her favourite “Ishaara Moment”.

She talks about a time when a small signal from a friend, the universe or pure chance changed the course of her day and turned it into a memorable night. Her story introduces the campaign thought: recognising the signals around you that lead to magical moments.

The idea then moves to the streets. Through a vox-pop series people are asked:

- What does an “Ishaara” mean to you?
- Have you ever followed a sign that led to a great night?



Their spontaneous stories and beliefs around signals, coincidences and “magic moments” build a relatable social conversation under #IshaaraSamajhLe.

SUMMARY

Campaign 1- The Watchparty Experience (April)

- IPL Watch Party Guides
- Matchday Moments Expert
- The Cocktail Rituals
- The Mix Magician

Campaign 2- The Taste of Summer (May)

- A Blend of Summer
- The Regional Taste of Summer
- Magic Moments x Paper Boat
- Colours of Summer

Campaign 3- Flavours in Rhythm (June)

- Flavour Tracks
- Flavour Sounds like...
- The Magic Senses
- The Longest Event Ever

Quarter 2, 3 & 4 campaigns

- Q2 Theme- Monsoon Magic
- Q3 Theme- Moments of Celebration
- Q4 Theme- Flavours of India

The Story Of Magic TVC Amplification

- Ishaara Stories
- Ishaara House Rules
- If You Know, You Know

THANK YOU