

Ketel One Goes Glam for a New Global Campaign as Vodka Sales Rise

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A stylish woman sitting at an opulent bar wants—no, demands—“a hot pink cosmopolitan ... and some drama,” while in a different glamorous corner of the world, a man in a tuxedo revels in “an after-after party, an espresso martini and a room full of strangers.”

If these scenarios sound like they could be setups for big-screen movies, that’s no accident. Ketel One, a premium Dutch vodka brand, goes cinematic for its new global campaign, hiring well-known commercial director and filmmaker Daniel Wolfe to create “Born to Cocktail.”



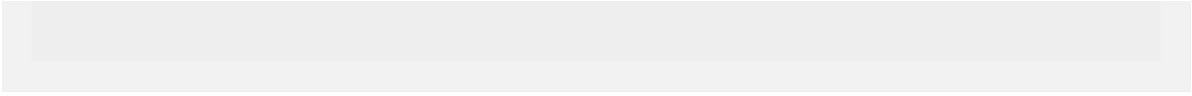
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