

ABSOLUT

Transform Today

WIRED

To drive submissions to Absolut's Transform Today challenge—a contest that gave readers the opportunity to bring their tech project to life with \$20,000 in funding—WIRED created a comprehensive promotional campaign around the Smarter Upstarter Insider personality.

MEDIA MIX

DIGITAL: WIRED created a custom billboard and multi-panel 300x600 units to build engagement and drive users to Absolut's Transform Today microsite to enter.

