

## Ciroc: The Official Sponsor of The Brit Awards Afterparty

Wednesday 28 February, 2018

The French Vodka company were the official sponsors of the after party for the Brit Awards last week. The eventful after party at the Freemasons Hall in Covent Garden was attended by a host of stars.

Ciroc Ultra Premium Vodka was created by Oenologist, Jean-Sebastian Robicquet in 2003 and has since seen a huge amount of success. Jean-Sebastian was born into a family of a long line of wine makers based in Villivert, France. This area is in the renowned wine region of Bordeaux, which is the inspiration for creating a vodka with grapes rather than the traditional method of using grains. This is not the only factor that Giroc owes its success to, but its clever sponsorship and marketing ideas have placed it at the forefront of recognised vodkas.

Sponsoring the after party for the 2018 Brit Awards puts Giroc right where it wants to be - in the spotlight of the most celebrated events and venues. Among the attendees were Stormzy, Tinie Tempah, Holly Willoughby and Rita Ora, who can all be seen sipping on a Giroc cocktail. The Brit Awards produced some historic performances and controversies that will ensure that the Giroc name will keep cropping up on peoples tongues and social media feeds.

The Brits are not the only high-end sponsorship that Giroc has been a part of. The vodka distiller has been involved with sponsoring a multitude of the highest quality venues in the UK. The venues include Tape London and Madison, who have received sponsorship with bespoke branding packages including personalised illuminated [menu boards](#) and [menu covers crafted](#) by [Smart Hospitality Supplies](#).

Much of this innovation arrived in the shape of Sean Combs, the founder of Bad Boy Worldwide Entertainment, when he partnered with Diageo to manage all of Giroc's lifestyle branding and marketing initiatives for the brand. The partnership came in 2007 and has seen rapid success since. Not only is Sean Combs an entertainment celebrity in his own right, he calls himself a "luxury brand builder". Combs articulated: "They're looking for something that tastes like their lifestyle," he said. "It's that trendsetter, that hipster, someone who's looking for luxury and looking for something better". Because the Giroc name has been placed in such capable hands, the brand is able to go ahead and sponsor events like the Brits and luxury London venues like Madison.

In just 15 years, Giroc has gone from being a concept to a household name. They have achieved this through clear direction and placement. Rumour has it they are also to have a place under the tents of Fashion Week, as well as a presence in the flurry of events surrounding the All Star Games. Advertising Executive, Di Simms, who works alongside Combs surmised: "We love these cultural moments, these opportunities when these artists, those experts galvanise in one place". Furthermore "it's important for our brand to celebrate true artistry".

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