# Absolut launches #UNLABEL campaign



Absolut has officially launched its latest campaign, #UNLABEL #BORN COLOURLESS, which builds on the brand’s longstanding commitment to diversity and inclusion. The initiative continues its journey that first began with the Born Colourless campaign in 2018 and is focused on challenging stereotypes surrounding identity.

The campaign aims to inspire a movement encouraging individuals to look beyond superficial labels, urging them to engage with others at a deeper level. Absolut seeks to highlight the restrictive nature of labels that often prompt assumptions about a person based on their name, age, gender, nationality, or profession. By fostering a more accepting environment, the initiative hopes to create a world where individuals are not constrained by preconceived notions.

A series of four films are at the heart of the campaign, presenting personal narratives from a diverse array of influential figures. These stories illustrate the limitations of traditional labelling. For instance, Ankush Bahuguna discusses the stereotypes surrounding men who enjoy makeup, debunking the myth that such passions are exclusive to women. Similarly, Sunny Leone reflects on her experiences with the ‘item girl’ label, presenting herself as a multi-talented businesswoman and mother rather than just an entertainer.

Navtej Singh Johar addresses conventional expectations of masculinity, pushing back against rigid gender norms, while Deepa Malik shares her story of resilience, proving that one's physical limitations do not determine personal potential. Collectively, their narratives emphasise that all individuals are inherently #BornColourless, free from labels or biases.

Pulkith Modi, the General Manager – Marketing, International Brands at Pernod Ricard India, commented on the campaign, stating, “We live in a world where people are often defined by labels based on race, gender, and societal expectations. At Absolut, we believe in a world where everyone is free to express their true selves, unburdened by these constraints. The #UNLABEL #BORN COLOURLESS campaign calls for a shift towards inclusivity. It is a call to action, encouraging people to look beyond assumptions and stereotypes, and to celebrate individuality and authenticity. We are thrilled to partner with such inspiring voices to bring this message to life.”

The campaign aims not only to challenge perceptions but also to encourage participants to reflect on their own biases and the impact these may have on the broader community. The initiative is aligned with Absolut's mission to create a more accepting and open environment for all individuals, regardless of their identity. The campaign is further promoted through its dedicated online presence, inviting audiences to engage with its message of inclusivity and authenticity.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://spiritz.in/stories/absolut-mixers-calls-for-a-world-without-labels-8626643> - Corroborates the launch of the #UNLABEL #BORN COLOURLESS campaign, its focus on challenging societal biases, and the personal narratives of influential figures like Ankush Bahuguna, Sunny Leone, Navtej Singh Johar, and Deepa Malik.
* <https://spiritz.in/stories/absolut-mixers-calls-for-a-world-without-labels-8626643> - Supports Pulkith Modi's comments on the campaign and Absolut's mission to create a more accepting and open environment.
* <https://www.warc.com/content/paywall/article/absolut-born-colourless/en-gb/en-GB/134782> - Provides background on the 'Born Colourless' campaign initiated in 2018, which is the precursor to the #UNLABEL #BORN COLOURLESS campaign.
* <https://www.warc.com/content/paywall/article/absolut-born-colourless/en-gb/en-GB/134782> - Explains Absolut's ideology and mission to promote global unity, equality, and freedom of expression, aligning with the current campaign's goals.
* <https://spiritz.in/stories/absolut-mixers-calls-for-a-world-without-labels-8626643> - Details the campaign's aim to inspire a movement encouraging individuals to look beyond superficial labels and engage with others at a deeper level.
* <https://spiritz.in/stories/absolut-mixers-calls-for-a-world-without-labels-8626643> - Highlights the campaign's use of four films featuring personal narratives to illustrate the limitations of traditional labelling.
* <https://spiritz.in/stories/absolut-mixers-calls-for-a-world-without-labels-8626643> - Corroborates the specific stories shared by Ankush Bahuguna, Sunny Leone, Navtej Singh Johar, and Deepa Malik in the campaign films.
* <https://spiritz.in/stories/absolut-mixers-calls-for-a-world-without-labels-8626643> - Supports the campaign's call to action, encouraging people to look beyond assumptions and stereotypes and to celebrate individuality and authenticity.