# Bombay Sapphire launches 'Step into the Blue' campaign to evoke nostalgia and connection



Bombay Sapphire has launched its latest marketing initiative, titled "Step into the Blue," which showcases the brand's distinctive assets and the iconic blue gin bottle. The campaign debuted today in the UK and Italy and encompasses a comprehensive strategy that includes digital out-of-home advertising, video content, social media activations, influencer partnerships, public relations efforts, and a new pan-European media collaboration.

The campaign is characterised by a warm, rich visual style aimed at evoking a sense of nostalgia and relaxation reminiscent of a leisurely summer day in Europe. Natasha Curtin, the global vice president of Bombay Sapphire, articulated the campaign’s essence, stating, “It’s rediscovering the joy in every day.” She elaborated that while the blue bottle served as the initial inspiration, the colour blue represents more than just an aesthetic; it embodies feelings of discovery and renewal.

Curtin emphasised that in a competitive market, the brand’s marketing approach needs to be both “directive” and “clear.” The goal is not merely visibility but to create an emotional impact. She highlighted the importance of fully engaging with the present moment, especially in an era characterised by its fast-paced and fragmented nature.

The campaign’s foundation draws on research revealing a consumer desire for connection and presence, which was notably reflected during the recent power cuts in Spain and Portugal, where social media was alive with footage of people joyfully engaging with one another away from their screens. Curtin noted that studies from Mintel underscore consumers' wishes to reconnect with their environments, supported by insights from Professor Dacher Keltner about the transformative power of everyday awe.

In the digital realm, the campaign aligns with a burgeoning trend on TikTok, featuring videos that capture a collective yearning to disengage from daily pressures and reconnect with life’s fundamental joys. As an alcohol brand, however, Bombay Sapphire must remain mindful of advertising regulations on such platforms. Consequently, the brand is increasingly utilising visual platforms like Pinterest and Instagram to enhance its outreach.

To elevate the campaign's visual narrative, Bombay Sapphire has collaborated again with photography duo Gentl & Hyers, renowned for their rich food and drink imagery. “They’re just magicians,” Curtin remarked, appreciating their ability to balance allure with approachability, particularly in showcasing the brand's blue bottle.

As the campaign progresses, Bombay Sapphire plans to reveal a new global sports partnership, marking a first for the brand. Although details remain sparse, Curtin hinted at the partnership’s authenticity and relevance to the brand's identity.

In addition to the campaign, Bombay Sapphire has broadened its influencer roster, notably collaborating with social media personality Rebecca Black to attract a younger demographic of gin enthusiasts. This initiative aims to promote a signature "sparkling lemon cocktail" in the US, where Curtin believes Black's vibrant persona aligns well with the brand's vision.

Earlier this year, the brand also worked with English designer Thomas Heatherwick to create bespoke decanters and glassware for exclusive bar experiences in major European cities, including Barcelona, Paris, and London.

To assess the effectiveness of its marketing efforts, Bombay Sapphire employs key performance indicators, conducting brand sentiment studies and gathering insights from consumers and the global bartending community. Curtin expressed the brand's commitment to understanding consumer reactions and experiences, stating, “We're really most interested in how it makes people feel and how it invites people into our world.”

Describing the campaign's long-term vision, Curtin concluded that it is designed to be “strong, future-facing and timeless,” signalling a strategic approach to sustaining brand relevance in an evolving marketplace.

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

## Bibliography

1. <https://www.prnewswire.com/news-releases/bombay-sapphire-and-baz-luhrmann-launch-saw-this-made-this-campaign-inviting-people-to-see-the-world-as-a-gallery-of-creative-inspiration-301646779.html> - This article details the 'Saw This, Made This' campaign launched by Bombay Sapphire in partnership with Baz Luhrmann, which aligns with the brand's focus on creativity and its global marketing initiatives.
2. <https://www.mediapost.com/publications/article/388955/dressed-to-thrill-bombay-sapphire-christian-siri.html> - This piece discusses the collaboration between Bombay Sapphire and designer Christian Siriano, highlighting the brand's innovative marketing strategies and partnerships.
3. <https://www.theodmgroup.com/in-store-liquor-marketing/> - This article examines Bombay Sapphire's in-store marketing strategies, including the use of visual displays and packaging to enhance brand recognition and appeal.
4. <https://www.campaignlive.com/article/watch-bombay-sapphire-tempts-consumers-unleash-creativity/1661475> - This article covers Bombay Sapphire's 'Stir Creativity' campaign, featuring AI-inspired artwork, reflecting the brand's commitment to fostering creativity.
5. <https://shots.net/news/view/bombay-sapphire-launches-new-brand-campaign> - This piece details Bombay Sapphire's new brand campaign, emphasizing the brand's dedication to creativity and its collaborations with various artists.
6. <https://www.creativebrief.com/bite/fuel-your-imagination/bombay-sapphire-launches-sensory-campaign> - This article discusses Bombay Sapphire's 'Senses Stirred' campaign, designed to engage consumers' senses and highlight the brand's unique flavor profile.
7. <https://www.thedrum.com/news/2025/05/06/bombay-sapphire-s-sensory-led-campaign-invites-viewers-step-the-blue> - Please view link - unable to able to access data