

## Grey Goose vodka advertisement on Wired: the switch from web site to Facebook page

**Grey Goose** vodka has strong brand and product identity – not to mention the vodka itself.

The last [Wired](#) printed issue has a gorgeous two-page ad with very few words. I spotted a little difference, though, and have been checking online for some evidence. Since 2005, the usual web site url has moved from the usual company's web site to a more social-aware URL: a Facebook page, that is.

Does it mean something that a company so renowned and a youngster appeal switches to a Facebook page instead of capitalising on its own web site? Maybe it's just part of a short-term social media strategy, but its payoff may lie in the [325,000+ users who liked the page](#).

Here are three examples taken from the advertisement time machine, showing even a middle 2010 Facebook page/app for the Lemonade Recipe.

Back in 2005:



Fast forward to 2010:



... in 2011, Le Citron ad



New SEO rules? Is (printed) advertising at last aware of social networks?

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Who knows.  
In the meantime, grab a vodka...