



**TEAM**  
**CUKORMÁZRÓZSASZÍN**

YOUNG CANNES LIONS 2024  
MEDIA

# Don Julio's problems

## CATEGORY PROBLEM

Oversaturated category with multiple players aggressively competing for consumer attention in a highly regulated ad environment. It's hard to be distinctive and bold when your hands are tied...

## BRAND PROBLEM

Old fashion, conservative brand roots with a strong founder focus, wanting to be relevant for young adults as a vibrant, contemporary brand tapping into culture.

## CONSUMER PROBLEM

Views tequila as a cheap shot, opts for other spirits when ordering cocktail on hot summer nights. Who can blame them? Gin & Tonic and Aperol Spritz has better PR in Hungary...

Target audience

25-34 urban high achievers who tend to overthink, causing unnecessary problems for themselves. Settled into their routines, longing for breaking free.

**Insight**

**Life is more fulfilling when you follow your heart over your head.**



Introducing:  
**Amor Absurdo**

The most absurdly advertised event.



## Idea

Amor Absurdo is a rooftop-party on the longest day of the summer, where the heart takes the wheel and the brain takes the backseat – sponsored by Don Julio.

**That's why we introduce it and invite people in the most absurd ways.**

**Become an absurd spotter and get your invite**

**Password: Be Absurd. Don Julio.**

Our teaser campaign for the private event is guaranteed to be the most talked about event in the summer of 2024.

**Wanna know how? Check our PLAYBOOK!**

# The Vaqueros

Be absurd like a cowboy in Budapest.

5 cowboys appear at the same time on the back of their horses in the busiest areas of Budapest\*. They will all wear a jacket with a huge QR code and our tagline (Be Absurd.) printed on the back.

The QR code hides an invitation that leads to the event's site.

\*

*Kálvin Square  
Andrássy Street  
Moszkva Square  
Bartók Boulevard  
Duna Corso*



# The Close Friend

Be absurd like Beton.Hofi's lyrics.  
Or Flora Popradi's clothes.  
Or Ágota Benedek's stories.

For a day, our ambassadors will add all their followers to their Instagram Close Friends and invite them to the event where they will also make an appearance. Making this invitation a personal one, leaving followers feel like they are part of the inner circle.

Targeting different tribes of contemporary culture



FASHION



MUSIC



LITERATURE

# The Batman

Be absurd like a huge d\*ck-shaped tower.

We invite people to our event just like Batman was called to take action. By projecting a huge QR code and our tagline on iconic buildings\* most likely to be seen by our target group.

\*

*MOL Tower - right in front of BudaPart Luxury Apartments*

*Castle of Buda - visible from fancy bars and restaurants*

*Opera House - facing the high-end W Hotel & Bar*





# The TV Hack

Be absurd like a QR code only TV ad.

For a week, we buy the first 10 second long spots in TV ad breaks, where only a QR code and our tagline will be shown.



**BE ABSURD.**

# AMOR ABSURDO

## BRIEF

### GET

young high-achiever  
cosmopolitans

### WHO

overthink everything & are  
stuck in everyday routine

### TO

to live in the moment  
instead of in their head

### BY

shaking them out of the  
ordinary

## INSIGHT

Life is more fulfilling when you follow your heart over  
your head.

## MESSAGE

BE ABSURD. DON JULIO.

## IDEA

An invite-only rooftop event with non-expected  
invitations prior to the big night.  
The more absurd the better, we are going all out to  
disrupt the everydays of our target audience.

## TOUCHPOINTS

### OWNED

Amor Absurdo RSVP  
microsite

### EARNED

Press coverage  
Word-Of-Mouth  
User-generated content

### PAID

TV ad  
Ambassador collab  
(Beton.Hofi,  
Flóra Poprádi,  
Ágota Benedek)  
Event

