

Diageo X hennavörös

blackouts of the city

intro

Problem

Tequila is currently associated with passion for cheap shots

Goal

Positioning Don Julio through its signature cocktail Paloma as the drink of celebrations

Task

Create a non-traditional OOH idea that could change the perception of tequila once and for all

our insight

Drinking cheap tequila often causes us to blackout, which means that **some of our memories from the night before turn into black spots.**

To remind people of this and
promote its quality tequila, Diageo presents

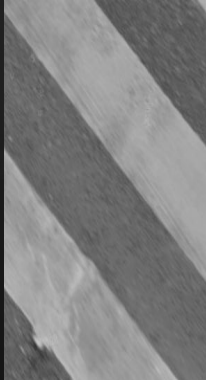
blackouts of the city

idea

People often celebrate & party in the city and in the bars in the city centre.

And if we pay attention, we can see that the city's party district is full of random black spots of all sizes, just like our brain after a night spent drinking cheap shots.

Let's make sure that celebrants know that with Don Julio quality tequila, memory lapses can be avoided using the blackouts of the city.



execution



We look for the most eye-catching black spots in the city's party district to **get our key messages across by using them as advertising platforms.**

The visuals also reflect the blackout phenomenon, and we use a grapefruit line which **symbolises Paloma as the solution.**

With a well-placed QR code, people will be redirected to a subpage. **This way we can show them the nearest bar where they can try Paloma, and we also give them a chance for a blackout free tomorrow.**

DonJulio

DON'T LET YOUR BRAIN BE LIKE
THIS BLACK SPOT TOMORROW.

AVOID BLACKOUTS, NOT TEQUILA
TRY DON JULIO PALOMA

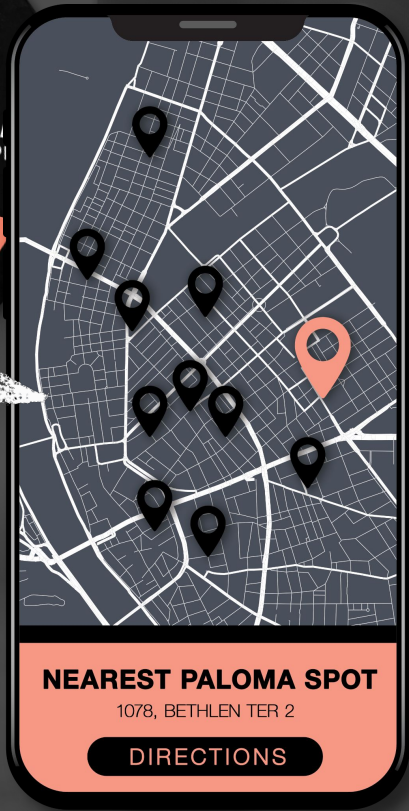


Don Julio

KEEP YOUR HEARTFUL
MEMORIES BRIGHT

AVOID BLACKOUTS, NOT TEQUILA
TRY DON JULIO PALOMA





And we also support
the campaign
with some citylights

