

YOUNG CANNES LIONS

Pre-Selection

Team Gyászfekete

Journey of Don Julio » Brand Position



Where Don Julio Tequila Is Now?

Don Julio Tequila, founded by a figurehead of tequila, Don Julio, is a pioneer in luxury spirits, renowned for its Don Julio Reposado. Rooted in Mexican culture, it ignites passion in consumers to embrace quality.

Where does Don Julio Tequila want to move?

Don Julio aims to redefine luxury, blending tradition with innovation globally. It seeks to make the Paloma the premier cocktail, surpassing the gin and tonic. With a bold spirit, it inspires sophistication and excellence.



Directive of Don Julio » Brand Messages



As outlined in the brief, we aim to convey three key messages to our target audience.

- 1:** To stand out from the crowd and follow their unconscious, encouraging consumers to pursue their desires with passion - by choosing Don Julio Tequila.
- 2:** If they desire something new, something unique, encourage them to challenge the rules, follow their hearts, and not conform to norms - with Don Julio Tequila leading the way.
- 3:** Encourage consumers to see tequila as more than just a 'cheap shot' but as the number one cocktail ingredient, surpassing the gin and tonic - with Don Julio Tequila as the key to elevated summer refreshment.





Insight

I believe in following my heart; it leads me down unique paths, sometimes prompting me to challenge the rules when my intuition guides me elsewhere.

This unconscious decision-making is simply my way of navigating life.



Strategy » What we will achieve



1: To challenge gin and tonic, our primary focus is to encourage people to experience Don Julio firsthand by trying and tasting it first.

2: Since we know that the decision to choose our product is inherently emotional, we have to appeal to consumers' emotions, connecting with them on a deeper level to foster a strong affinity for our brand.

3: Rather than attempting to persuade consumers through traditional marketing tactics, our approach is to create opportunities for them to follow their hearts and make choices that resonate with their hearts' preferences and desires.



Literally.

Briefing Recap

Introducing



Recipe of heart

Our digital CLP interprets consumers' individual heartbeats into personalized cocktail creations, ensuring that Paloma cocktails are not only customized for them and them only, but also perfectly aligned to their hearts. This innovative approach allows them to savor a Paloma cocktail that embodies the essence of Don Julio by following their own heartbeats.

Execution » How does it work

To bring our idea to life, we call on technology.

- Our digital CLP is set in a sophisticated pub where people go to drink and spend time with friends.
- The CLP has a built-in sensor that measures people's heartbeats by touch.
- To the medically determined 'perfect heartbeat', we assign the ingredients of the Paloma cocktail.
- As the strength, pace, and rate of the individual's heartbeat change from the 'perfect', so do the proportions of the ingredients—to a small extent, of course.
- The CLP then prints out a sheet of paper showing the exact quantities of the ingredients, along with a unique cocktail ID number, which the bartender uses to make the personalized Paloma cocktail.



Personalisation » We can surely make it more personal!

We personalize the experience even further and even extend it: we make 'at Home' from 'Out of Home'!

Our CLP now prints the list of ingredients with the proportions on the Don Julio Re-Cup rather than on the paper, and our consumers can take this cup with them to make their cocktail anywhere in the world, namely at home.



Extension » How far this can go?

What other opportunities are there for our campaign based on non-traditional OOH?

Ordering on SmartWatch

The Cocktail of Your Heart app now monitors the consumer's heartbeat via smartwatches, and they can now order a cocktail of their heart at any time with a single touch.

PhotoBooth

Our CLP can now be used as a photo booth because our consumers' hearts' desire is to capture the unforgettable (summer) moments they have with their friends—and with Don Julio Paloma Cocktail.

User-generated Content

They can share the photos—and the recipe of the cocktail of their hearts—on social media with a single tap, encouraging their friends to show the world what cocktail their heart is made of.



Summary » Our campaign step by step



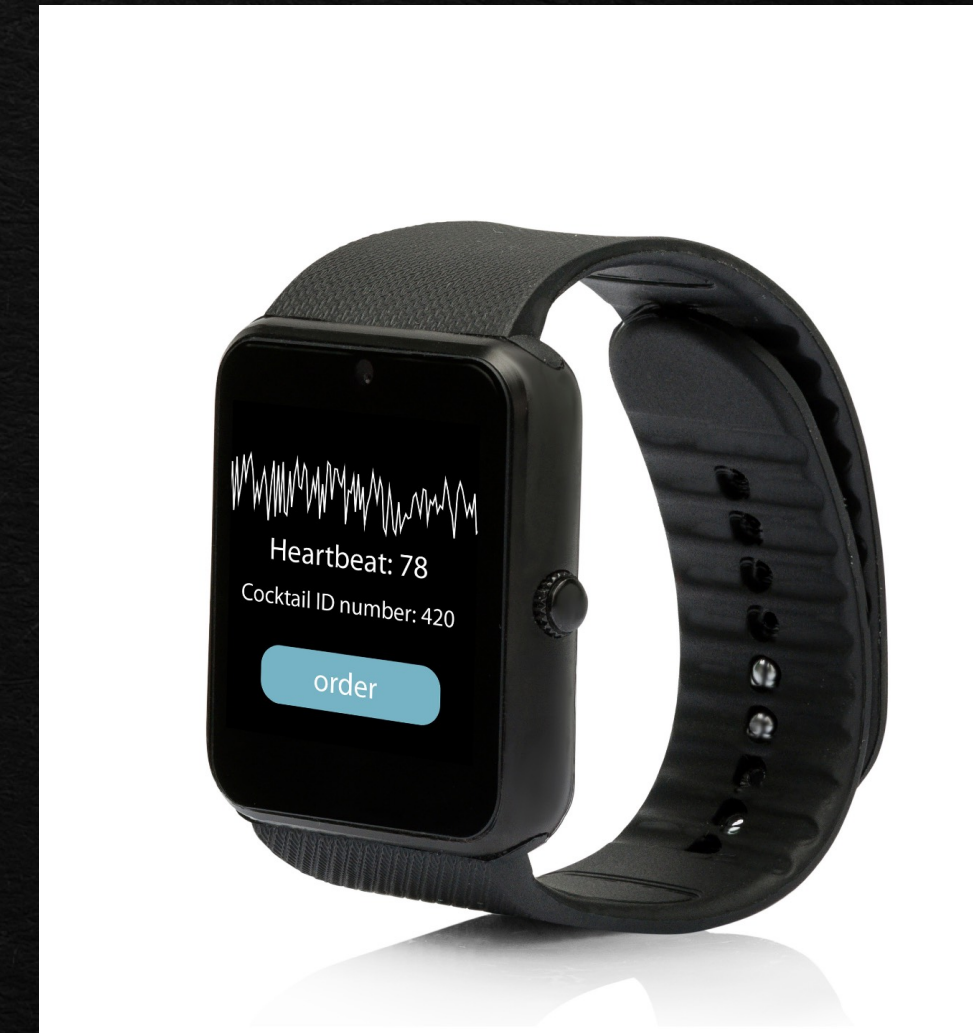
Step 1

We set up a digital CLP with a built-in sensor that will design a personalized cocktail based on the individual's heartbeat



Step 2

Then, they can enjoy the Cocktail of Their Hearts at home, as CLP will also imprint the proportion of ingredients on the Re-Cup.



Step 3

Later, they can order their cocktail from their smartwatch and share the recipe with a photo of their unforgettable experience made by our CLP on social media.