



# Exclusivity is luxury.

When it comes to individuals of our target audience, innate desires lie in the experiences and sensations that secure their status and set them apart from the average consumer.

To this wealthy market, **exclusivity is luxury.** And this goes far beyond merely marking up the price point.

Exclusivity in their spaces, their circles, their experiences, where they go, what they have and what they have access to are all valuable desires we will leverage.

# CLUB 1942

# The Idea

An exclusive club.  
A limited number of members, all connected through their possession of  
a *Limited Edition Premium Don Julio Gift Box*.

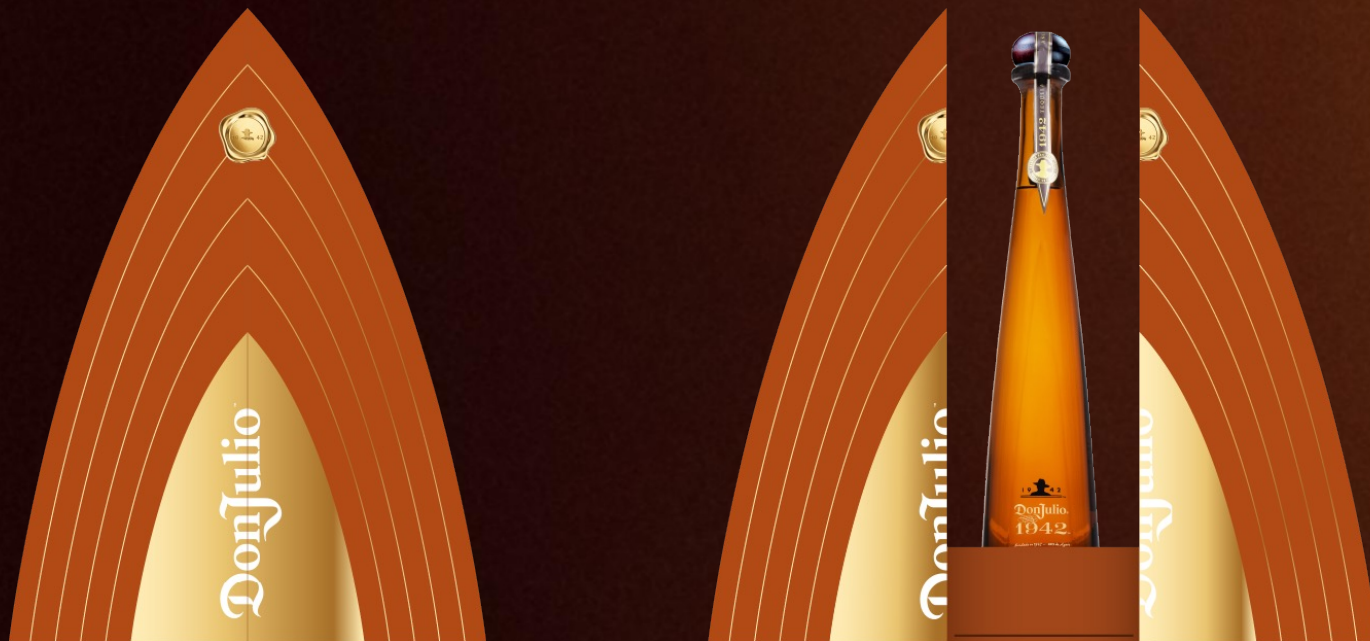
A secret society of only the trendiest Tequila indulgers, all sharing their appreciation for  
good taste at speakeasy-style bars that are difficult to even discover.  
No event advertising. No paparazzi. No public access.  
Your key to the club?  
It's in the box.

# The Message

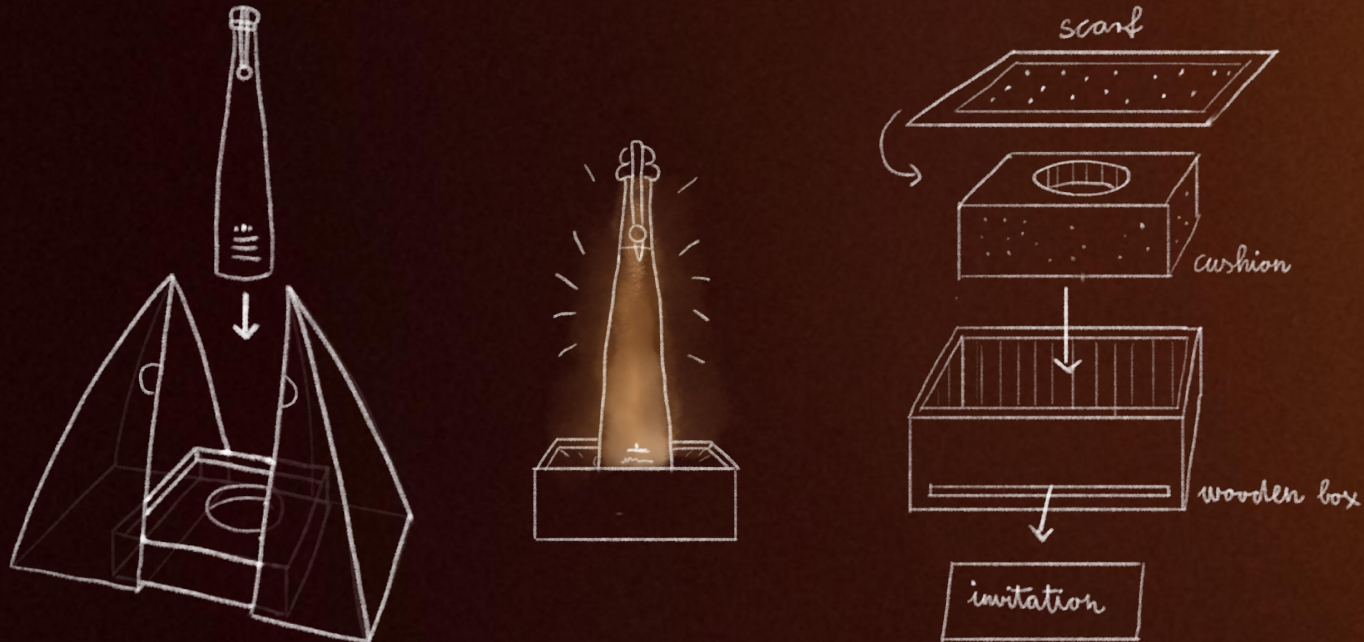
With our unique Don Julio Gift Boxes, we hope to send one message  
and one message only:

*You're in on the ultimate secret.*

# The Whole Package



# Visual Explanation



The outer box will be made of paper, for increased sustainability and to understate the treasure to be found within. The wooden box on the inside, upon which the bottle stands (with a shallow hole to secure its position), will be made of wood – this offers a keepsake item that giftees can reuse in a multitude of ways. The bottle, which rests upon a firm cushion wrapped in a silk scarf, will have a small sensory light underneath the base that is triggered when the package is opened. The light will set the caramel-coloured liquid aglow for a tasteful and elegant presentation.



# The Silk Scarf

Inside the packaging, the bottle of Don Julio 1942 rests upon a silk scarf that cannot be bought or sold anywhere else. This scarf serves as the status symbol that identifies one Gift Box owner from the crowd; that sets them apart. We like to think of it as a little secret between club members.

The branding on the scarf is subtle enough that no outsider can directly link it to the brand without research and attention to detail.

This scarf will also be needed to get into the Don Julio Club 1942 Speakeasy locations, thus maintaining exclusive and limited access.

Why silk? Despite its premium association, silk is considered a very sustainable fibre – it is a renewable, biodegradable resource and it uses less water and chemicals. Additionally, a limited number of these scarves will be made, and they will serve as valuable keepsakes that giftees will treasure for years to come. Scarves, by their nature, are multi-purpose and can be worn and used in a myriad of styles.

# You're Invited



The secret invitational card found in the slot at the base of the box will give the giftee their access code to get into our website. This site is where dates and locations for each speakeasy will be posted. And, to avoid the attendance of outsiders in case word gets out, the scarf acts as a token of admission at these events. Upon arrival, guests can indulge in as much Don Julio tequila as they wish, network with others in their industry, and enjoy a sense of belonging, privacy and exclusivity.



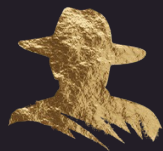
# The Website

Once users visit the Club 1942 website, they'll be asked to enter the access code on their invite card.

Here, they'll be able to stay updated on the locations and times of new speakeasy events. Although, they won't be allowed in without their novelty scarves.



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THANK YOU