

HELLO!

WE ARE TEAM

SZOLIBARNA



DON JULIO

SIMPLE AS THAT





INSIGHT

PEOPLE LIKE TO CONSUME DRINKS THAT ARE FAMILIAR, CONVENIENT AND LIKED BY OTHERS, WHETHER THEY ARE GOOD OR BAD QUALITY. THE AIM OF OUR CAMPAIGN IS TO GET CONSUMERS TO BE OPEN TO THE NEW AND THE OUTSTANDING, BECAUSE A NIGHT OUT DOESN'T HAVE TO END WITH A HEADACHE.

HOW IS DON JULIO DIFFERENT FROM YOUR FAVOURITE BEVERAGE?

THERE MAY BE DOZENS OF HERBS IN SOME DRINKS OR ALMOST TEN INGREDIENTS IN A COCKTAIL, BUT IS IT REALLY THAT IMPORTANT?

QUALITY INGREDIENTS HAVE A NOTICEABLY DIFFERENT EFFECT ON YOUR BODY AND YOUR MOOD.

ALSO WHY DRINK MORE TO FEEL BAD IN THE FIRST PLACE, WHEN YOU CAN DRINK THE BEST TO MAKE YOUR DAY MEMORABLE?

QUALITY OVER QUANTITY, SIMPLE AS THAT.





IDEA

SINCE IN HUNGARY IT IS IMPORTANT TO ENCOURAGE MODERATE CONSUMPTION, WE ALSO THINK OF THE CONCEPT AS A KIND OF PREVENTION. WE ARE NOT DIRECTLY DISPLAYING A PRODUCT, AS THE FOCUS IS ON THE LIFESTYLE, THE REFRESHING DRINK AND TEQUILA MADE FROM QUALITY INGREDIENTS.

THE VISUALS WILL SHOW COMMERCIAL ALCOHOLIC DRINKS AND HIGHLIGHT THE FACT THAT THERE IS REALLY NO NEED FOR UNPLEASANT SIDE EFFECTS OR OVERCONSUMPTION, BECAUSE A QUALITY DRINK HAS EVERYTHING YOU NEED.

THANKS TO DON JULIO, YOU'LL REMEMBER YESTERDAY'S EVENING WITH PLEASURE, BECAUSE LESS IS MORE, SIMPLE AS THAT.

NEM MINDIG GYÓGYNÖVÉNY
A MEGOLDÁS...

...NÉHA A KEVESEBB TÖBB...

...NEM KELL,
HOGY MINDIG FÁJJON



CSAK EGYSZERŰEN 

THE VISUAL APPEARANCE CLEARLY HIGHLIGHTS THE DIFFERENCE BETWEEN QUALITY AND JUNK DRINKS.

HEADLINE:

CSAK EGYSZERŰEN

SIMPLE AS THAT

SUBHEADLINE

NEM MINDIG GYÓGYNÖVÉNY A MEGOLDÁS...

HERBS ARE NOT ALWAYS THE ANSWER...

...NÉHA A KEVESEBB TÖBB...

...SOMETIMES LESS IS MORE...

...NEM KELL, HOGY MINDIG FÁJJON

...IT DOESN'T HAVE TO BURN ALL THE TIME

...NÉHA A KEVESEBB TÖBB...



CSAK EGYSZERŰEN

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RESERVA
DonJulio

NEM MINDIG GYÓGYNÖVÉNY
A MEGOLDÁS...

...NÉHA A KEVESEBB TÖBB...

...NEM KELL,
HOGY MINDIG FÁJJON



CSAK EGYSZERŰEN 





**NEM MINDIG GYÓGYNÖVÉNY
A MEGOLDÁS...**



**THE VISUALS ALSO WORK
SEPARATELY, AS THE CAMPAIGN
IS ALSO ABOUT ALCOHOL
PREVENTION.**

45 BM

S

NEM KELL,
HOGY MINDIG FÁJJON...



...NÉHA A KEVESEBB TÖBB...



CSAK EGYSZERŰEN 

NEM MINDIG GYÓGYNÖVÉNY
A MEGOLDÁS...



...NÉHA A KEVESEBB TÖBB...



CSAK EGYSZERŰEN 

...NEM KELL,
HOGY MINDIG FÁJJON





CONCLUSION

HERE'S AN ELEGANT FUTURE OF DRINKING THAT COULD BREAK THE 'CURSE' OF DRINKING MASSIVE AMOUNTS. IF YOU'VE NOTED ONE THING ABOUT THE CAMPAIGN, IT'S PROBABLY THAT SOMETIMES LESS IS MORE... SIMPLE AS THAT.