

tequila face

YCL 24 / OOH / Team Kakadukék

problem

People generally associate tequila with cheap shots.

insight

Cheap tequila shots = **Tequila Face**



idea

An OOH campaign around Tequila Face.

We use the notorious Tequila Face to draw attention to the fact that **not all tequilas make people wince**, only cheap ones. Higher quality tequilas are actually quite smooth.

Especially when they come in Paloma cocktails.

execution

The wrinkles that appear on people's faces when they make the Tequila Face **resemble paper creases.**

So we team up with an origami artist to create visually unique **CLP ads that use real paper creasing** to illustrate the difference between faces after cheap tequila shots and smooth Don Julio Palomas.



clp

Each ad features two faces:

1. The initial **Tequila Face**.
2. **The Paloma Face**, revealed by pressing **a button** that activates a special mechanism in the CLPs to decrease:) the level of creasing, smoothing the paper.

The result? **A lively, happy, smiling face.**

YOUR FACE

AFTER A SHOT OF CHEAP TEQUILA

PUSH



YOUR FACE

AFTER A DELICIOUS PALOMA

Not all tequilas make you wince.
Especially when they come in Palomas.

DonJulio



PUSH



button

When pressed, the button gives out **Paloma discount coupons** to a partner bar, **so people** who engaged with the ad **can try the cocktail.**

A person can only use a coupon once.

extension - pr

To make the campaign really pop, we create a **supersized version** of the ad at a high-traffic place like Deak Ferenc tér or Nyugati tér.

This would generate additional buzz around the campaign and open up great opportunities for **further media coverage**.

extension - social

We launch "**Cheap Shot Graveyard**," a website where users pledge to stop drinking cheap tequila by sharing their "cheap tequila shot photos."

It becomes a hub of humorous photos **symbolizing life upgrades through Don Julio.**

This can also be a great place to promote Palomas as a smoother and tastier alternative to shots.