

TEAM
FEKETE



ABOUT

PALOMA 

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INSIGHT

In today's digital age the meaning of heart has become completely inflated.

It is now a universal symbol to either show a friend that we've seen their photo by double tapping on it, or even worse...

...by using a heart to put things on our wishlist, we condemn those items to die a slow death, expire in limbo.

Not very worthy of our meaning of heart, is it?

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CONCEPT

Since the brand purpose of Don Julio is to enable people to follow their hearts over their heads to live a more fulfilling life, **we will utilize the creative juxtaposition of the real heart's desire with the lavishly used digital hearts** of wishlisting desired items.



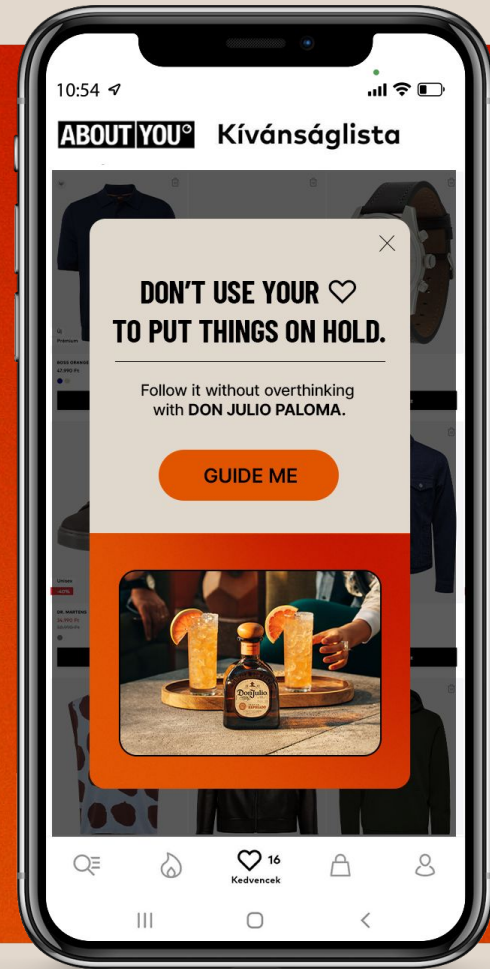
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IDEA

For Don Julio Paloma's Summer campaign, let's collaborate with AboutYou, the digital retailer with mass reach and a selection of premium fashion brands – probably the greatest collection of wishlisted items via a heart, pieces of clothing that barely make it out of there into our baskets.

As a hero act, let's hijack people's wishlisted items with a message that concludes our brand mission, blurring all previously wishlisted items: **your heart shouldn't be used to create backup plans.** You should seize back it's more noble meaning and act on it when it speaks to you.

A CTA button can lead to a microsite for further information on the campaign.



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MOST WISHLISTED

Using AboutYou data, **we will also hijack the top 50 most wishlisted premium items** of clothing by creating **photos of models** wearing said pieces of clothes, but featured in a consumption moment of Don Julio Paloma in a summerish setting.

When you'd wishlist the item you like by tapping on the heart, our message will pop up:

If it speaks to you, follow your heart.

Live life to the fullest with Don Julio Paloma – now, not later.



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THE RECIPE TO FOLLOW YOUR HEART

Whenever we show the product in a consumption moment, let it be at home or outdoors, with fashion or music focus, we will feature the recipe on the site, positioning ourselves just as an essential as a flashy piece of premium clothing.

This can be a little education, a **sprinkle of brand recognition** and the **building of the cocktail as this summer's hero**.



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STEPPING INTO SOCIAL

We can target and retarget AboutYou users in a collaborative effort on Meta platforms to amplify our message of start following your heart this summer instead of giving out digital hearts just to put your plans, desires and potential personality on the bench,



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WHY DO WE BELIEVE IN THIS IDEA?

It utilizes a unique touchpoint through a relatable insight which makes the brand purpose come alive.

It's disruptive, therefore worthy of people's attention.

Using AboutYou data we can target personally the big spenders and luxury brand lovers, while avoiding underage users.

It brings the fashion territory to the forefront in an organic way. (Can also enable the music territory through the setting of our photos.)

We can feature the recipe listed with the details about the clothing.

It's motivational enough to drive trial, as we will be the spokesperson of following your heart over your head.

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CHEERS

