



# THE GLOW EFFECT

by BILIKÉK

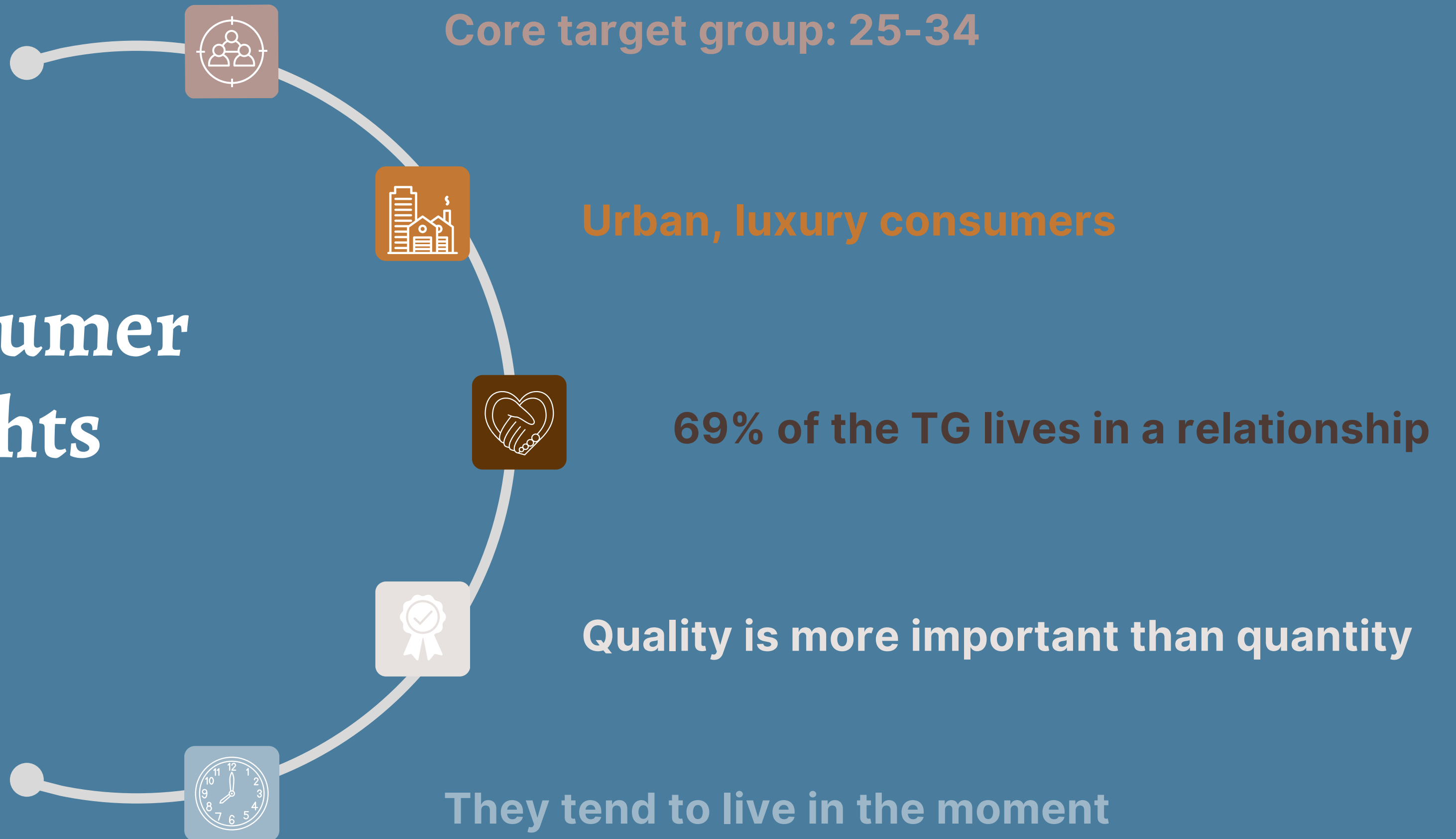
## **OUR CHALLENGE**

## **GOAL**

**To build awareness for Don Julio in Hungary and establish it as a luxury symbol. Furthermore, our aim is to gain recognition for Don Julio Paloma cocktail.**

**Don Julio to become the first choice for momentous moments of celebration, especially in upbeat moments with a high tempo.**

# Consumer insights



**We tried to direct our campaign to an emotional direction because that's how we believe the Mexican feeling could be given to our consumers. We focused on raising curiosity around people and to highlight the passion and the meaningful moments of their lives.**



# THE IDEA

In order to raise Don Julio attention and popularity we came up with a simple billboard activation with a twist.

This billboard is not only built of a simple creative, it has unique phases during the process which will also unlock values of the brand and the joy of Paloma cocktail. We would select billboards around highly visited places in Budapest where our target group is also common.

To accomplish our goal we will operate with 3 transforming phases. To begin our campaign we will start with an almost plain billboard and gradually reveal the essence of Don Julio and the Paloma cocktail.



## PHASE 1 - INTEREST UPLIFT

**We would place the Don Julio bottle itself on the billboard without any logo or branding. We believe that this will generate enough buzz, attention and curiosity among citizens and media.**

**The simplicity itself of our billboards will help us to stand out around the others. We wish to activate the FOMO effect around people so they really want to find out what will actually happen later on or what will it explode to.**



## PHASE 2 - ACTIVATING THE AHA EFFECT

**In this phase we would reveal the Don Julio brand along with the bottle on the billboard and in the same time there will appear a plain glass which will symbolize the Paloma cocktail later on.**

**With the help of earned media in phase 1 we can build up furthermore the tension between our not so usual billboards. The moment the new phase kicks in we would begin a digital activation, challenging our followers on social media to fill up the empty glass with important moments in their lives.**

**We would also use influencers to promote our campaign motivating people to engage.**



## PHASE 3 - THE BIG REVEAL

We will fill up, not just our glass with the Paloma cocktail, but also our billboards with life. The plain minimalistic background will be filled with colors which represent the mexican lifestyle and also the uniqueness of Don Julio. But here comes another twist, because when the sun sets and the nightlife begins our billboards will light up with florescent details, driving more attention to us. Every billboard will reflect on different moment of celebration to connect the Don Julio Paloma cocktail with these.

We would use our digital platforms with the help of influencers from phase 2, along with native articles about the importance of celebration.





# **CAN IT BE A SUCCESS? YES!**

**By creating a big buzz around Don Julio brand will attract our target group to try out the Paloma cocktails. We think that by creating an ad that is out of the ordinary can create engagement and attention that could lead us to a better brand recognition.**