

POR AMOR

Embrace your passion
and celebrate it with
a Paloma

#followyourheart



Team Rókavörös

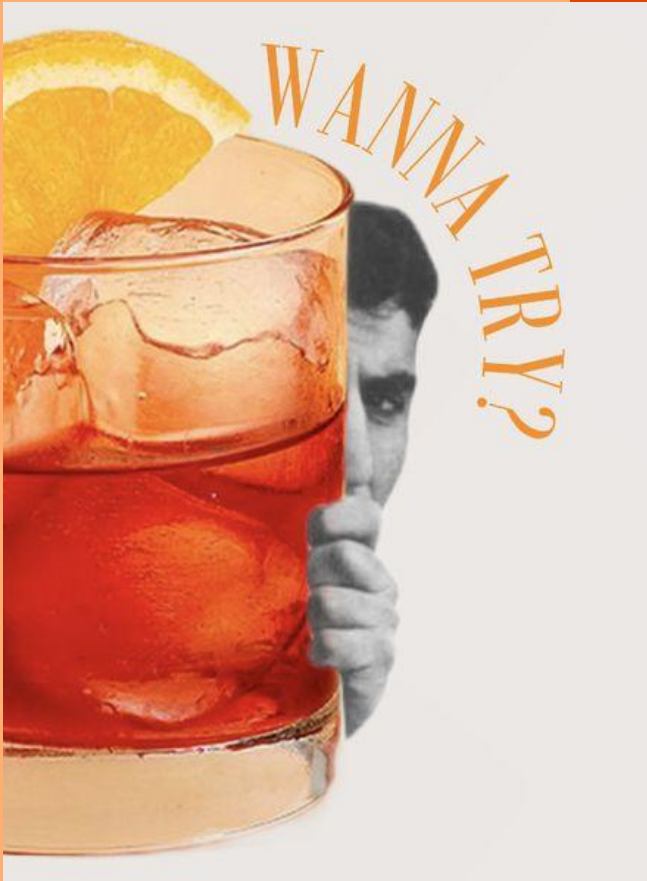
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TEQUILA RESERVA DE
Don Julio



PROBLEM

The Paloma, a tequila-based cocktail, **tends to be overshadowed** by more familiar and widely popular long drinks such as the classic Gin and Tonic or Vodka Soda. Tequila-infused long drinks are rarely the **go-to choice** for summer gatherings, and the Paloma cocktail remains relatively unknown.





GOAL

Our goal is to shift that paradigm and position the Paloma cocktail as **your drink of choice**, becoming the **top pick** for parties, bars, or even at-home gatherings with your friends or partner.

INSIGHT

Don Julio's deep appreciation for tequila has been the cornerstone of the brand's **success and genuine appeal**. It was this unwavering commitment to excellence that **inspired the creation of the world's first luxury tequila**.



IDEA

We truly believe in the power of passion, and this is how our concept was born. Building upon this philosophy of **“Follow your heart, over your head”**, we urge individuals to step out of their comfort zones and **not to fear being true to themselves.**

Embrace your passion, share this journey together and celebrate it with a Paloma!

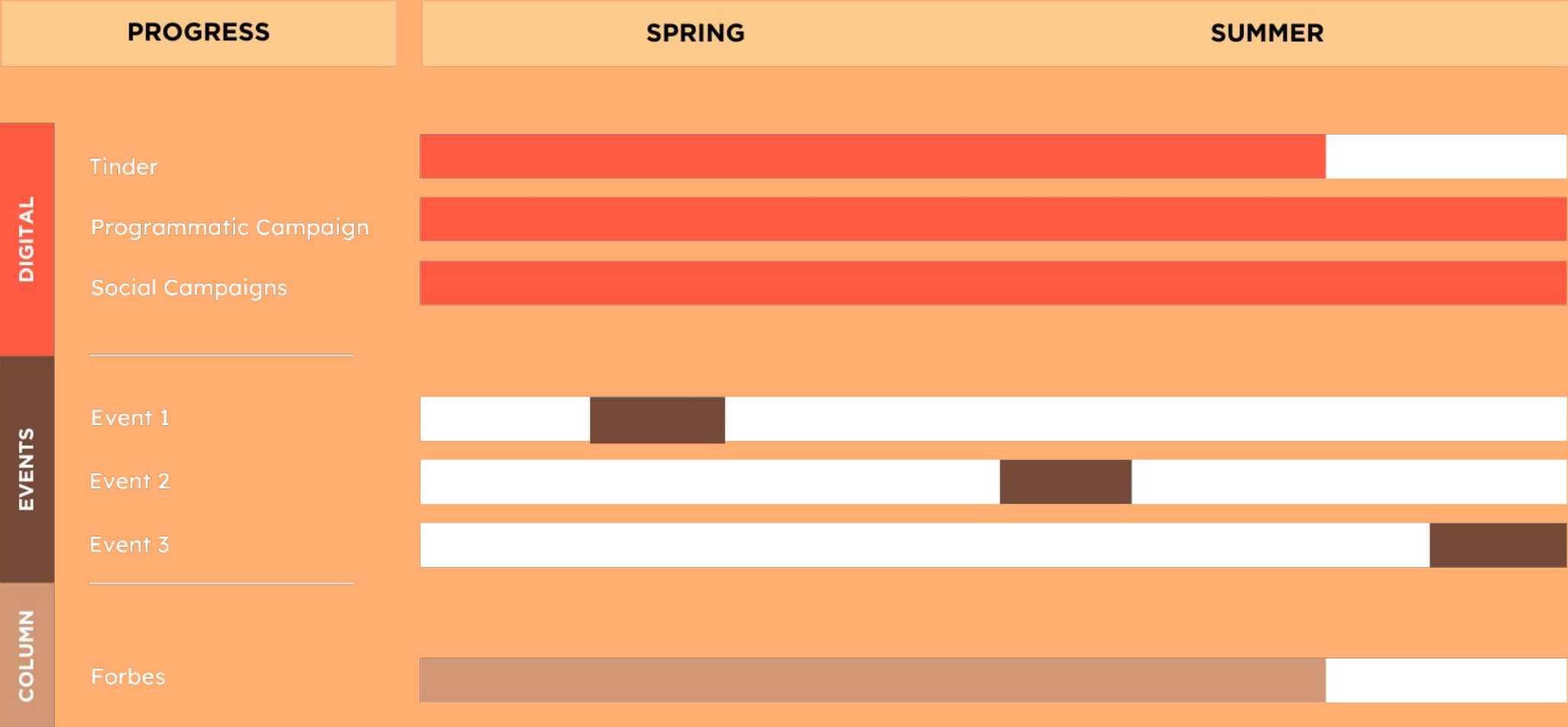
EXECUTION

The campaign aims to **raise awareness**, reaching as many people as possible, hence our presence on multiple platforms. We'll craft **inspirational banners** featuring individuals passionately pursuing their dreams in various stages of life. In addition to these banners, we'll utilize **social media and Tinder ads**, recognizing the unique societal pressures present on these platforms.

Don Julio will collaborate with **Forbes Magazine** to sponsor a column showcasing **success stories** of individuals who pursued their **dreams with passion and determination**.



CAMPAIGN STRATEGY



DIGITAL

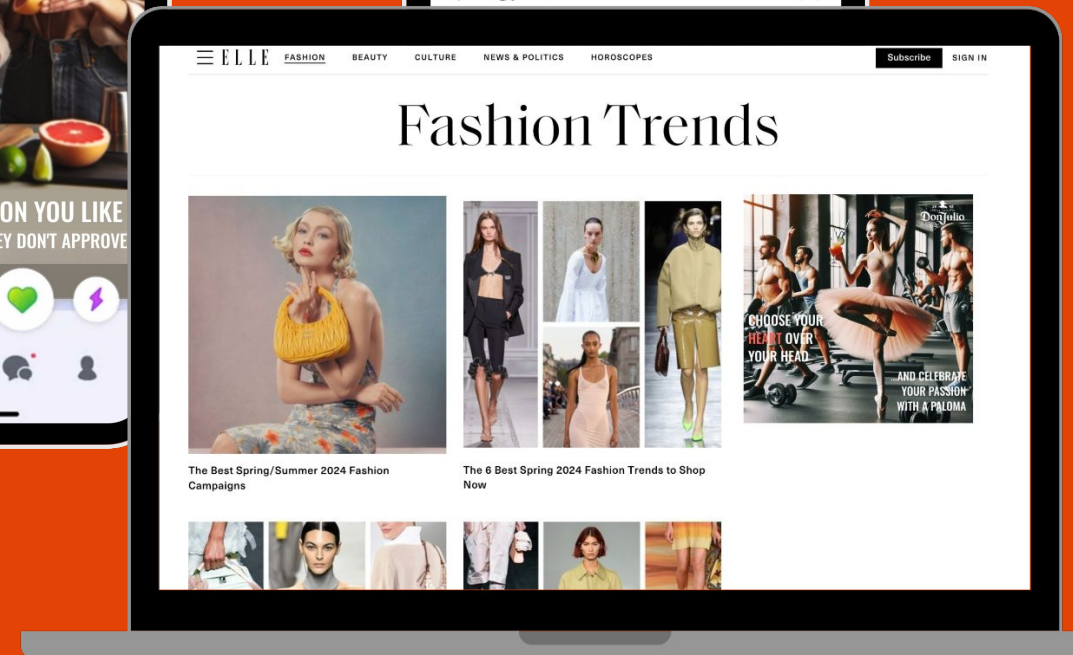
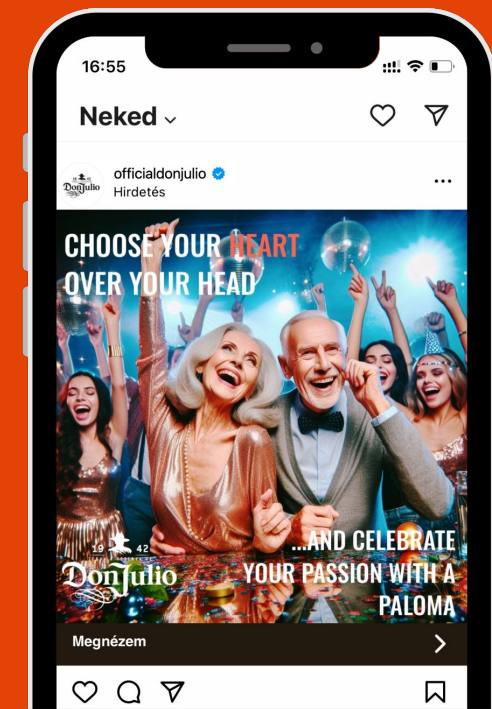
TINDER

Tinder is mainly designed for finding love, emphasizing the use of the heart over the mind, which is **perfectly in line with our philosophy.**

The **target audience** of the platform aligns with Paloma's as well (1 million monthly average users)

DIGITAL BANNERS

Appear on websites relevant to our target groups, primarily **premium websites** such as Forbes, or Elle Magazine

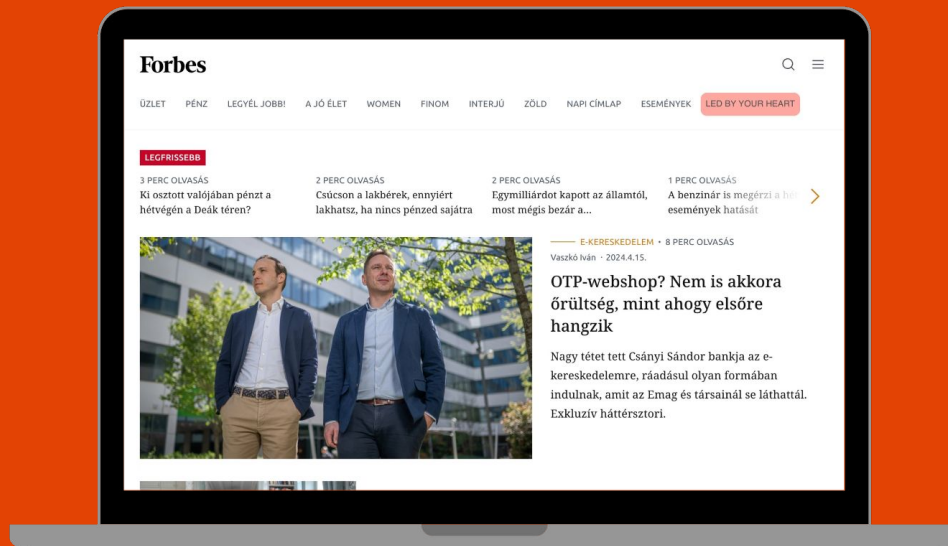


EVENTS

We're planning **special surprise events** featuring artists who may not always have the opportunity to **follow their hearts**. We'll reach out to singers and fashion designers beloved by our target audience, asking where they dream of performing. Whether it's a metro station, a boat on the river Danube, or a cozy cocktail bar, we'll bring their vision to life. These events won't be advertised; instead, they'll be delightful surprises for those fortunate enough to be in the right place at the right time. The goal is to create **buzz on social media**; people will be talking about the next event like wildfire. Of course, the **sponsor of these events will be Paloma by Don Julio**.



FORBES SPONSORED COLUMN



#tellyourstory

In a dedicated column in Forbes, we **spotlight success stories** that have materialized through unwavering passion, spanning various domains such as business, parenthood, academia, and athletics. The aim is to inspire readers to heed their heart's calling, mirroring how **Don Julio transformed into a successful brand**. Each article concludes with a **'Tell Us Your Story'** section, inviting readers to share their own experiences, fostering a **community of mutual support**.

THANK YOU!

