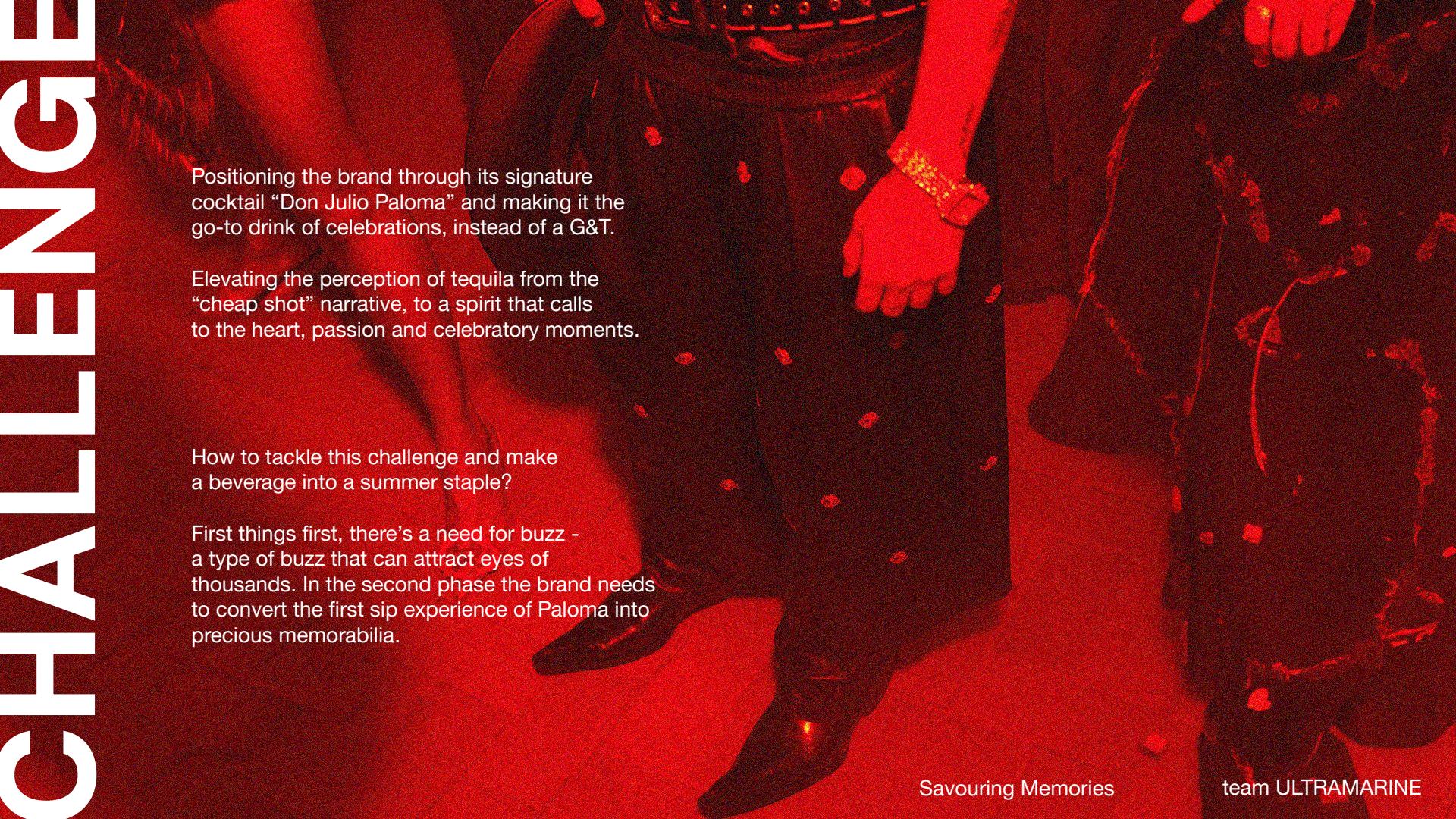




Don Julio

CHALLENGE



Positioning the brand through its signature cocktail “Don Julio Paloma” and making it the go-to drink of celebrations, instead of a G&T.

Elevating the perception of tequila from the “cheap shot” narrative, to a spirit that calls to the heart, passion and celebratory moments.

How to tackle this challenge and make a beverage into a summer staple?

First things first, there’s a need for buzz - a type of buzz that can attract eyes of thousands. In the second phase the brand needs to convert the first sip experience of Paloma into precious memorabilia.



INSIGHT

Life is more fulfilling when you follow your heart over your head.

MESSAGE

"Don't throw yourself head first into irresponsible choices when it comes to having fun (to simplify - don't black out from shots you mug.) Because why would you want to forget about moments of love, passion and celebration that warm your heart?"

Choose to cherish and keep the memories that you gain by celebration. Choose to color the moments that you look back on with rich flavors, laughter and the essence of summer love - because that's what tequila is all about."

POR AMOR

Translation of "por amor" in English: · for love · in love

Let's savour
... the flavour of celebration
... the moments spent *in love*
... the memories - *for love*.

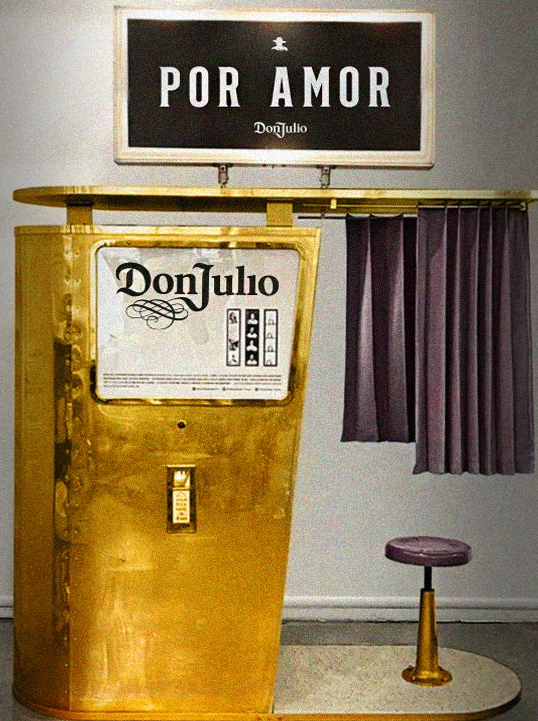
EXECUTION

Heard of the viral Budapest photo booth? Let's utilize its buzz to encapsulate our message: To cherish and celebrate our memories with love in the company of those close to our hearts.

The mysterious photo booth of the city appeared last year and has changed locations a few times since. It keeps making a splash on TikTok with every reappearance - generating nearly 50,000 reactions per video. People like the content, save it for themselves, and forward it to their friends.

What happens if you immerse yourself in the richness of a summer cocktail versus what goes down if you take one too many shots on a blurry night out that you won't remember?

The Por Amor booth gives you an idea: it captures your memories in two formats - one resembling those infamous nauseous nights, while the other brightens your photos with a warm and fuzzy glow - just the way the night feels while responsibly sipping on a flavorful cocktail and creating long-lasting memories of love.



THE GIFT

The booth prints two sets of photos: one as a blurry manifesto of irresponsible drinking. The user might get confused at first but the booth's UI assures them that the error and the blurriness can be fixed by drinking responsively to savour memories. The booth immediately prints out a second strip of photos associating with a sensual long drink that ensures clear memories filled with love.

The idea lives on as user behaviour ensures to keep this physical memory - the manifesto of a celebration, *por amor*.

That's the moment in which the brand gets to position itself in the emotional coordinate system of the consumer - that's where Paloma gets to shine: we personify the beverage in the form of a text printed on the back of the photostrips: a love letter to summer celebration - from Paloma *with love*.



DRINK PALOMA

ing Memories

team ULTRAMARINE

THE LETTER

As the “cherry on top” feature of the Por Amor photo booth, the consumer finds a love letter - in association with Don Julio’s already existing concept - on the back of their photo strip. The love letter manifests the brand’s platform of love and passion while sneakily introducing the Don Julio Paloma’s recipe and promoting responsible drinking through the savouring memories analogy.

All that’s left to do after the photos are printed is to bring the love letter to the exclusive and popular bar where the photobooth is set up by, and enjoy the sensuality of an ice cold Paloma.

My Dearest,
In the dance of summer nights, where laughter intertwines with the rhythm of our hearts, raise your glass and indulge the very essence of summer love:

Start with a splash of Don Julio Tequila, the soulful spirit that sets the stage for our celebration. It's the spark that ignites our passion and fuels our connection.

Add bright bursts of Grapefruit and Lime Juice, a nod to the zest and vibrancy we bring to each other's lives, our shared laughter, and the zest of our adventures together.

Top it off with a touch of Soda Water, lifting our spirits to new heights and adding a refreshing twist to our love story.

Garnished with a twist of Grapefruit Peel, it's a toast to the sparkling moments we hold dear, a reminder to savor the flavor, to make these memories last a lifetime and to celebrate in love.

Por Amor,
Paloma

Don Julio

Savouring Memories

team ULTRAMARINE

OTHER FORMATS

Besides the viral placement, there are many options to utilize the photo booth tool. Other implementations can include interactive CLPs that act as photobooths and printing devices.

To spice things up at Budapest's finest rooftop bars we make taking the elevator to the top a "Por Amor" experience. We turn this transitional space into a celebration where they can get their own photos with the brand's love note. By the time they reach the rooftop they'll sure want to ask the bartender if they have everything for a Don Julio Paloma.



SALUT