

# MEET DON JULIO

*MÁKKÉK*

# CHALLENGE

The brand is so premium that it is not even in the TGI database. This means that it's not enough to sell the cocktail itself, you need an image and a feeling that can anchor it in the mind of the consumer.

# INSIGHT

What makes Don Julio Paloma not just a drink, but a luxurious experience? You can't imagine it until you feel it. This is why we bring this cocktail to those experiences, where we follow our heart...

# ...AND THE **HEART** OF THE TARGET GROUP BEATS IN DIFFERENT PLACES.



**PARTY PANNI**

Actively pursuing a life of challenge, novelty, and change. They frequently attend **social events** such as pubs, festivals, and house parties. Their preferred drinks include rum, gin, vodka and tubi, all of them served as a long drink.



**ELIT ELEK**

Their outings have become less frequent, and they tend to consume more alcohol at **home**. Whisky and liqueur are their preferred drinks, with one or two favorites in particular.

**The best way to say  
everything is to say nothing.  
At least for now.**



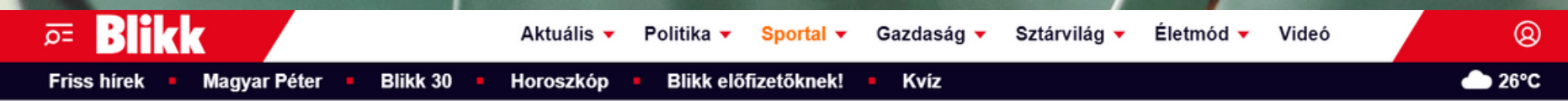
# MEET DON JULIO

According to a brand research based on a corporate database, consumers see Don Julio as classic but different, luxurious but simple, stylish with a seductive character spiced with courage and dynamism.

Well, we are bringing it to life. In a casting process, we choose a new incarnation for Don Julio, for whom we start to build up a social media page. The mysterious character appears again and again tagged in influencer photos, always drinking his signature cocktail. But we don't say a thing.

# RUMOR HAS IT

We hack the online media to have them write about the person everyone wants to know, and with guerilla reddit activity we also post regularly on r/talk\_Hunfluencers sub



Kicsoda valójában a titokzatos Don Julio, aki a fél celebvilággal együtt mulat?

2024. április 15. 10:13

Blikk-információ

Megosztás

Küldés Messengeren

Küldés e-mailben



### Extra ajánló



Kutyások tavasszal (x)



Fogadjuk a lakásb...



Gyakran...

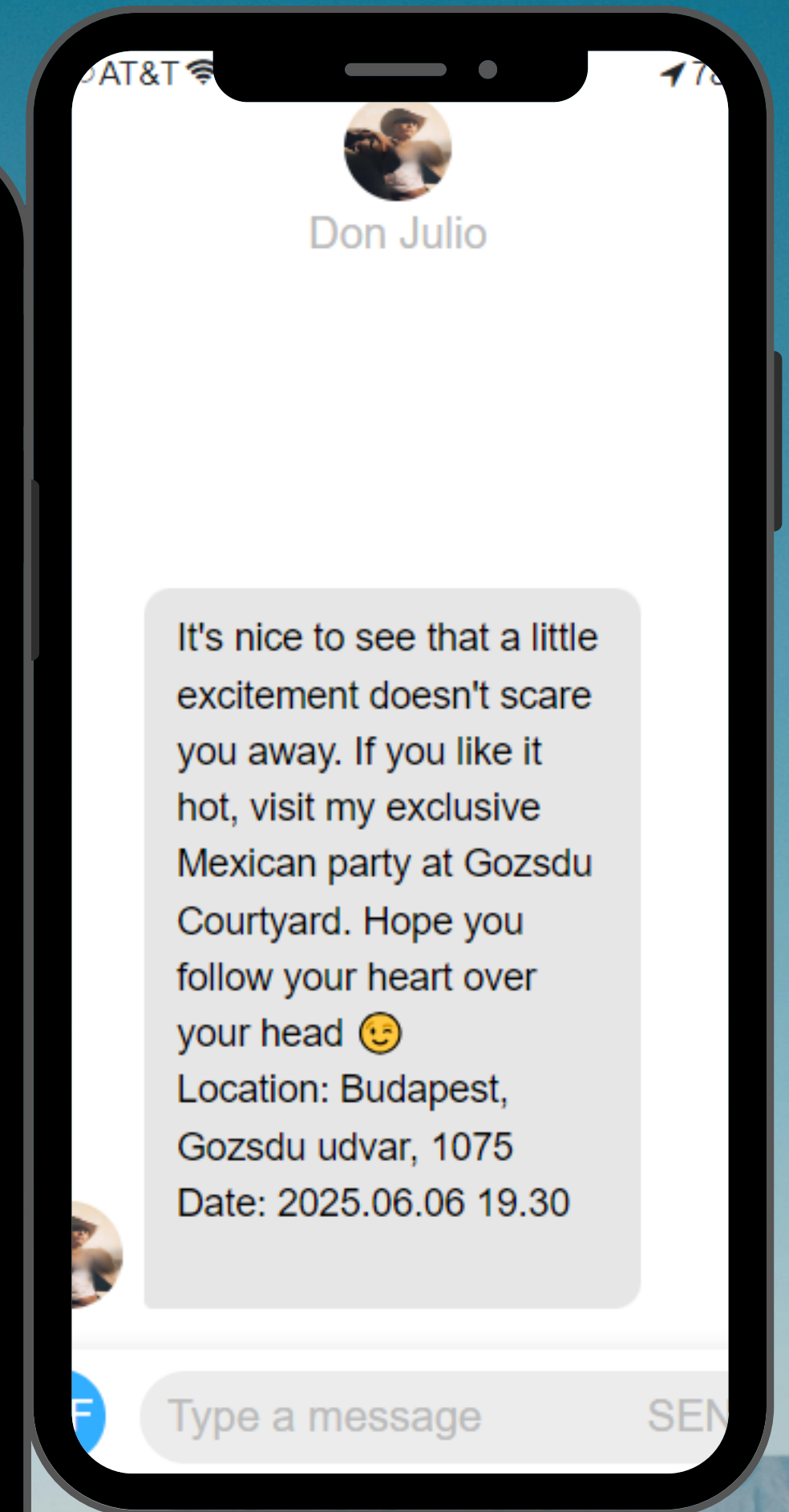
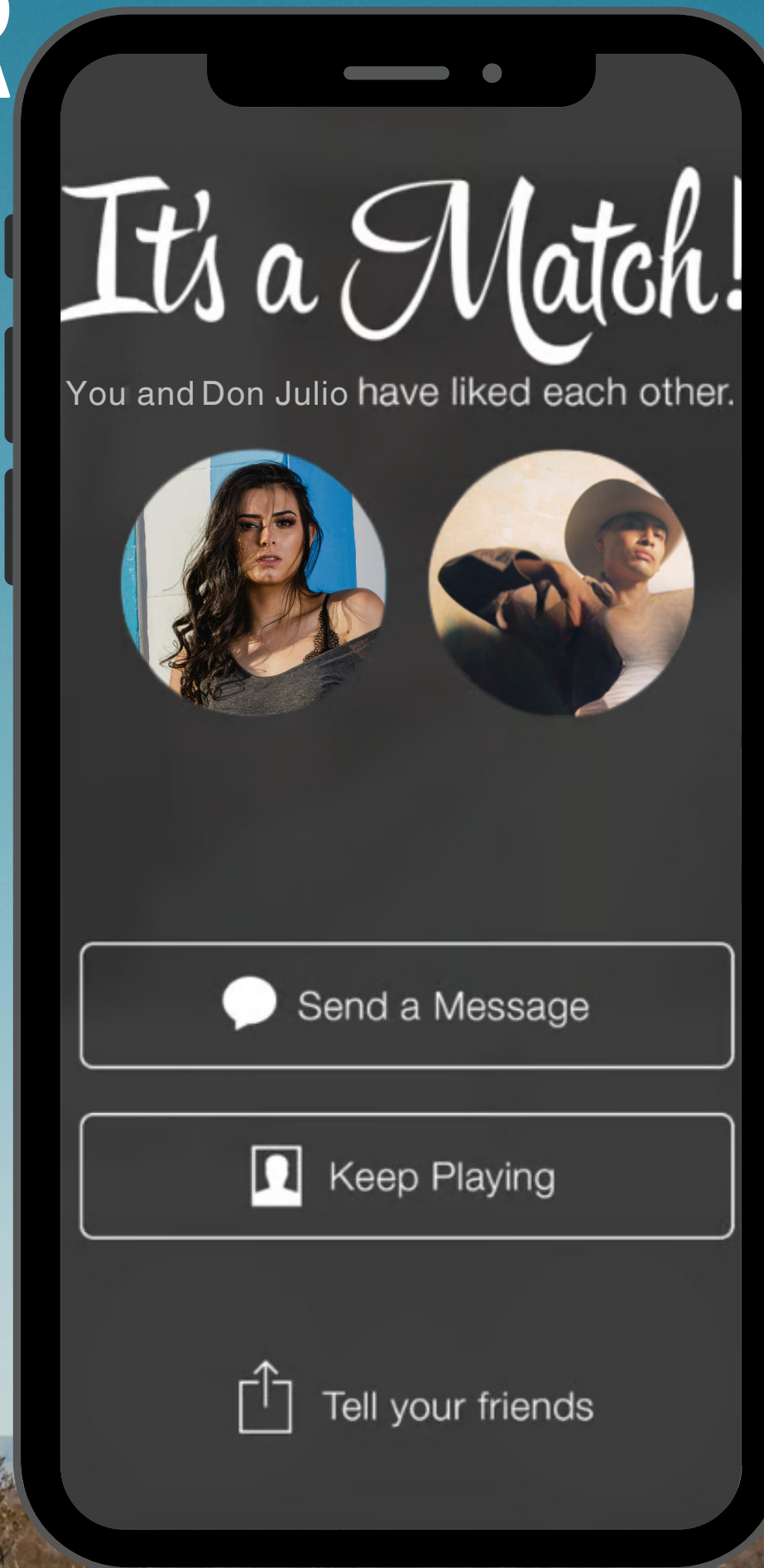
## 36 A TITOKZATOS HÍRESSÉG, AKI MINDENKIT ISMER, MÉGSE TUDNI RÓLA SEMMIT

A titokzatos híresség, aki mindenkit ismer, mégsem tudni róla semmit

# DON JULIO TAKES OVER ~~BUDAPEST~~ TINDER

During the teaser phase, we create a **Tinder** profile for the mysterious Don Julio. The users can match with him, and if they lucky enough to do so, only one message will wait for them: an **invitation**.

When the time comes for the **event**, Don Julio **takes over Tinder**: the users will only able to swipe **his profile** left or right.



# DON JULIO × YELLOWSTONE

We're partnering with SkyShowtime which going to be the first ever streaming platform in Hungary that shows advertisements for its viewers. Why not be pioneers together?

A special in-stream preroll will be screened before each of Yellowstone's episode for an experience Don Julio approves, too.





# YOU CAN'T IMAGINE IT UNTIL YOU EXPERIENCE IT

Welcome to Don Julio's exclusive Mexican night at Gozsdu! If you received an invitation on Tinder, you're a VIP.

Didn't get one, but don't want to miss it? Post a 'Truth or Dare' video with our branded TikTok-effect to gain entrance. Only in limited numbers.

Tasting Don Julio's limited signature cocktail with a night to remember forever.

**YOU THINK YOU'VE SEEN IT ALL  
BUT YOU HAVEN'T MET DON JULIO**