



Don Julio

BÖRTÖNSZÜRKE

CSAPAT

Letting your heart take the lead means giving free flow to your emotions.

Fully immersing yourself in the experience of *uncontrollable laughter*, the *pain of heartbreak*, the *sensation of falling in love*.

These experiences have a common trait: they often come with tears.

Are you ready to let them out?



Introducing:

THE TEAR TEST

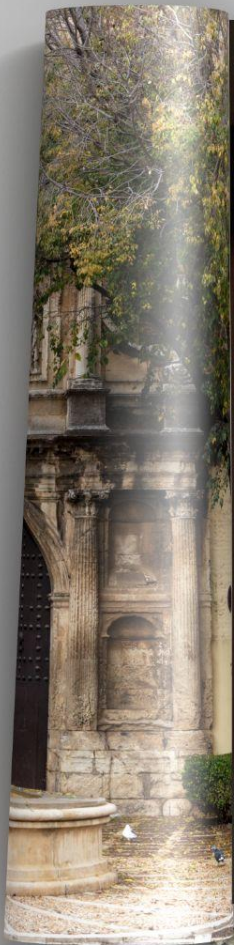




THE IDEA

Don Julio tequila is for those who follow their heart,
and are bold enough to let their emotions flow.

To prove that you are one of them and gain admission
to the exclusive Don Julio club, you take the Don Julio Tear Test.



WHAT'S IN YOUR HEART?

Dare to let it out and shed a teardrop
of passion to reveal the password



REVEAL THE
PASSWORD HERE

Give the password to your bartender and be the
first to taste the exclusive Paloma cocktail.

The Tear Test is a print ad with a hidden “password” that you can reveal by shedding a teardrop on the paper.

Give the password (*Don Julio sent me*) to your bartender, and be among the first ones to try the exclusive Paloma cocktail.

Be prepared for the looks of wonder from everyone in the room.



WHAT'S IN YOUR HEART?

Dare to let it out and shed a teardrop of passion to reveal the password



REVEAL THE
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Give the password to your bartender and be the first to taste the exclusive Paloma cocktail.

**Once members of this exclusive “club” start
to show up at more and more occasions,**

**Don Julio
SENT ME**

**will soon become the new catchphrase,
like James Bond’s iconic**

Shaken. Not stirred.

Cheers!

