

TEAM CSIGAVÉRSZÍN

Young Lions 2024

PRINT

Insight

Simplicity is the new luxury. Nowadays, in the world of thousand and thousand brands and overcomplicated products, the conscious consumers who are searching for the real luxury, are searching for simple solutions.

Introducing:

Simple Luxury

The simplest print ads ever made.

Idea

We will show them that life is more fulfilling when they follow their hearts over their heads – with the most simple print campaign ever.

Execution

We flood the streets, the bars, the social platforms with ads, that doesn't even seem like ads. They're just feelings. The feelings that the taste of Paloma and Don Julio grants you. The taste of pure, luxurious simplicity.

Simplicity is my luxury
-Life's better when I follow
my heart

The official drink of heart-minded people

Summer '24 TO DO list:

- *Follow heart*
- *Have a Paloma*
- *Follow heart again*

The official drink of heart-minded people

True

The official drink of heart-minded people

*Nothing will be what you
expected.*

Except Paloma, it's perfect.

The official drink of heart-minded people

A poem for weekends

*Don Julio
Paloma
Paloma, Paloma
Dance your heart out
Paloma*

The official drink of heart-minded people

*Website:
We use cookies to improve
performance.*

*Me:
I drink Paloma to improve
performance*

The official drink of heart-minded people

Touch only with your heart.

*And of course with your
hand, if you drink it.*

The official drink of heart-minded people

*We're going to need a lot of
Paloma.*

The official drink of heart-minded people

How to stop time?

- *Have a Paloma.*

The official drink of heart-minded people

Good vibes

No stress

Small circle

Paloma in hand

The official drink of heart-minded people

Two things are perfect:

You

Paloma

The official drink of heart-minded people

It's as simple as that.

Bye!