

PUT YOUR DRINKTRACK ON!

TASK

Building awareness around Don Julio tequila brands and Paloma cocktail in high tempo moments

PROBLEM

Even in upbeat moments, people keep themselves under control, surrounded by peer pressure

How can we help them to follow their heart over their head?

LET'S SEE WHAT WE KNOW ABOUT OUR TARGET AUDIENCE



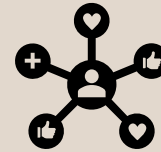
POWER OF MUSIC

Music plays an important role in their lives, heavy Spotify users
(ix 253)



PEER PRESSURE

They are under pressure from society, constantly trying to meet expectations
(ix 123)



SOCIAL MEDIA

Social media takes huge a part of their daily media consumption
(ix 106)



FESTIVALS

They frequently attend music festivals, Balaton Sound is the most popular
(ix 468)



INSIGHT

Music has strong ties to our emotions: affects mood, and helps to dissolve barriers (just like Don Julio)



IDEA

Customized AI song by Don Julio for your own event to freely enjoy yourself.

Put your **DRINKTRACK** on, and let your heart fly!



MECHANISM

You give some input to the AI on Don Julio's microsite that will generate your very own lyrics and music. Of course some brand elements are fixed, but no two songs will be ever the same!

CUSTOMIZED INGREDIENTS

- 0,5 oz Tempo
- 1 oz Occasion
- 1,5 oz Participants
- 0,5 oz Location
- Fresh other keywords

KEY INGREDIENTS

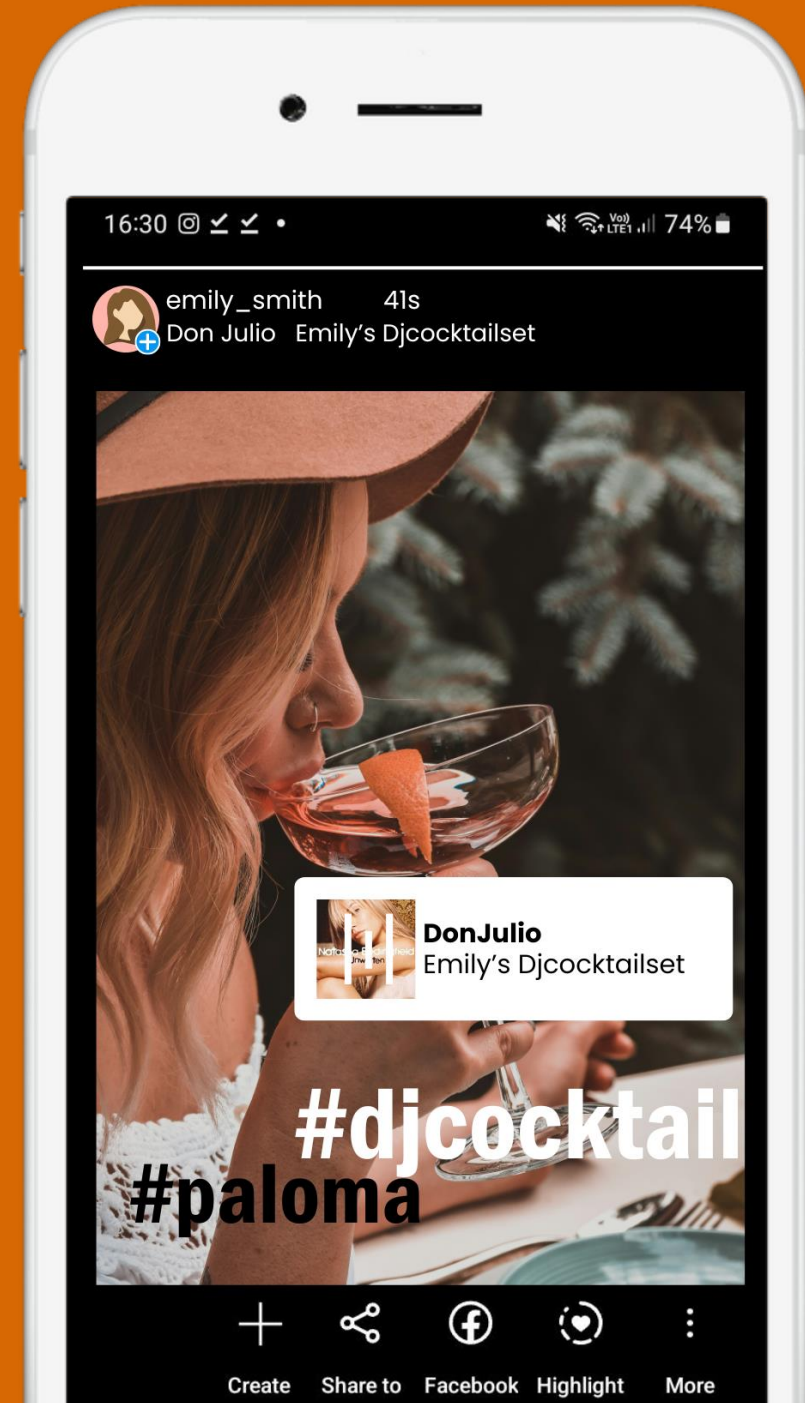
- 1,5 oz Style of music (mexican/latino)
- 1 oz Don Julio
- 0,5 oz Subbrands
- 1 oz Paloma



MUSIC ON INSTAGRAM STORIES AND POSTS

Adding your own (we mean really own) music to your favourite memories. Your friends can feel the vibes, even if they were not there!

Oh and don't forget adding **#djcocktail** too!



CGI / MANIPULATED VIDEO CAMPAIGN

A paid social and programmatic campaign is essential. But let's make a twist to capture more attention!

CGI allows us to create lifelike virtual environments and objects through digital renders. Although it is not always so easy to spot the reality!





FESTIVAL VIP SPONSORSHIP

Sponsoring music festivals' VIP zones by creating Don Julio branded chill zones with Paloma cocktail in the focus.

To get in the mood for the evening, you can ask the on-site DJ to play your personalized music track after you present your **PALOMA** cocktail in your hand.

SO...

WHY WE BELIEVE IN THIS CAMPAIGN?

1

Through the campaign, we aim to strengthen Don Julio's brand purpose and inspire consumers to embrace their true selves without hesitation.

2

We connect with users at the places they are most passionate about and at the right touchpoints.

3

Social media platforms and UGC-s help to reach a wide audience and generate buzz.

CLICK HERE TO LISTEN TO OUR SONG FROM TODAY!

