LOVE AT FIRST SIP

PRESENTED BY RIBANCVÖRÖS

15 APRIL, 2024



TASK

RAISE AWARENESS TO UPHOLD MEXICAN TRADITIONS, POSITIONING THE BEVERAGE AS A STAPLE IN CELEBRATORY EVENTS WHILE ENHANCING ITS STYLISH APPEAL TO BECOME THE PREFERRED CHOICE.

CHALLENGE

IMPLEMENTATION OF A NEW BRAND.

ADDRESSING COMPETITION WITH A PROACTIVE STRATEGY. ENHANCING RECOGNITION FOR THE PALOMA COCKTAIL.

GOAL

A TOP-OF-MIND SUMMER COCKTAIL THAT APPEALS TO THE YOUNG HIGH-END CONSUMER DEMOGRAPHIC.



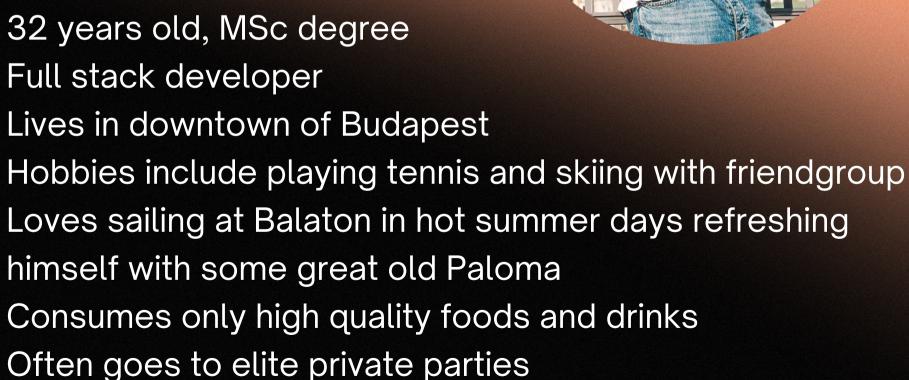


Luxury consumers aged 25-34, seeking to partake in vibrant and celebratory experiences with friends

Entrepreneurs who value quality products and prioritize a high quality of life.

BUYER PERSONAS

VENCEL THE VIP





SOFIA THE EXPERIMENTER

28 years old, BSc degree
Yoga teacher
Lives in Buda in her own apartment
Hobbies include horseriding and pilates
Loves drinking twice a week with her
friends in rooftop bars
As an early adopter she likes to try
special foods and drinks

"LOVE IN EVERY DROP"

THE IDEAS



HISTORICAL TALES

HOT SINCE 82

EXTENDED SET

2024 JULY 19
BUDA CASTLE

PERONI
CAPRI

Summer boat party event series
Party event series at Budapest attractions

- Halászbástya
- Budai vár

Mexican themed parties - costumed staff Branded accessories (cups, wristband, and merchandise).

Bringing people together through the enjoyment of good music, dancing, and shared experiences, complemented by the delightful Don Julio Reposado Paloma cocktails.

INFLUENCERS - JUMP IN THE MEXICAN LIFESTYLE

We target content creators whose personality traits fit our predefined buyer personas.

The objective is to showcase Don Julio through creative and unique content featuring Paloma cocktail recipes.

They might receive fancy PR packages filled with all the ingredients to whip up a Paloma cocktail, along with Mexican munchies and a cute little agave plant.



@csaba_kajdi Fashion Traveller



@toppdorinaPilates instructorHealthy lifestyleTraveller



@bettinapohorelli
Makeup Artist
Party lover



@henrykettnerTravellerTennis playerAdventurous



@ladyszomjas

Spanish video creator

Fashion lover

ROOFTOP BAR COLLABORATIONS

ORGANIZING MEXICAN DANCE EVENINGS

AGAVE DECOR PLANTS

MARIACHI BANDS PLAYING IN THE BACKROUND

MINI PALOMA COCKTAIL WELCOME DRINKS TO START THE PARTY

HOSTING AN EPIC MEXICAN THEMED EVENT FOR THE TRENDSETTERS OF THE ONLINE WORLD







