
LOVE AT FIRST SIP

PRESENTED BY
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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.





TARGET AUDIENCE

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



32 years old, MSc degree
Full stack developer
Lives in downtown of Budapest
Hobbies include playing tennis and skiing with friendgroup
Loves sailing at Balaton in hot summer days refreshing himself with some great old Paloma
Consumes only high quality foods and drinks
Often goes to elite private parties



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



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.

e.g.: Cruisin' boat party, Be Massive Horizon, Historical Tales and more are successful recurring series of these kind of events

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



@toppdorina

Pilates instructor
Healthy lifestyle
Traveller



@bettinapohorelli

Makeup Artist
Party lover



@henrykettner

Traveller
Tennis player
Adventurous



@ladyszomjas

Spanish video creator
Fashion lover

ROOFTOP BAR COLLABORATIONS

ORGANIZING MEXICAN DANCE
EVENINGS

AGAVE DECOR PLANTS

MARIACHI BANDS PLAYING IN THE
BACKGROUND

MINI PALOMA COCKTAIL WELCOME
DRINKS TO START THE PARTY

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



STREET KITCHEN - PALOMA COCKTAIL RECIPE

Sponsored by Don Julio Tequila



They could recreate variations of Paloma cocktails made of Don Julio Reposado
End credit script to promote the party events



**INFLUENCER
ACTIVATION**



**SPECIAL
EVENTS**

KEY POINTS



**INTRODUCING
THE COCKTAIL**



BOAT PARTY

**THANK
YOU.**

