



# The Most Intense Don Julio 1942

Team Okker



# Brief recap

Create a **unique gift packaging design** for Don Julio 1942 that goes beyond the generic gift box & gift bag concept.

For the **influentials**, who are **dynamic** and consistently seek out what's new or unique.

That is **fresh, extravagant and a true epitome of luxury** - but suitable for everyday gifting situations.

And **builds on the existing brand cues**, while keeping it unmistakably linked to the Don Julio 1942 brand world.

# Insight & Concept

Members of our target group **can get anything they desire**, from the most expensive cars through the most exclusive experiences to the most sophisticated drinks.

**How can we offer something memorable** to those who get the finest of everything, how can we appeal to their senses like no one else?

One of the things that makes an experience **more intense**, and gives it an **inexplicable extra**, is **anticipation**.

We all know the feeling of having our Christmas present in the cupboard already, but not getting to open it for weeks, even months. It seems like forever, but **when you finally have it in your hands, your joy is unparalleled.**



# The bottle you can't open

A personalised gift package **you can't open right away**, but only when the time comes.

More precisely, **when the giver wants you to**. He/she sets the date, which could be a **week, a month, a year or even a decade**.

When you finally get to unwrap it, the experience will be more remarkable than ever, because all **your senses will be heightened by anticipation**.

But it doesn't end here! **Every single element** of the packaging will be **connected to a sense** and will play a part in making this gift...

**...The Most Intense Don Julio 1942**

# Sound and Sight

The first sensory element is **sound**, as the lock can only be **opened with voice** when reaching the previously set date and time.

The lock releases with **the spoken word "open"**, the packaging unravels and the product is revealed.

Closely linked to sound comes **the next sense**, which is **sight**. The sealed packaging covered with **deep black leather** with **gold inlay** around the neck in itself conveys **elegance, luxury and mystery**. When it opens, the key ingredient of Don Julio 1942, the **agave plant-inspired packaging** reveals the well-known curves of the bottle.





# Scent

Immediately after opening, a **pleasant fragrance** is released, handpicked by the gift-giver especially for the recipient.

All available **perfume options** will be **made from agave** grown on the Don Julio 1942 plantation, further **enhancing luxury feeling** that the brand delivers in every single drop of its product.



# Touch

The next sense is **touch**.

After some time of "all eyes, no hands", the recipient can finally **hold the bottle and feel the inside** of the packaging, a whole new world is opening up.

The inside of the "leaves" are all covered in **premium materials** that you would want to peel down and put on. And you can, as they **are small merchandises** made of recycled materials from luxury brands: **gloves, scarves, etc.**

# Taste

The only sense left is **taste**.  
We arrived to **the crown jewel, the tequila** itself, perfected for over 40 years. The only thing that can improve this is **a special glass**, which concentrates all the flavours in your mouth, **hidden at the bottom the packaging** as a last surprise before that first sip.

# Extension

We can create an **experience** not only **for the receiver**, but also **for the gift-giver**. To engage our **early adopter audience** we'll redesign one or several of our flagship stores into **an automated, AI-driven, botanical garden themed store**.

Here, upon entering, people will be served by an invisible virtual assistant, who'll inquire about what product they would like. If they're looking for **a gift**, customers will be asked about the **recipient's personality**, so the **packaging material**, the **scent**, the **merchandise products**, and of course the **opening date** will be set **based on the answers**.

The **customization** will also be **available** on our **website**, and in all of our other **conventional stores**.

# What makes this gift package...

**...unique:** it brings the feeling of luxury and exclusivity with an unexpected twist. Goes beyond the notion of alcoholic beverages by elevating the experience to every sense.

**...appealing to our target audience:** it's a true epitome of luxury, combining many fields, including perfumery, leatherworks, fashion, culinary and glasswork. Manages to offer a new customer experience even early adopters haven't met before.

**...suitable for everyday gifting situations:** manages to be more than just a drink, while keeping the product the hero, without adding unnecessary steps to the customer journey.

**...stand out in design, while staying true to the brand:** just like the bottle, the shape of the gift package is inspired by agave plants, the main ingredient of the product. The usage of materials, colors and logo make it an easily identifiable Don Julio 1942.