

# FIRE IN YOUR HEART

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# INSIGHT

Hungarians often have difficulty following their hearts, as **being passive is heavily ingrained in our culture**. However, even famous poet and writer, Babits Mihály observes that Hungarians have "a burning desire for action that goes to the point of remorse and passionate outbursts".

**We need to turn this irrational fear of action into an irrational love for life.**  
Because life is more fulfilling when you follow your heart over your head.

# IDEA

Let's reignite Hungarians' zest for life by using the **magnetic pull of mystery and curiosity** to stir up the still waters. Because there's a lot we can learn from the Mexican spirit of unquenchable thirst for life.

To achieve this, **Paloma cocktails** will take over the summer celebration season to act as the **catalysts to unlocking Hungarian people's inner desire to act more and trust to follow their hearts.**

# TARGET AUDIENCE

We're targeting Hungarian luxury consumers to position Paloma as the most sought-after drink for summer celebrations, while **also reaching out to young, urban dwellers**. Although Don Julio represents luxury, Palomas remain accessible, which broadens our reach. This strategy will enable us to engage not only luxury consumers but also their friends, enhancing the effectiveness of our campaign.

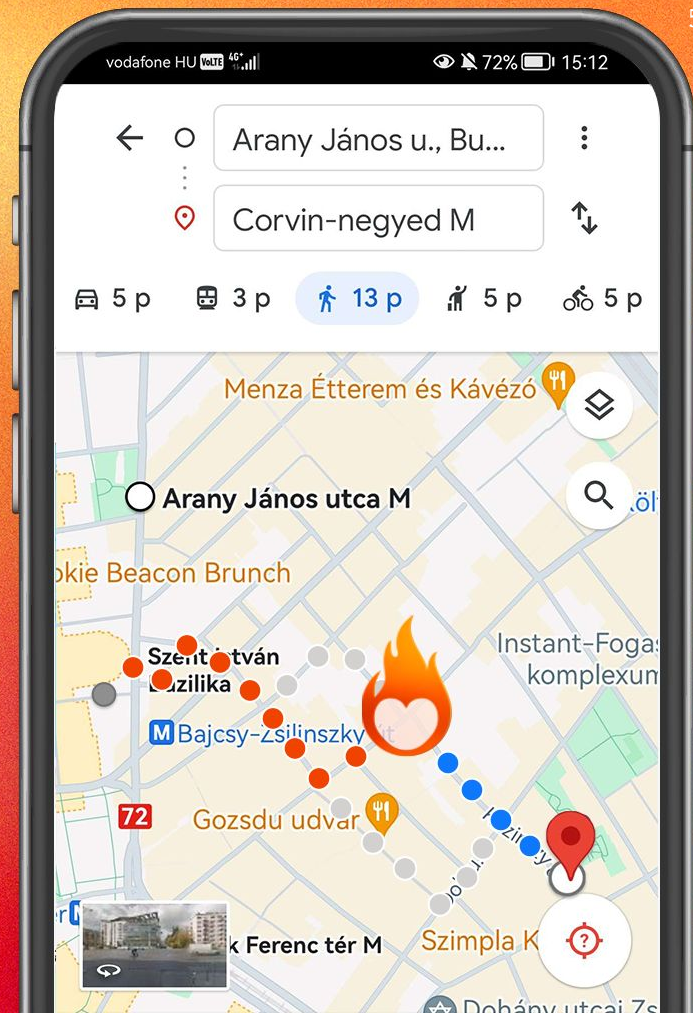
# HOW?

We collaborate with Google Maps and use the allure of mystery and curiosity to draw people into fun experiences with Paloma. We place **heart icons engulfed in flames** into **three specific high-end bar spots in Budapest**, without telling people why it's there and what it's for.

The hearts appear anytime they open the app\* during the summer.

When a person steps onto the path that leads to the heart, the blue dots turn into red, indicating that they are on the 'right path'.

\*When using the car or bicycle function, the hearts will disappear, as we don't want to encourage drinking and driving.



# WHY?

With this activation, we tickle the curious part of people's spirits and tempt them to explore what the heart icon means and visit the bar it leads to.

There, they can discover, learn about and try the Paloma cocktail with the help of our mixologist.

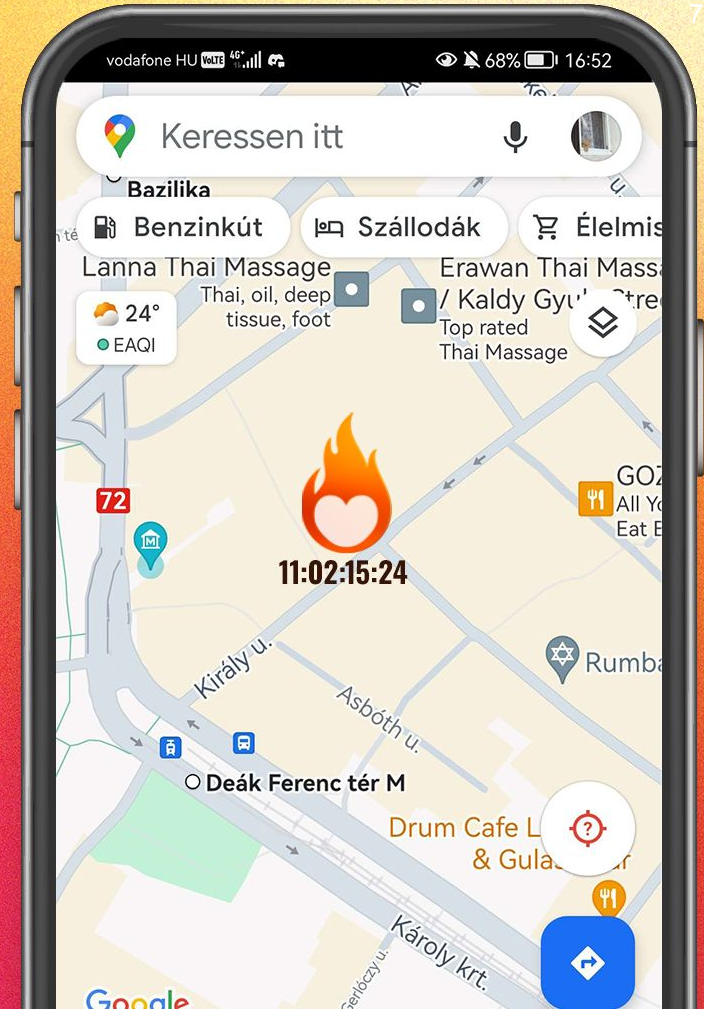
The hearts disappear from the map after this visit, but not for long...



# WHAT'S NEXT?

When the hearts reappear, they include a **countdown**. Those curious enough to explore these spots when the countdown ends can join one of three exclusive and upbeat **Paloma Fire In Your Heart summer parties**.

These events are exclusive not only for their luxury but for **attracting the most adventurous spirits**.



# PALOMA FIRE IN YOUR HEART

To ignite passion for life, attendees receive watches with heartbeat sensors. The higher the tempo they set, the more thrilling the unique Paloma-colored light show becomes.





# WORD OF MOUTH

Our campaign sparks buzz with alluring mystery through a summer full of tasting events and three exclusive Paloma Fire In Your Heart parties.

As attendees enjoy these unforgettable moments, **they'll want to spread the word and bring their friends along,** boosting our visibility and excitement offline as well.



**THANK YOU**