



shot
happens

← ru

team SÁRGA

2024

/CHALLENGE

A man wearing sunglasses and a red t-shirt is smiling and holding a shot glass of tequila. In the foreground, another hand is holding a glass of beer. The background is dark and blurry, suggesting a bar or restaurant setting.

To **change** once and for all **the perception** in people's minds that drinking **tequila is equal to** passion for **cheap shots**.

/INSIGHT

Drinking tequila is often associated with the passion of drinking cheap shots, getting drunk, poor behaviour and all the other awful things that go with it: bar **fights**, heavy **hangovers**, reckless phone calls etc.

Because if you drink a poor quality shot, then soon or later **sh@t will happen**.

But not all drinks are like that. **If you drink high quality alcohol, you can easily stand out from this unwanted crowd.**

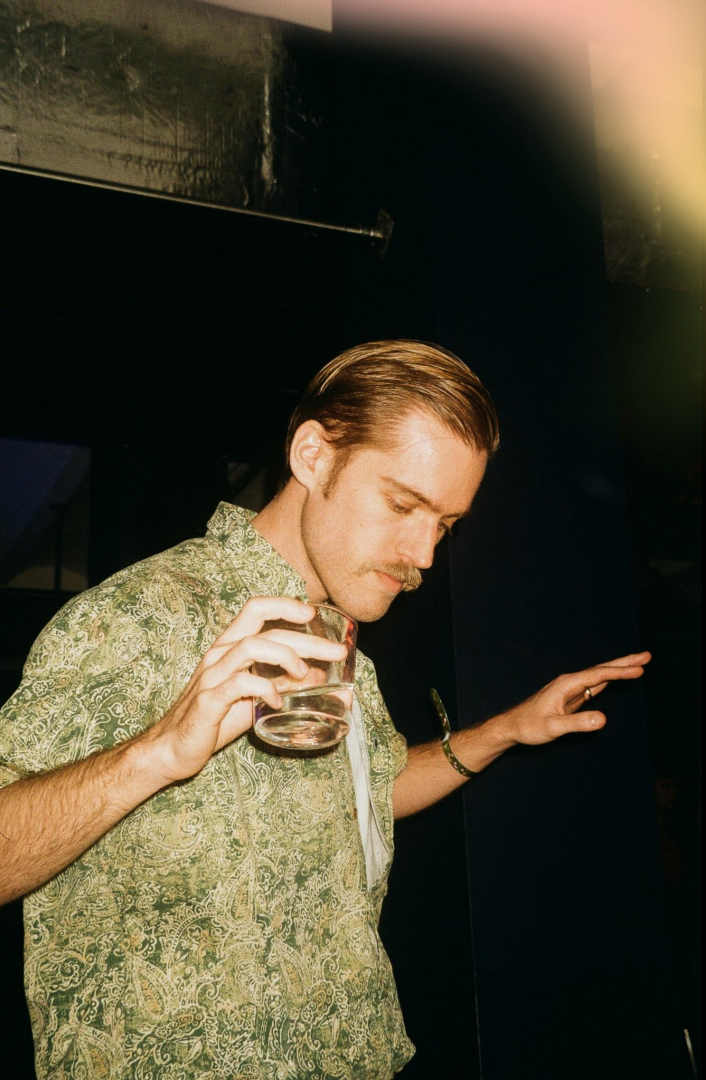




/MESSAGE

Drinking cheap shots just happens to people. It's done in a second, it's not a quality experience they actually enjoy, it's all about getting drunk effectively.

A quality cocktail on the other hand - made with **Don Julio** Reposado tequila - shows that drinking **high quality tequila can be a classy experience**, without any bad consequences.



/IDEA

We portray **Don Julio tequila drinkers** as conscious and responsible individuals who stand out from the crowd, who don't ask for the dark side of drinking alcohol, don't seek getting drunk as fast as they can, and having hangovers. They **know the difference between a cheap shot and quality alcohol.**

MESSAGE MATRIX:

HL: Shot happens.

A cocktail presents itself.

SHL: And a Don Julio person knows the difference.

CLP_

SHOT HAPPENS.



A cocktail
presents itself.

AND A DON JULIO PERSON
KNOWS THE DIFFERENCE.

DonJulio



SHOT HAPPENS.



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DonJulio



PRINT_



An **alternative print version**, which reinforces our main message that a **cheap shot is very different from a high quality tequila cocktail** in many ways, but also in appearance.

OOH/ELEVATOR_



/EXTRA OOH

We create dedicated

Paloma cocktail x Don Julio seats

in the popular bars of Budapest, which is a **spectacular departure** from the average bar environment.

This will show that **Don Julio tequila** represents a **higher level in the world of short drinks.**





Now you know that drinking tequila can mean a high quality
and passionate experience.

THANK YOU!

team SÁRGA