



DON JULIO



por amor



Team nude

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DIFFICULTIES

In Hungary, people still see tequila as a shot drink rather than a quality ingredient in their favourite cocktail. Not to mention the fact that not everyone knows that tequila is actually the source of their favourite refreshing cocktail.

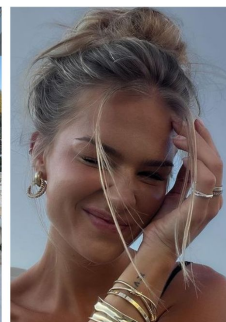


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CONFIDENCE IS KEY

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A middle-aged women or men, he/ she does not listen to the opinions of others, his /her heart always dictates his actions. He/ She is open to new things and forms his opinions based on his experiences.





INSIGHT



In the summer heat, people feel that their evening could end quickly if they drink over-strong beverages.



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THAT'S JUST HOW WE DO IT



In our social-focused, two-phase brand awareness campaign, we want to reposition tequila and make consumers aware that it is not only a short drink, but also an excellent cocktail ingredient.



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MIXING TOGETHER

The first stage will be all about mixing. In a series of videos on TikTok, we'll show you how to make 5 tequila-based cocktails with a help of a mixer, while local DJs provide the best beats.

After each video series, there will be a #mixandremix challenge cocktail making competition where everyone can showcase the skills they've learned from the videos. The winners will be awarded with V.I.P. Balaton Sound season tickets.





TEQUILA, BUT A LITTLE DIFFERENT

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With A.I.'s help, we recreated the huge hit "The Champs Tequila" in 5 different musical styles. But the twist didn't end there, as we replaced the one-word chorus of the popular hit with the name of a tequila cocktail in each hit.



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PALOMA - THE FLAGSHIP

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The main objective of our Phase II was to promote the Paloma as a tequila-based cocktail, alongside the Margarita and Tequila Sunrise, both to the public and on the drinks lists.

To close the campaign, we announced another TikTok challenge where users could create their own cocktail mix.





PALOMA!



**WE ALREADY KNOW THE
ANSWER AT THE BAR...**

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