

YOUNG CANNES LIONS

"CELEBRATE THE ONE"

TEAM VAKFEKETE



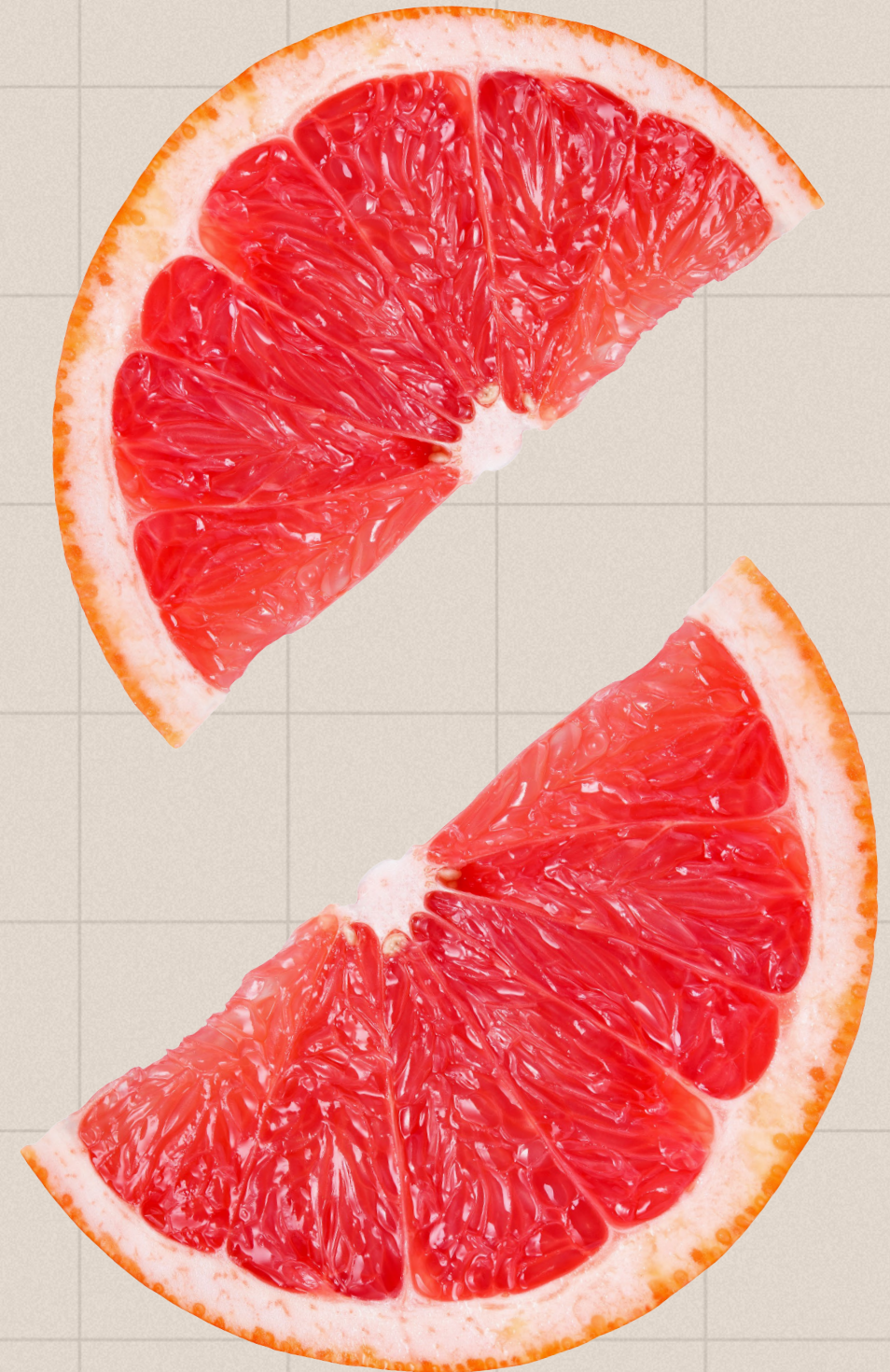
INSIGHT:

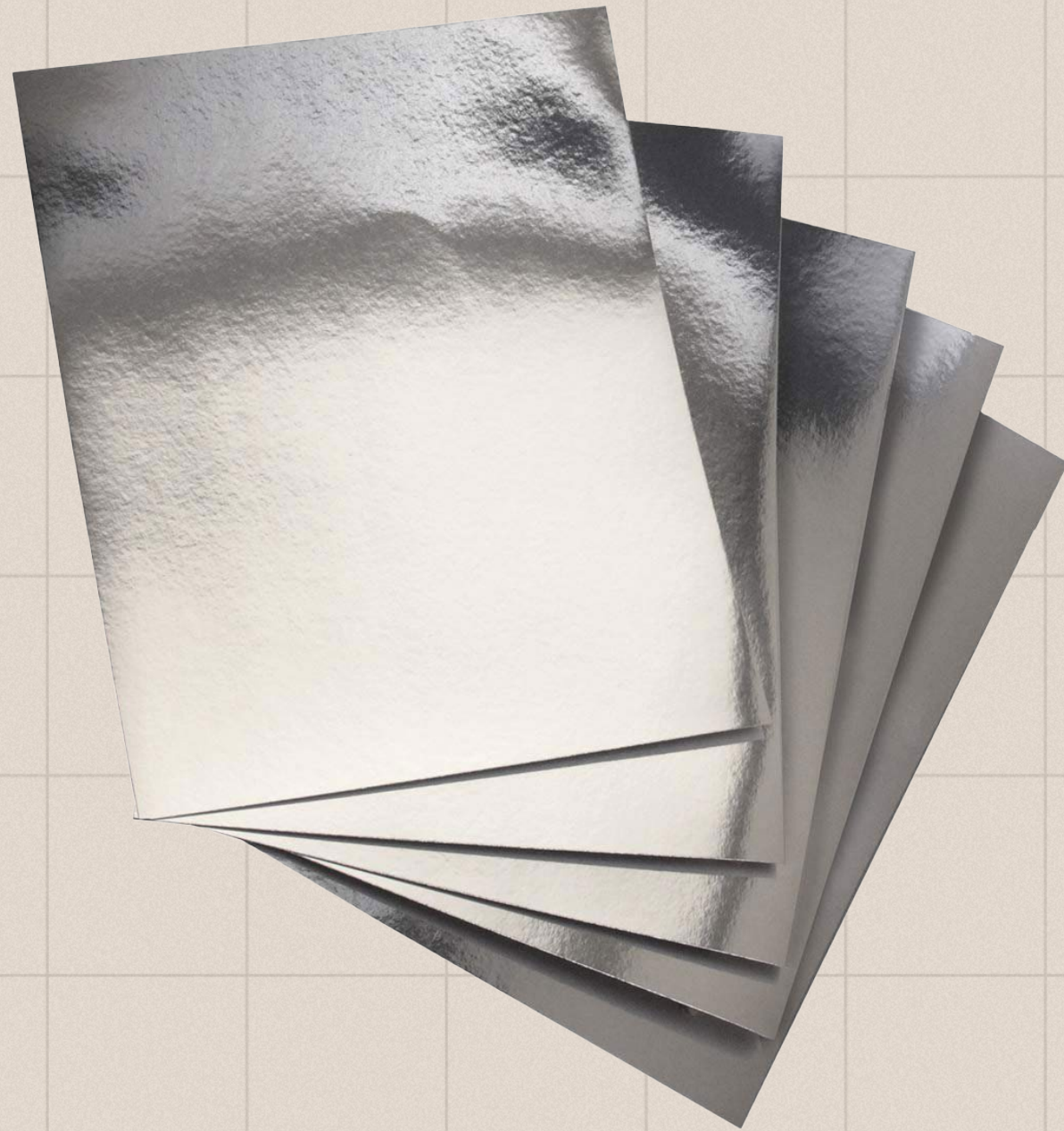
Life is more fulfilling when you follow your heart over your head.

IDEA:

Chasing your dreams can be hard and devastating. Don Julio is encouraging you to celebrate your biggest supporter – yourself. Because you deserve it and because you need it. And while you are there celebrating, you can think about how to follow your heart.

**You have big dreams. You are a big shot.
- Just as Don Julio.**





EXECUTION:

With a special reflective layer, we encourage the viewer to look into their own eyes, to catch a glimpse of their potential, and see themselves as their biggest supporter.

Don Julio

CELEBRATE THE ONE

WHO'S ALWAYS THERE FOR YOU!
DON'T FORGET TO ASK WHAT'S NEXT.

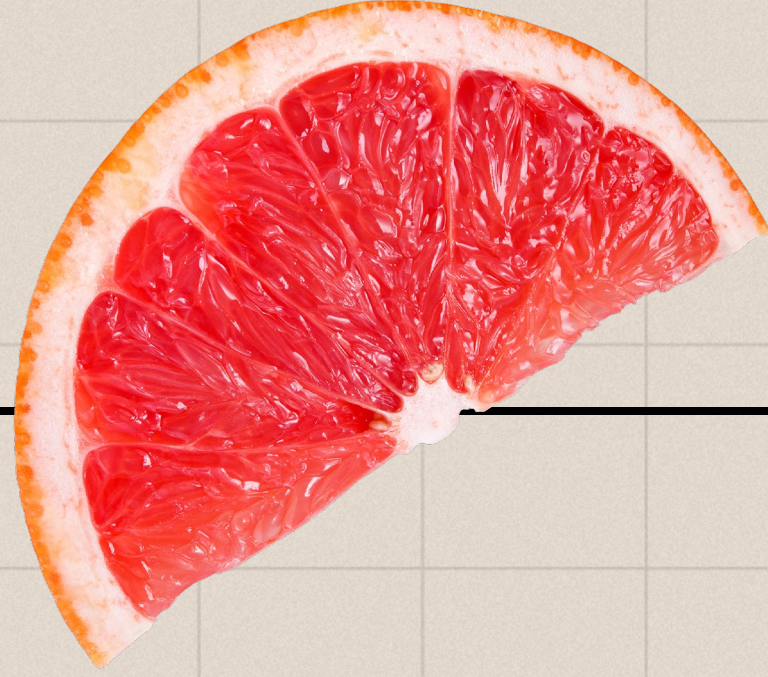
Following your dreams is never a cheap shot.



Paloma.

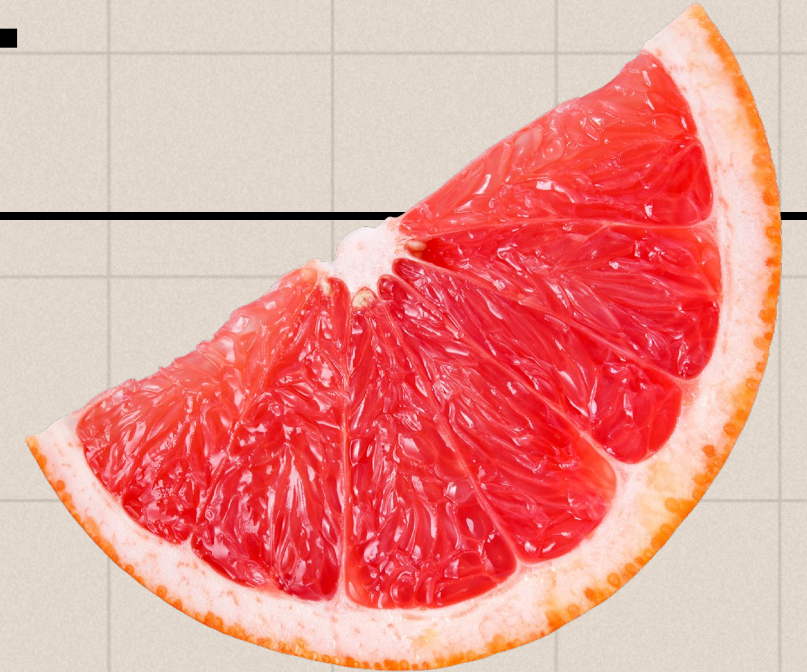


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Thank you. This was our shot.



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