

DON JULIO PALOMA

Can your tongue expire?



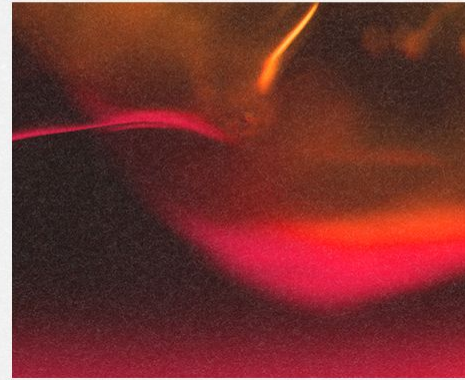
Consumers are not familiar with Don Julio tequila, and there is a negative perception of tequila consumption in their minds. The problem is that people tend to stick to the drinks they are used to from their circle of friends and their favorite places.

However, they do not consider that their taste can expire. We should draw their attention to the idea of enhancing their usual drink choices with a new, quality option.

So that they become curious about trying the Don Julio Paloma and thus improve their taste. Let's make the consumption of Don Julio Paloma and Don Julio more frequent.

Most people begin to appreciate more complex flavors around the age of 22, when certain tastes become more pleasing to their taste buds. However, around the age of 50-60, the sense of taste begins to weaken.

The ability to taste alcohol can expire.





BEST BEFORE

Don't waste your taste buds. Taste Don Julio Paloma before your tongue expires.

Let's draw people's attention to the idea of not just drinking their usual beverages. Encourage them to give a little passion to their tongues with the Don Julio Paloma long drink.

6:30



← Újpest-
központ

Ferenciek tere

- Deák Ferenc tér
- Arany János utca
- Nyugati pályaudvar
- Lehel tér
- Dózsa György út
- Göncz Árpád városközpont
- Forgách utca
- Gyöngyösi utca
- Újpest-városkapu
- Újpest-központ

YOUR SENSE OF TASTE FADES.
DON'T WASTE IT ON
GIN AND TONIK.

Best Before:
2045.04.16

DON JULIO
PALOMA





Your drink of choice is greatly influenced by the subculture you are a part of. For some, it's gin and tonic. For others, it's Tubisoda.

We should localise our ads to fit the local pub culture.

Life is more fulfilling, when you follow your ~~heart~~ tongue.

Thank you