

WHO IS PALOMA?



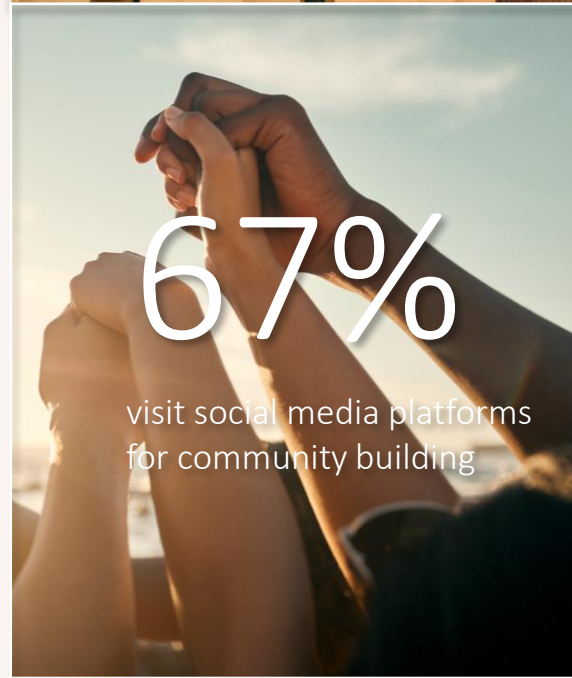
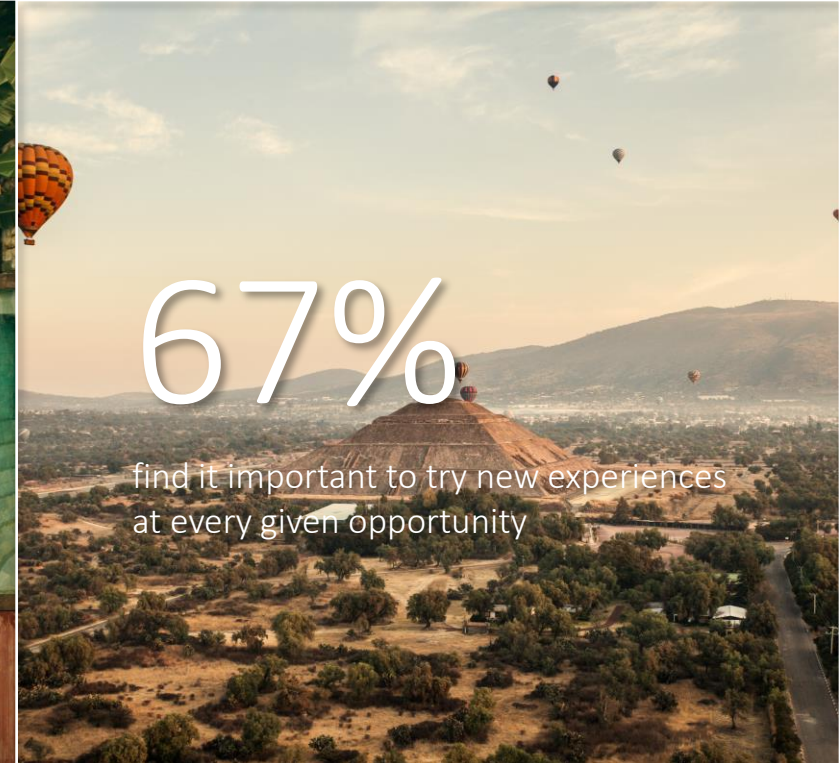
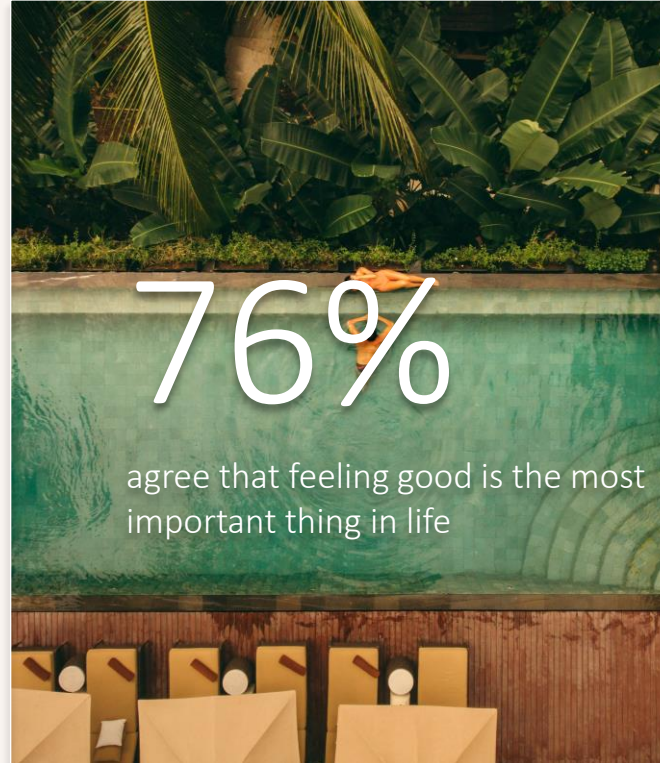


THE PROBLEM

CONSUMERS DON'T
KNOW* ABOUT THE
PALOMA COCKTAIL
THEREFORE THEY
DON'T CHOOSE IT

*Source: Google Trends shows that from 2022.01 to 2024.04 there were 207 web searches for the word „PALOMA” and 0 searches for the word „PALOMA KOKTÉL” in Hungary in Alcoholic Beverages category

MARKET RESEARCH



*Source: TGI

TARGET AUDIENCE

Meet **LUXURIOUS LAURA**, a sophisticated individual who values quality over quantity in all aspects of life. Feeling good is paramount for her, and she prioritizes experiences and products that contribute to her overall well-being. While she respects traditional customs and beliefs, she also embraces modernity and enjoys exploring new alcoholic drinks.

For her, social media is the main platform to discover new events, find communities, and share her luxurious experiences with others.



INSIGHT

PEOPLE LOVE TO ENJOY LIFE AND THEY ARE THIRSTY FOR CELEBRATIONS

BUT

CELEBRATING ISN'T JUST ABOUT QUENCHING YOUR THIRST FOR EXCITEMENT, IT'S ALSO ABOUT FOLLOWING YOUR HEART:

DON JULIO INSPIRES YOU TO BE SPONTANEOUS AND LIVE IN THE MOMENT TO CREATE FULFILLING MOMENTS WORTH TOASTING TO.



A woman is shown from the chest down, wearing a leopard print dress with large red roses and green leaves. She has a large tattoo on her left arm and is wearing red lipstick and square earrings. She is standing next to a tall, thin cactus against a terracotta-colored wall. The text 'PALOMA' is written in large white letters on the right side of the image.

PALOMA

**THE FIRST
GLOBAL AI-ICON
FROM MEXICO**

AI GENERATED

Paloma is an AI crafted influencer from Mexico with a **PASSIONATE, VIBRANT AND SPICY PERSONALITY**. She inspires women and evokes the interests of men with her magnetic charm. She is **PROUD OF HER MEXICAN HERITAGE**, but has a **PROGRESSIVE WAY OF THINKING**.

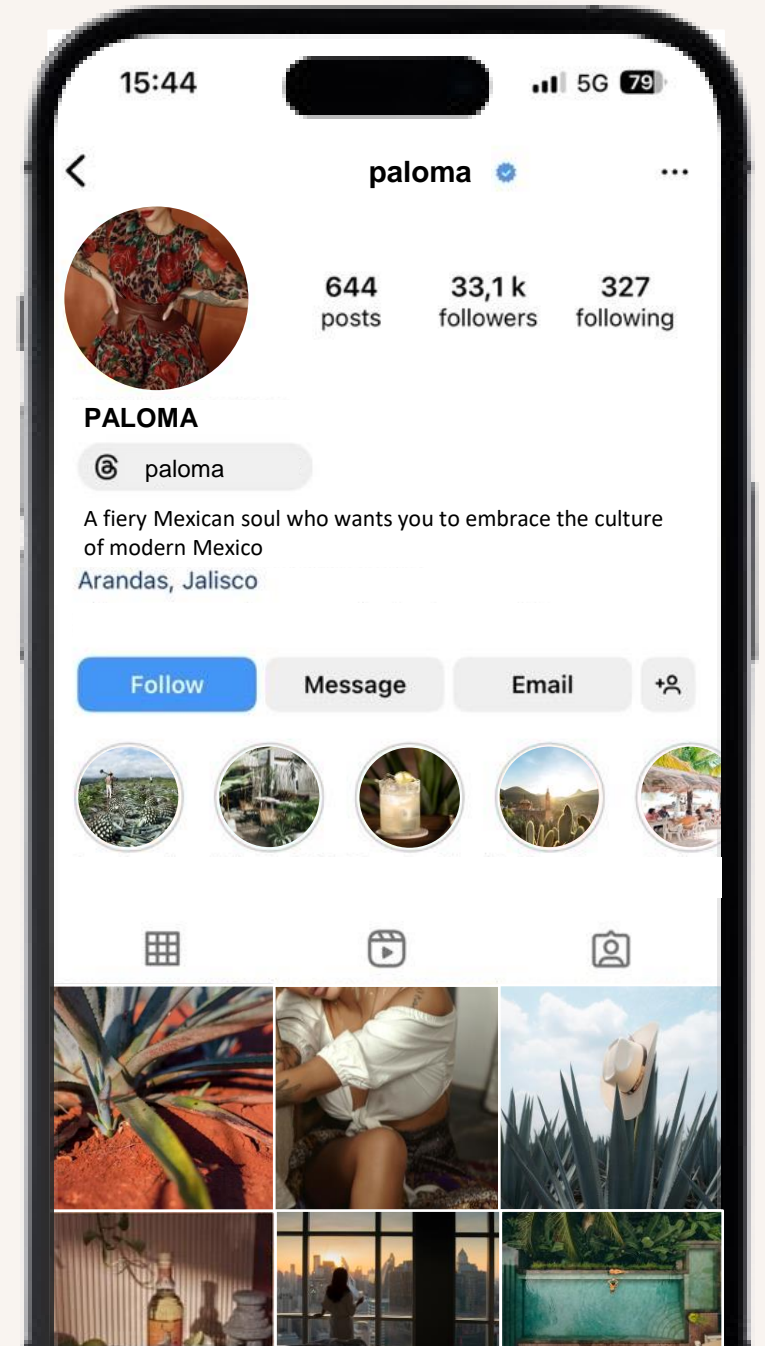
Paloma's **SOCIAL FEEDS ARE AI GENERATED** which showcases her passion for life and celebration.

Just as a tasty tequila-based cocktail, **SHE IS IRRESISTABLE** and drives users to want to consume more of her content.

BUT

What makes her mysterious and more interesting is that

SHE HAS NEVER SHOWN HER FACE FULLY TO HER FOLLOWERS YET...



FIND OUT WHO PALOMA IS!

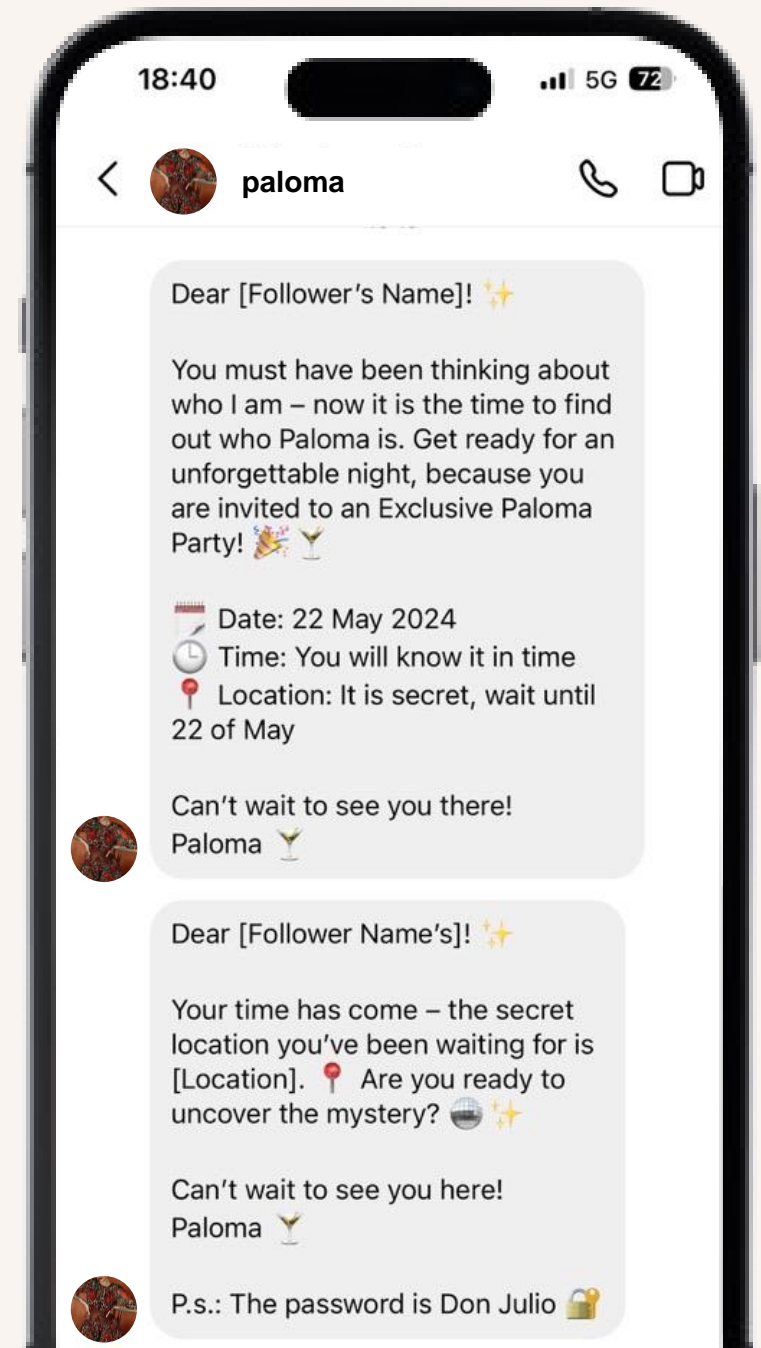
In the meantime, the **PROFILES OF PALOMA'S FOLLOWERS ARE BEING ANALYSED**: based on their interests, the pages they follow and the posts they like, they are **BEING SELECTED AS THE TARGET AUDIENCE**.

Those users **WHO ARE SELECTED GET INVITATIONS** through DMs to an

EXCLUSIVE OCCASION where they can find out who Paloma is!

The party is organised on the **WORLD PALOMA DAY**, and serves as a platform where consumers can **TASTE THE PALOMA COCKTAIL**, and learn about the Mexican culture and heritage through food, beverages and music.

The guests take pictures and share them with their followers. This is how **SOCIAL BUZZ** will be created and people outside of the party will be excited to try the Paloma cocktail out!



WHY DOES IT WORK?

Paloma will generate a social buzz as users will be excited to find out about the new Mexican influencer icon.

Consumer will learn about the Paloma cocktail and will be influenced by the guests of the Paloma Party to try out the cocktail themselves.

Paloma will become the long drink of summer events, while Paloma, the Mexican influencer will make sure to promote Don Julio as the birth father of the drink itself.

FULFILL YOUR HEART, FOLLOW PALOMA

