



Young Cannes Lions
design / team mustársárga

**SUCCESS IS VISIBLE. IT'S EASY TO NOTICE.
BUT WHEN WE'RE LIVING LIFE TO THE FULLEST
AND WE FEEL ON TOP, CAN WE USE THE HEIGHTS WE'VE
REACHED TO LOOK AT OURSELVES IN A MORE HOLISTIC WAY?**

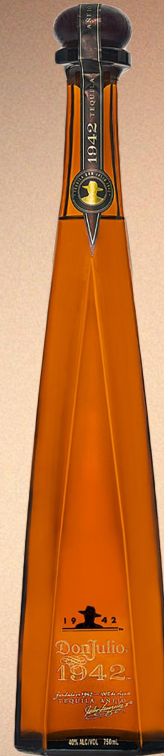
INSIGHT & CONCEPT

INSIGHT

Every moment of life has led here.

CONCEPT

Moments of success are considered **high points of life**. We come together. We celebrate. We party hard. But could we use such events to actually look back where we came from? To realize **how much work there's behind us and how much we've grown?**



**DON JULIO 1942 CAN HELP YOU WITH THAT!
WITH OUR GIFT PACKAGE DESIGN, WE INTEND
TO VISUALIZE ONE'S JOURNEY TO THIS VERY MOMENT.**

**BUT HOW DO
WE DO THAT?**

IN CELEBRATION OF LIFE

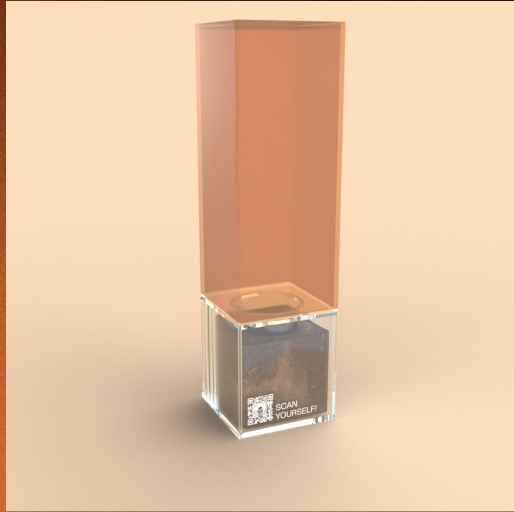
WITH SOME MEXICAN SOIL

Soil is malleable. We can't know for sure what will grow out of it. **It represents our roots,** the start of our life, and our journey towards our successes.

We put **a few handful of soil** collected from the **Jaliscoan Highlands** into the bottom part of the package to represent both the **brand's and our origins.**



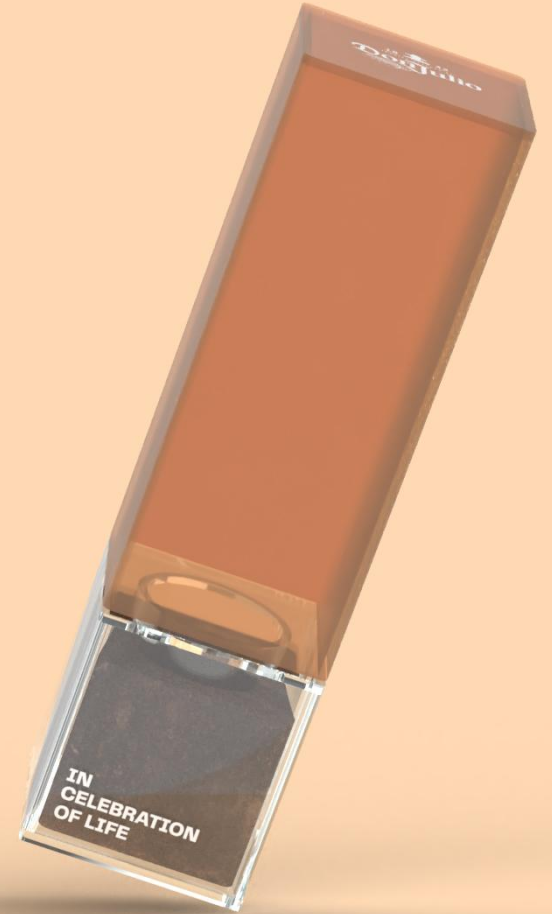


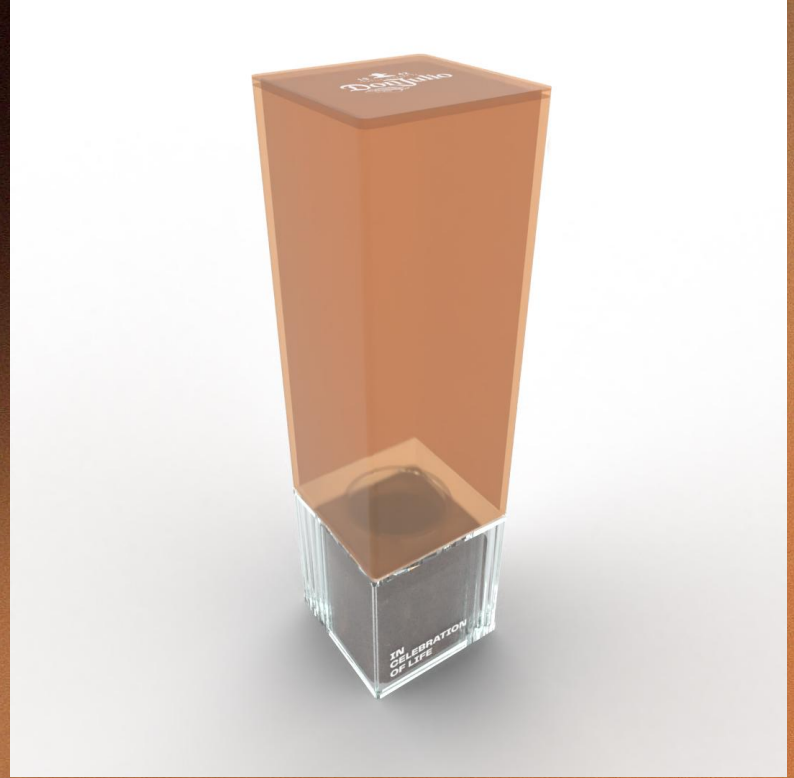


IN CELEBRATION OF LIFE

WITH A COOL PACKAGE AND AN EVEN BETTER BEVERAGE

The bottle and the product are ready.
They're **already perfected** and can only
get better. In our design, they symbolize
the present, **our current successful state.**
A truly **monumental moment of life** which
is worth celebrating.







IN CELEBRATION OF LIFE

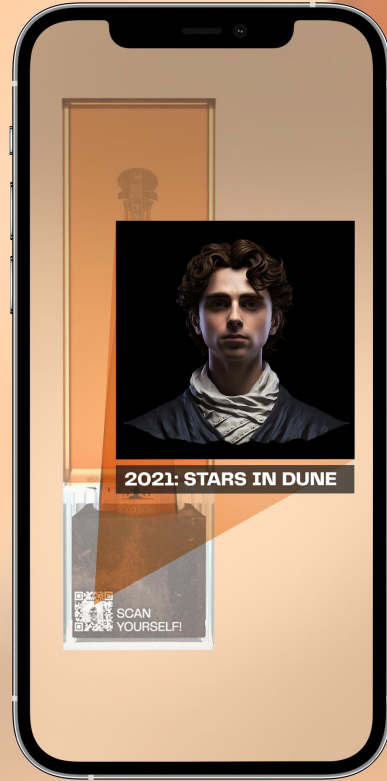
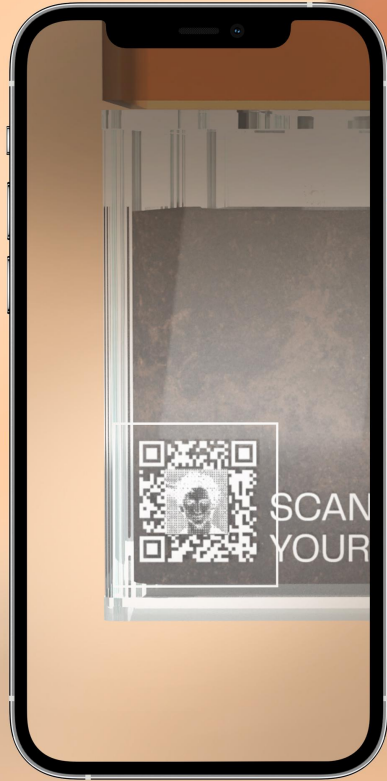
AND WITH SOME AR

All packages are **customized**, each box is designed for a **special person**. We put a personalized **QR-code** on the package. By scanning it, an **augmented reality projection** starts through the screen or the VR headset.

We see our biggest life events. The family photos. The wedding pictures. The first big roles, business breakthroughs, or cup final goals. Anything which is **monumental**.

This is how we make a connection between the soil and the bottle and manifest the journey. We celebrate not just our successes, but **every step of our life which led to this beautiful and monumental moment. THIS IS HOW DON JULIO 1942 TEQUILAS ARE IN CELEBRATION OF LIFE.**





COLLABORATION WITH DIOR

DIOR X DON JULIO 1942

We put a sweet and easily distinguishable **scent** in the **hermetically sealed package** in order to make the “opening” and even more memorable event. The scent is **in harmony with the flavour** of the given beverage.

In collaboration with Dior, we create 8 different male and female perfumes **based on the scents of the packages**. In this way, consumers get something which help them **relive a truly special experience**.



IN CELEBRATION OF LIFE

SUSTAINABILITY

So far, we've focused on the past and the present. It's time we thought of the future as well. Therefore, we use **biodegradable packaging solutions** (made of **agave**) in order to reduce our use of plastic.

Also, we intend to invest a significant part of our income into **sustainable agave cultivation in Mexico**, supporting **smallholders** and **funding bat conservation organizations** in the country as bats play a crucial role in the pollination of all agave species.



**THANK
YOU!**

