



"LIFE IS MORE FULFILLING WHEN YOU FOLLOW YOUR HEART OVER YOUR HEAD."

Perfect Paloma Moment

BY MAGNÓLIAFEHÉR



Challenge

NOBODY THINKS OF TEQUILA LONG DRINKS FOR THEIR (SUMMER) EVENTS, AND THEY BARELY KNOW WHAT A PALOMA IS.

Purpose

**OUR PURPOSE IS TO CHANGE THAT!
HOW?
LET'S SHAKE THINGS UP!**

OUR GOAL IS TO MAKE AN INSTAGRAM BASED BRAND AWARENESS CAMPAIGN WHICH AIMS TO BRING PALOMA TO AS MANY GARDEN PARTY CELEBRATIONS AS POSSIBLE.



Insight

LIFE IS MORE FULFILLING WHEN YOU FOLLOW YOUR HEART OVER YOUR HEAD.


TRADITION

Every drop of Don Julio Reposado is steeped in tradition and hard work. From the agave fields to the garden table, it travels a long journey to crown the moment.

NEW WAVE

You don't have to wait for a special moment to come to celebrate with your loved ones.

You make the moment special. Alongside people you irrationally love. With Paloma.





Idea

Through a four-part video series our aim is to show how the perfect garden party is made for the special moment You make and ask our target group to show us how they do it.

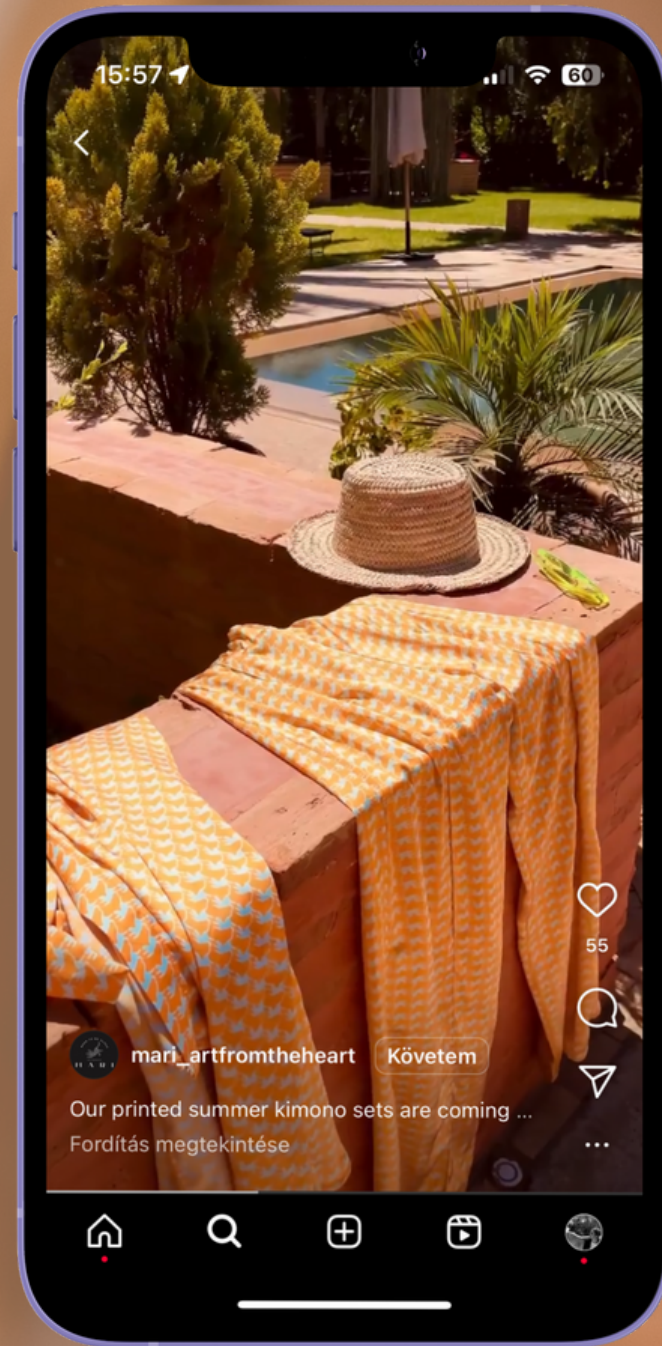


Execution

Within the first three episodes with the help of gastro influencer Dávid Kárai we will show every detail of a garden party and the last video will capture THE moment, the party.

We will collab with brands like MARI and Culinaris.

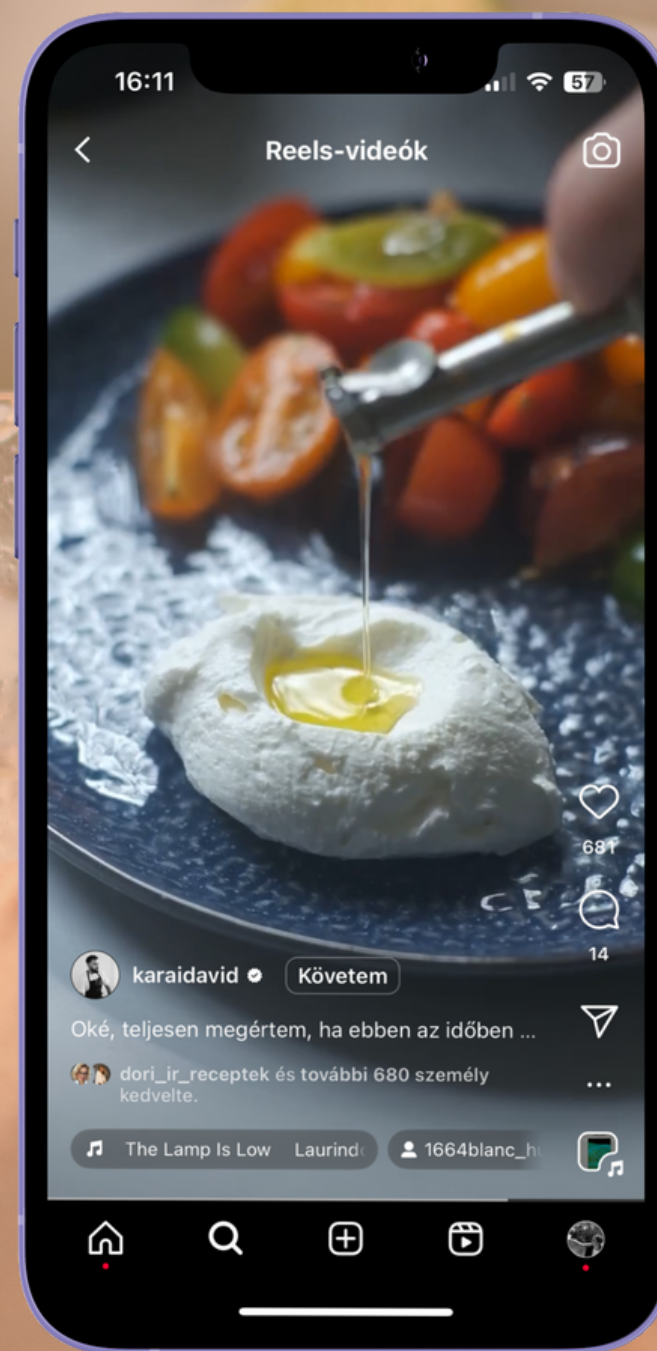
After the last video we'll launch an Instagram filter with the iconic Don Julio hat and we'll encourage our target group to make short videos with the filter and upload it with the hashtags #youmakethemoment #donjuliopaloma.



PALOMA X MARI

How to dress up?

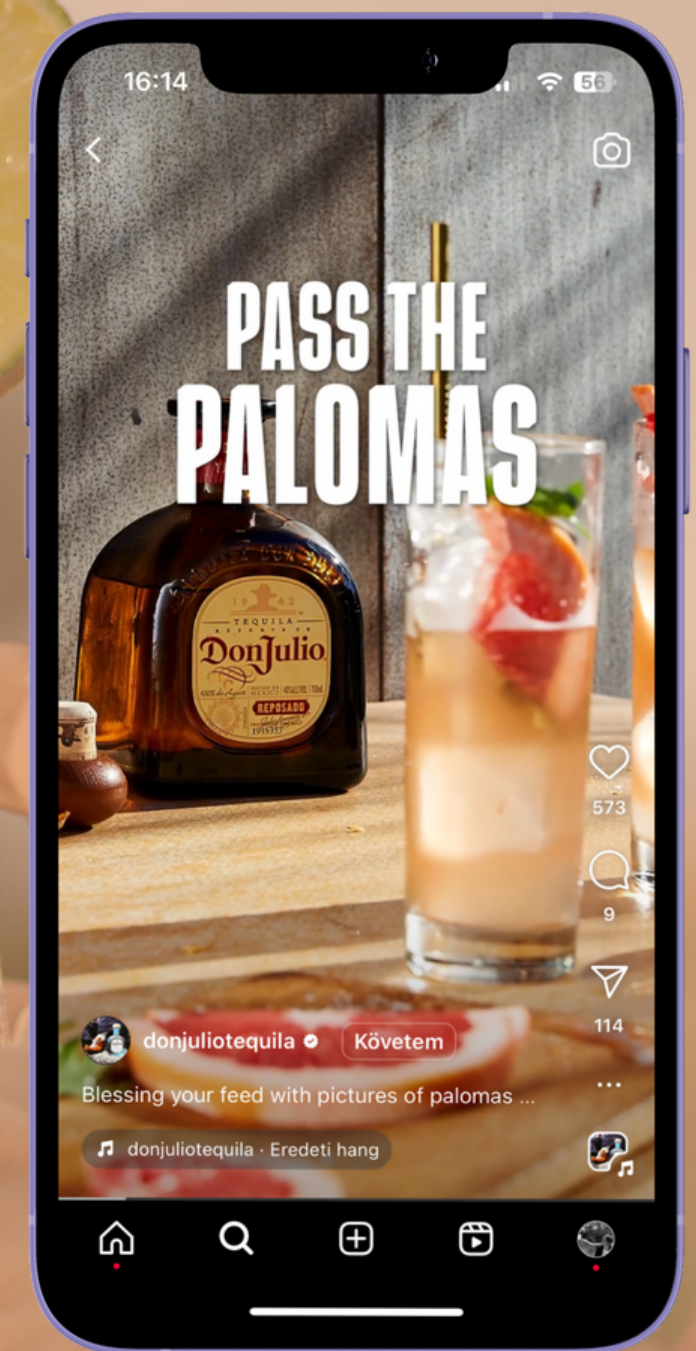
Dávid will choose his outfit with the help of designer, MARI who designed a grapefruit inspired unisex shirt which is perfect for the summer heat.



PALOMA X CULINARIS

What is the perfect garden party menu?

Dávid will tell us about his expertises. He will prepare all the dishes for the party with ingredients from Culinaris.



PALOMA X DIAGEO

What is the perfect summer long drink?

We will reach back to our insight, where Dávid will talk to a tequila expert from Diageo and he'll learn how to make the Paloma cocktail.

PALOMA X YOU

In the final episode of our series Dávid will invite his closest friends to the party he prepared for with the same passion as Don Julio made his special recipe for Reposado.

With this video we are launching our IG hat filter as well, and at the end of the content Dávid will encourage our target group to make similar videos of their garden party celebrations with their own group of friends and share it with #youmakethemoment #donjuliopaloma tags.



Activation

From the user generated content a lucky group of friends will be able to join a Paloma Faith concert on the 18th of July, in VeszprémFest where they will not only be able to enjoy an amazing show but they'll have the opportunity to prepare Don Julio Paloma with Paloma Faith.



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Cheers!

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