



INNER FIRE

team Sárga

PROBLEM /INSIGHT

Problem: in Hungary, nobody knows that tequila is not just a short drink, but can be used to make delicious long drinks on hot summer days. Even fewer know how good actually the Paloma cocktail is.

Insight: Passion is when we follow our heart instead of our head. The things we like to do best - driven by passion - are never complicated. They come to us naturally, because they are simple and bring us joy easily.



/CREDO

The passion in the world of alcoholic beverages is a very dangerous phenomenon. That's why we shouldn't talk about drinking as a passion, but the attitude of being devoted to anything in our life that makes its quality better. Just like making quality cocktails from good-quality alcohol.

When you're passionate about something in your life, be it a hobby, art, etc. then you often achieve unexpected results and produce a much more creative things come out of it. In such cases, there is an inner fire that drives us to discover and develop our abilities.

At Don Julio, we believe that talent and passion (the inner fire) drives you to be better and better.



/MESSAGE MATRIX

Image:

HL: Fill it with passion

SHL: Discover your inner fire with the Paloma cocktail made with Don Julio Reposado Tequila!

Umbrella:

HL: Fill it with passion

SHL: The inner fire that inspires you.

Tactical:

HL: Fill it with passion

SHL: Find your inner fire!



/IDEA

With this campaign, we can show that by following our hearts, we can all find the **spirit** that can accompany us for a lifetime.

The Paloma cocktail is a good symbol of this idea, because you don't need many ingredients to make this cocktail, just like you don't need many ingredients to find your passion.

It's that simple.



/APP

So We're creating an app to help everyone find what they're really passionate about. Within the app you can upload every day what you are into. Whether it's painting, playing music or just doing your job.

And those who are looking for devotion can draw inspiration from what others submitted, get inspired by them and try them out to see if it really fits. This is how we can convey our key message, creating a good perception of the brand while building micro-communities.

PASSI-ON

FIND YOUR INNER FIRE!

PASSI-ON

HERE'S YOUR
DAILY PASSION



MAKE A PALOMA
COCKTAIL

DonJulio

PASSI-ON



LEARN HOW
TO PLAY A SONG

SEND

DonJulio

/ANONYMOUS

We're all used to picking the influencers with the most followers and leaving it up to them to drive their follower base. But what if this time we didn't tell the public who our campaign faces, just said they are talented and passionate?

If you buy a Don Julio tequila, you have the chance to win an exclusive ticket for an unforgettable night. At this event you attend a dinner party with an unannounced chef (János Mizsei) and a fashion show where we don't know who designed the clothes (Judit Garam). And what will tie them all together?

Three things: curiosity, the great taste of the Paloma cocktail and the passion that makes it all great.

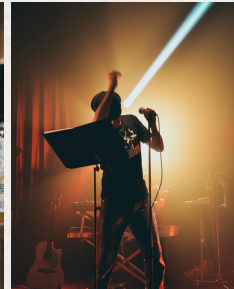
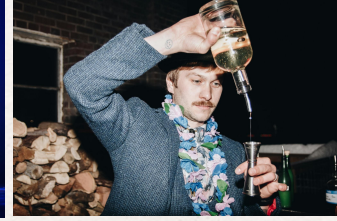


/TIKTOK



We're creating a custom CapCut template called Paloma, where you can fill this template with images and videos that reflect your passions. This way, without any serious editing knowledge, TikTok users can produce and share passion-related content with their friends and make the Don Julio brand and its statement trending.

By sharing their results on TikTok, we create a viral sensation that not only boosts brand visibility but also strengthens our connection with the audience.



/SPOTIFY

On Spotify we're creating a podcast where famous people tell us about their passion for work and what drives them to keep getting better at what they do. Alongside the podcasts, we invite listeners to create a musical cocktail. A playlist in which the titles of the songs are the ingredients of a cocktail. E.g. grapefruit, soda and of course the song that everyone knows: tequila. The most creative cocktail playlists will be entered into a draw to win a Don Julio merch T-shirt with your own playlist on it.





THANKS!

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