

The Paloma Provocateur

Team Flamingórózsaszín





The problem

Social situations are tricky, **most of us choose to stay close to our friends and our tried-and-trusted drinks over and over again** and we miss out on a whole range of new experiences.

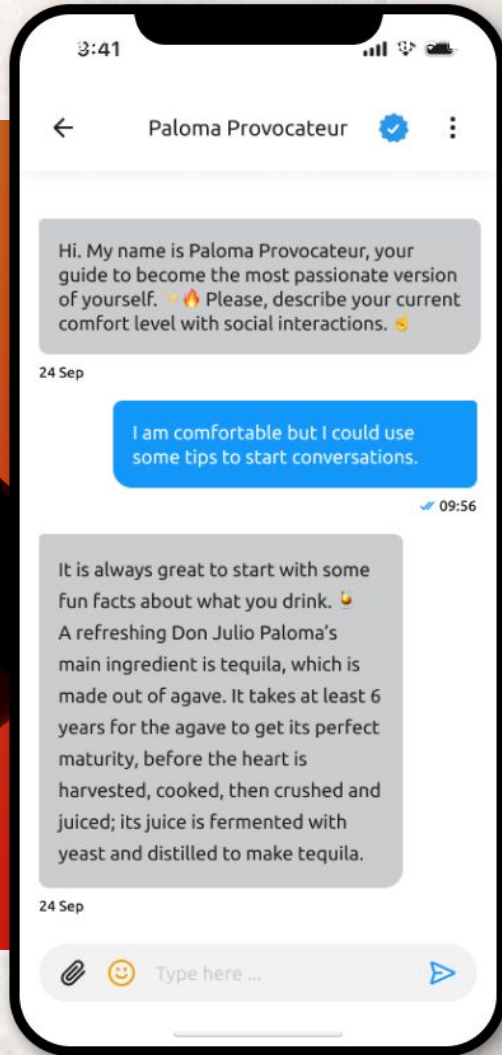
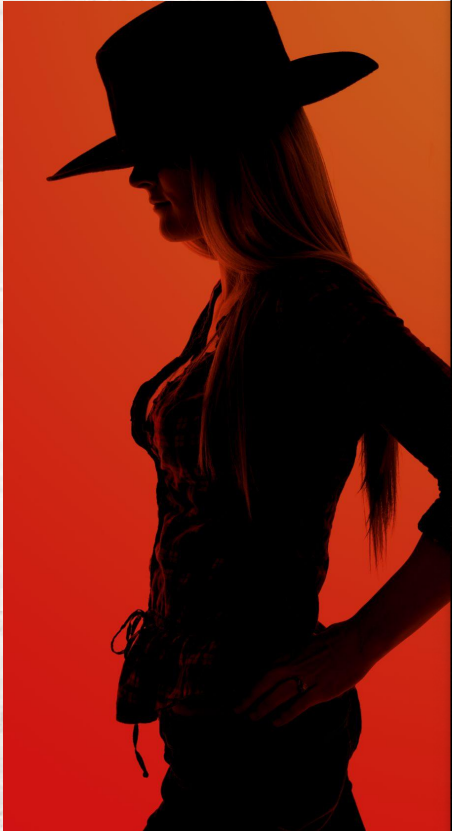
This is because we all feel a sense of social anxiety that makes us seek a sense of control and safety in those social situations.

The insight

Even though most of us are hesitant to try new drinks, in reality ordering or **servicing a new type of drink** that people around us do not know is the perfect way to kick-start conversations and **unlock** those **momentous moments we all long for.**



Let's show everyone that *they should dare to choose a Don Julio Paloma* because leaving their comfort zone will help them break apart from the pack and show their true character: *their inner provocateur.*

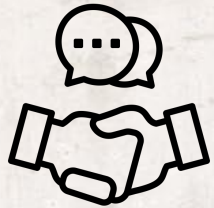


The concept

Introducing the **Paloma Provocateur**, an **AI-powered chatbot that lives on social media designed to unleash your inner socialite** and ace new social scenarios. Trained on the best socialites, it offers tips, tricks, and conversation starters, empowering you to handle any interaction with confidence.

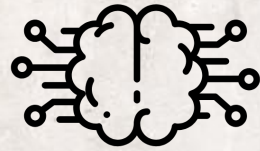
Plus, it'll inspire people to try the Don Julio Paloma cocktail, sparking unforgettable conversations and experiences.

The mechanic



Intro

You start a conversation with the Provocateur and learn about it and its purpose.



Learning

The Provocateur asks you a few questions to get to know more of you, your current comfort level with social situations, your preferred events and goals.



Selection

You choose the social setting or scenario you want to prepare for.



Results

The Provocateur provides you with various forms of guidance on handling your chosen situations (e.g. via role-play exercises or offering concrete tips on how to enter conversations).

The activation

We start to raise awareness around the Paloma Provocateur through virtual mixology events.

The events will be hosted by the most social hosts and influencers (think Balazs Sebestyen, Adam Nagy, etc) who will also be used to spread the word. The events will be live streamed across social platforms.

In addition to the collaborations, we will use click to message paid social ads, QR codes via DOOH and OOH at the streets, events and bars allowing people to start enter the conversational flow with minimum effort.





Why would it work?

1. We get to create buzz, driving awareness around Don Julio and the Paloma cocktail
2. We get to educate consumers on the Paloma cocktail, Don Julio's brand, the culture of tequila and ultimately drive consumption
3. We make Don Julio the brand that is associated with being an outgoing socialite who dares to follow their heart

Plus, the direct line of communication with consumers can be leveraged across a wide range of follow-up activities.



THANK YOU!
LET'S HAVE A PALOMA.