



The Paloma *Insurance Policy*

DIGITAL
YCL 2024

Hello summer, we've missed you!

After enduring a long and dreadfully boring winter, there's nothing quite as invigorating as the mercury finally climbing above 10 degrees. It's time to bid farewell to the winter blues, and hi to a calendar filled with some much-needed socializing!





Aaand there's the morning after

After a night out (yes, even on a Tuesday, because it's summer that's why) filled with laughter and living your best life, comes the inevitable: the dreaded hangover. It's the hefty price you pay for the unforgettable moments of fun – and it's not only you who's paying but your plans for the next day too.

But guess
what ...



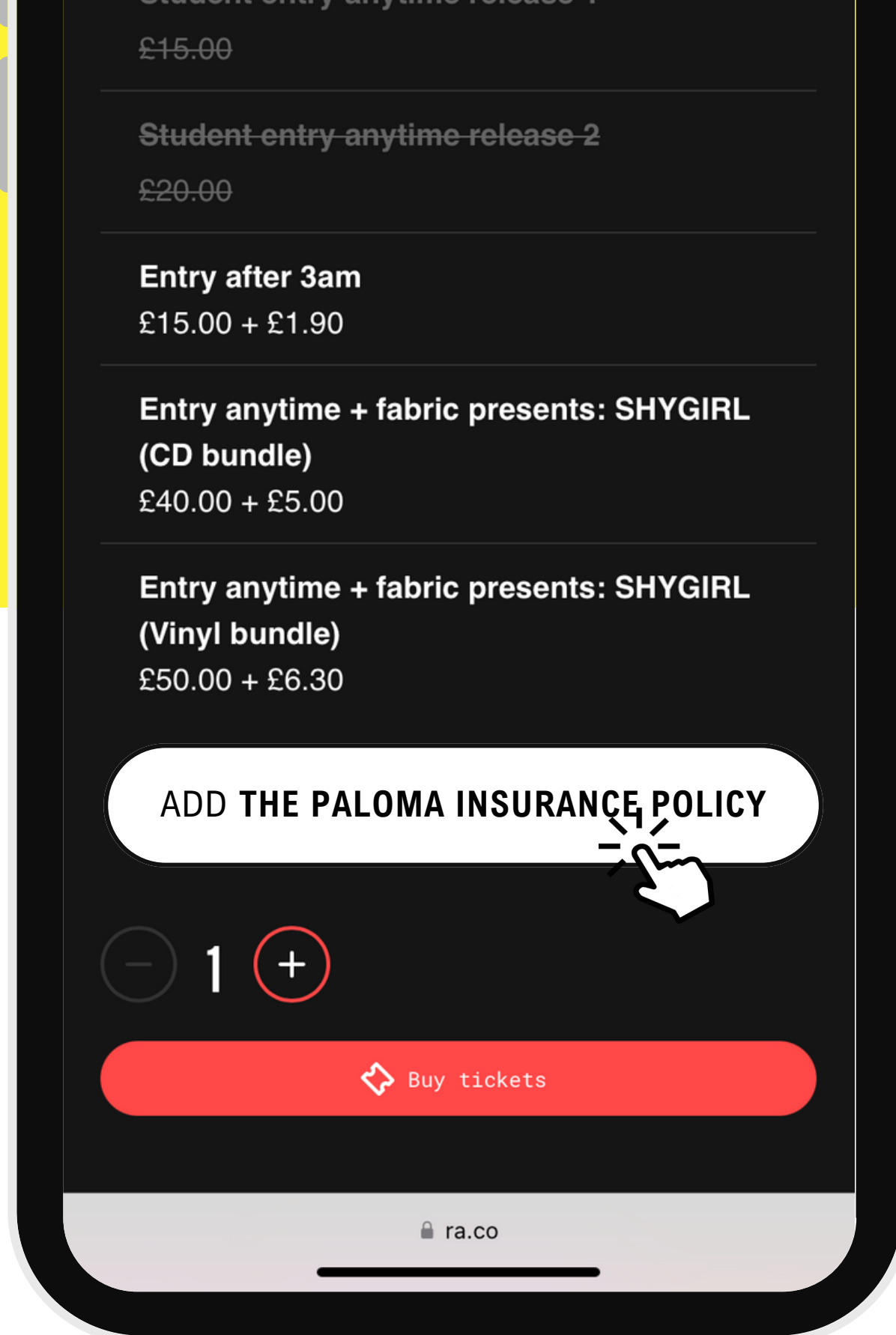
100% agave spares you from this. And what is Don Julio Reposado made of? You guessed it right.

So it's not just a cocktail we're selling, but a life spared from the consequences of the night before. Now we just have to show how sure we are of ourselves!

A top-down view of a group of people at a dinner table. They are holding wine glasses and laughing joyfully. The background is a dark blue wall. The central text is overlaid on a light blue rectangular background.

The Paloma Insurance Policy

A digital campaign that helps people save their summer plans from the hangover cancellations, all while supporting the Don Julio Paloma's rise.



FOMO's best friend

Partnering with Resident Advisor or Songkick, two of the foremost event platforms for concerts, parties, and tour dates, we introduce a new feature to their ticket-purchasing experience.

Now, you can opt for a Paloma Insurance Policy alongside your ticket, ensuring a full refund if you're sidelined by a hangover and need to cancel your plans – of course, in the T&C, we clarify that the user can only consume Palomas. *What, you don't believe in the power of the pinky promise?*

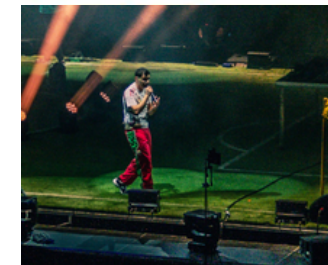
Some pre-game activation

Fred again @Sziget? Ed Sheeran @Puskás Aréna or Take That @Budapest Park? To keep those unmissable events on your radar, we're not only posting ads in the Facebook events of the concerts but also in the most popular events the day before, **spreading the word about Paloma.**



Your upcoming events

[See all](#)



Wednesday at 19:00

Solére and Beton.Hofi



Anna and 10 friends



Thursday at 20:00

Ed Sheeran



Szilágyi and 9 friends

Can we get that in writing too?

We put printed ads in the Recorder magazine, next to the biggest event announcements of each month, to make sure the readers get the message.

