

About

time

By Havannabarna

Quality work takes time. It's just a fact.

Sharknado was filmed for **18 days**.

Dune – for **6 months**.

A pair of **Zara jeans** take **36 hrs** to make.

The **“Miss Dior” dress** took **800 hours**.

Sierra Tequila Reposado rests only for **9 months**.

Don Julio Reposado – for **6 years**.

Young Cannes Lions '24



We are sitting on an insight goldmine here

Did you know that Westend **was only built in 370 days?** And to be honest – it did not age well. However, **Szépművészeti Múzeum took 6 years,** the **W hotel – 2,5.**

So, it's all about showcasing how the **time** and **effort** we invest in our work truly translate into quality.





Young Cannes Lions '24

**Budapest is brimming
with architectural
marvels that captivate
the world.**

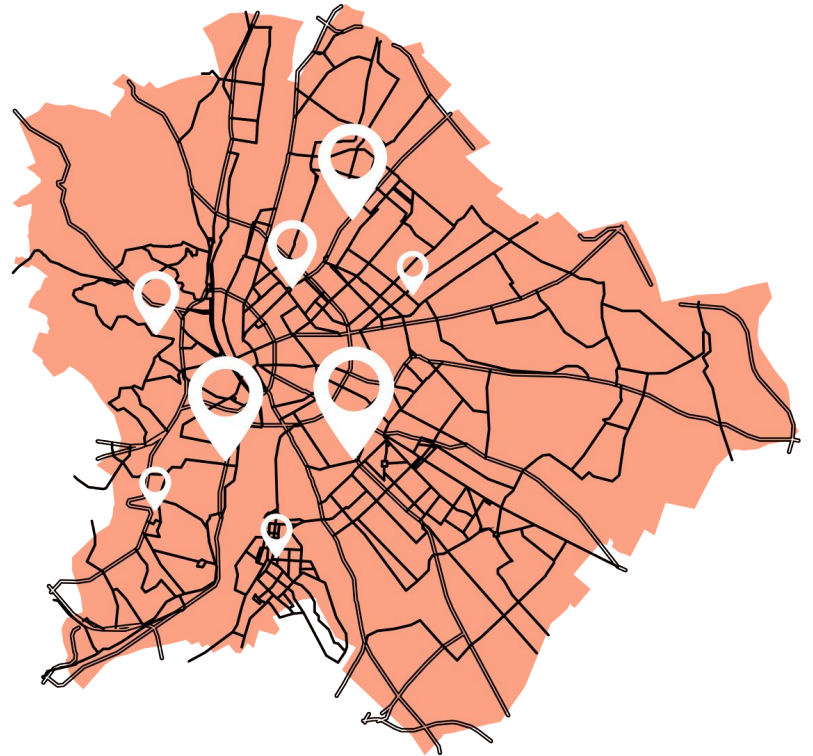
Why shouldn't we **leverage our own city**
to strengthen DJP's position here at home?

Idea:

About time

Through **location-specific out-of-home (OOH) ads**, we communicate the key advantage of Don Julio Reposado and the Paloma cocktail: **the quality imbued with time and care.**

We also **partner up** with these buildings across the city to list Paloma as their signature cocktail.



We've waited 2,5 years
for this hotel to finish.

And your Don Julio
Paloma — 6.

Now it's about time you enjoy both.





We've waited 6 years for this
museum to finish.
Just like your Don Julio Paloma.
Now it's about time you enjoy both.





Young Cannes Lions '24

Raising the bar

If we've already piqued people's interest in trying the Paloma, why wouldn't they **seize the first opportunity?**

That's why we're partnering with these establishments to make it **the signature cocktail at their bars.**

**Thank you
for your
time!**

By Havannabarna