



PROJECT 2

BY MACKENZIE SNIDER AND
EMILY MILLER
ADBR-341



CASAMIGOS TEQUILA

One of the smoothest, most natural tasting tequilas on our list, Casamigos is made in the Jalisco highlands from 100% agave. Clooney, and co-founder Rande Gerber, say they wanted to make, “the best-tasting, smoothest tequila that didn't have to be covered up with salt or lime.”

OUR IDEA



For our direction in our campaign, we want to primarily focus on changing the stigma that tequila has over all by just being good for shots instead of being used in a nice drink to enjoy.

DIRECTIONAL ROUGHS

These roughs are meant to showcase 3 different directions we can go in for our Casamigos campaign.
Our tagline is "Casamigos, sipped not slurred."

This direction talks about how "you can't rush perfection" basically you shouldn't waste something so good on a shot.

You can't rush perfection.



Casamigos, sipped not slurred.

This one takes a stab at whiskey for being known as the best alcohol for an old fashion when a good tequila can be used for it to.

The Tequila that will replace your Whiskey.



Casamigos, sipped not slurred.

Tequila is a strong drink base for anyone to choose. Only someone with a refined taste and love for a strong natural drink.

Take a sip of a drink that's as refined as you.



Casamigos, sipped not slurred.

MACKENZIE SNIDER'S WORK

3 Posters

Twitter Post

Cocktail menu
Booklet

BOOK
COVERS



BOOK
COVER
ROUGHS

*Drinks that are
meant for
Sipping, not
Slurping*



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BLANCO

- 1. *Teguila Sunrize*
- 2. *Casa Cello*
- 3. *Grape Caipritia*
- 4. *Casa Lychee*

REPOSADO

- 5. *The Chivalrous Pear*
- 6. *Casa Mai Tai*
- 7. *Casa Pumpkin Spice*
- 8. *Dragon Juice*

ANEJO

- 9. *Jalisco Julep*
- 10. *Anejo New Fashioned*
- 11. *Casa Tiki*
- 12. *Anejo Sour*

MEZCAL

- 13. *Mezcal Michelada*
- 14. *Oaxacan Negroni*
- 15. *The Dude*
- 16. *Smoky Casa*

Final Book Covers

THE SIPPING, NOT SLURRING DRINKS



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Tequila Sunrise

The Tequila Sunrise cocktail has a bright, citrusy taste. The sweetness of grenadine combines with the tang of the orange juice to make a cocktail that's fresh and fruity.

Ingredients

- 2 oz. Serrano Infused Casamigos Blanco Tequila
- 1 oz. Fresh Orange Juice
- .5 oz. Fresh Lemon Juice
- .5 oz. Grenadine by Liber & Co.
- Garnish with Luxardo Cherry through Skewer and 6-8 Pomegranate Seeds

Procedure

Combine all ingredients, except grenadine into tin shaker. Add ice, shake vigorously and fine strain into coupe glass. Add grenadine then garnish.

Tequila Type	Casamigos Blanco
Prep Time	4 Minutes
Serving Size	1 Serving



Notes

To add a little spice, mix Tajin seasoning with salt for the rim.

Grape Caipirita

Sweet, Tart, Zesty, and Refreshing.

Ingredients

- 1.5 oz. Casamigos Blanco Tequila
- .75 oz. Fresh Lime Juice
- .75 oz. Simple Syrup
- 4-5 Red Seedless Grapes
- Garnish: Lime Wheel

Procedure

Combine all ingredients into a tin shaker, and muddle grapes. Add ice, shake vigorously and pour all contents into a rocks glass. Top off with fresh ice and garnish.

Tequila Type	Casamigos Blanco
Prep Time	4 Minutes
Serving Size	1 Serving



Notes

Enjoyed best when shared.

Tequila Type	Casamigos Mezcal
Prep Time	5 Minutes
Serving Size	1 Serving



Notes

House of the Dragon - just add a bit of prosecco.

The Dude

The Dude is a delicious, creamy treat of a drink. It tastes like a chocolate mocha with cream, so what's not to like?

Ingredients

- 1 oz. Casamigos Mezcal Joven
- 1 oz. Coffee Liqueur by Mr. Black
- 1 oz. Cream
- 2 Dashes Chocolate Bitters
- Garnish: Cinnamon Dusting

Procedure

Combine all ingredients into an ice filled rocks glass. Give a quick stir, then garnish with a light cinnamon dusting.

Tequila Type	Casamigos Mezcal
Prep Time	3 Minutes
Serving Size	1 Serving



Notes

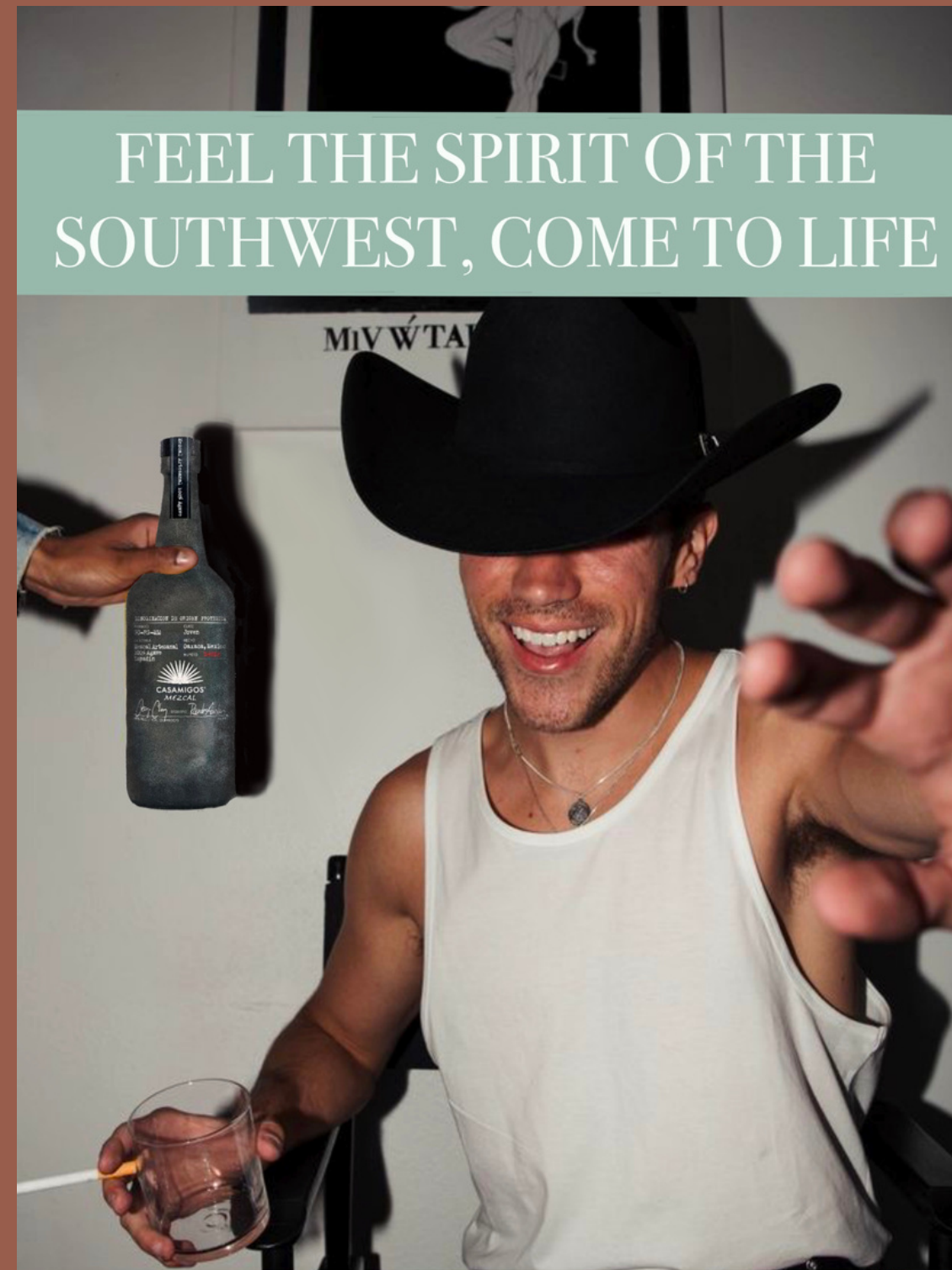
Better than your White Russian. Make it sweet or strong, just depends on how much cream you add.

FINAL POSTERS



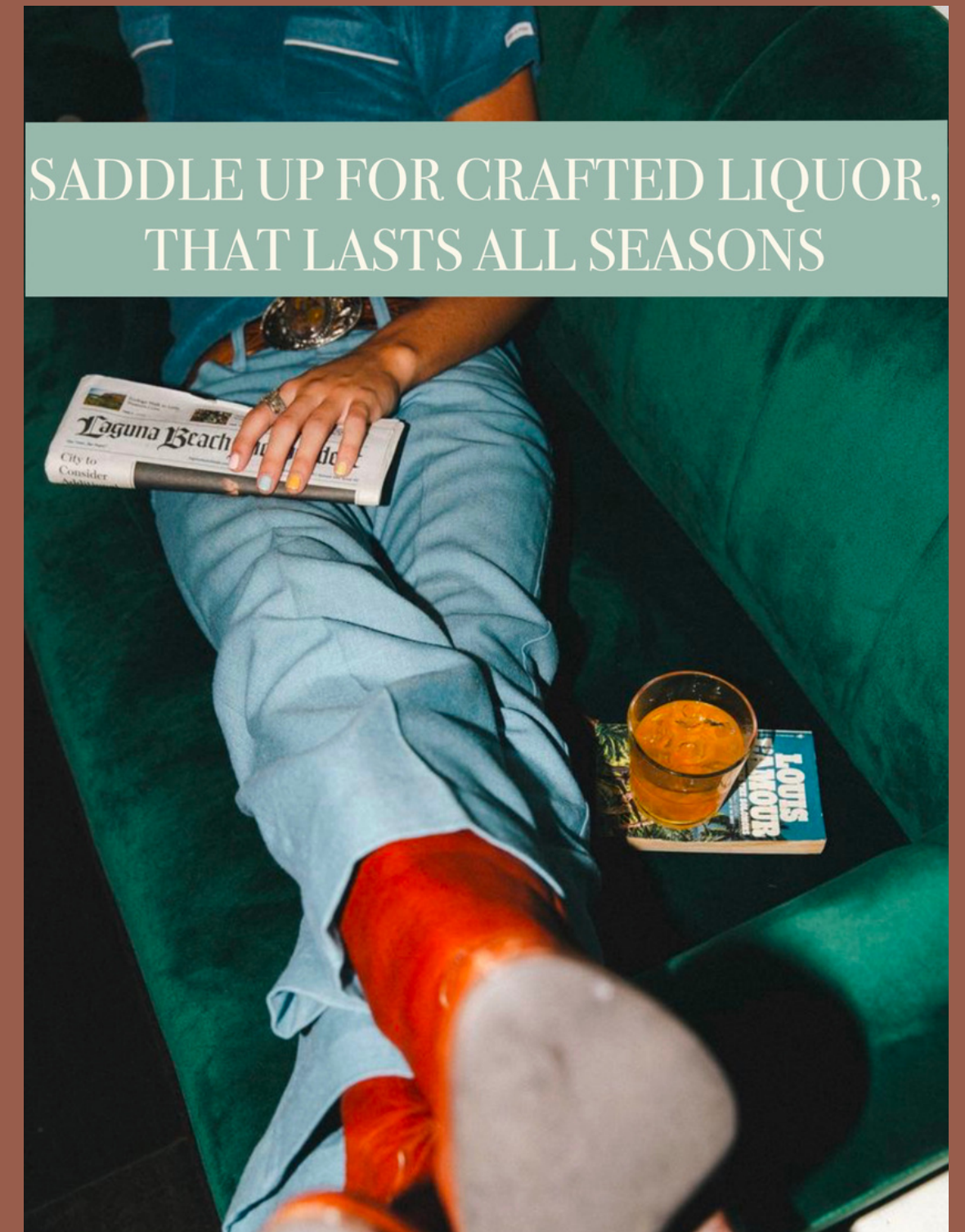
WE ARE A DRINK THAT ISN'T
MEANT FOR THE TENDERFOOTED

CASAMIGOS, SIPPED NOT SLURRED



FEEL THE SPIRIT OF THE
SOUTHWEST, COME TO LIFE

CASAMIGOS, SIPPED NOT SLURRED.



SADDLE UP FOR CRAFTED LIQUOR,
THAT LASTS ALL SEASONS

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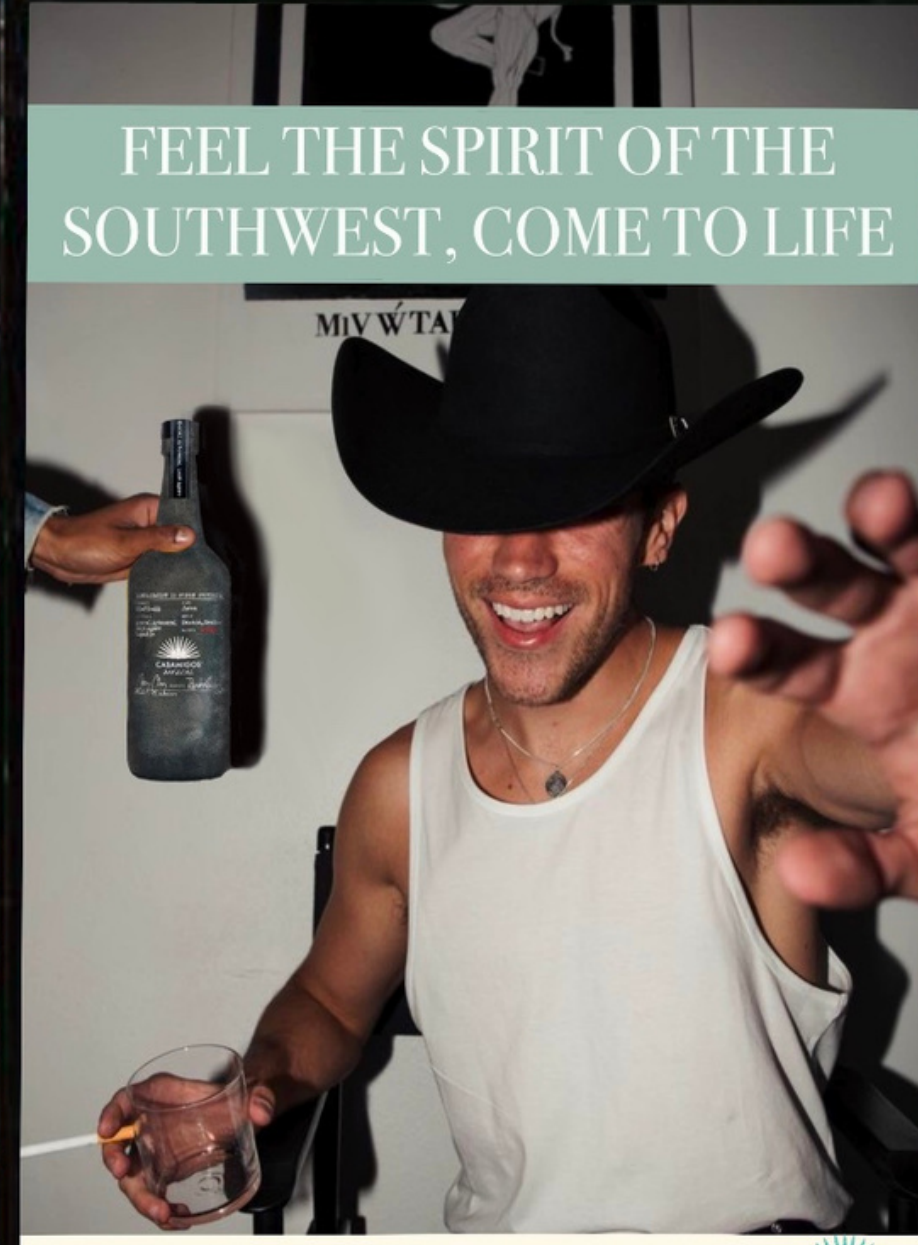
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TWITTER POST



Casamigos 
@Casamigostequila




We are the liquor that will
replace your favorite reserve.

[#Sippednotslurred](#)

9:30 PM • Frb 5, 2022



The image shows two bottles of Casamigos Tequila standing in a wooden crate. The bottle on the left is labeled 'Reposado' and the one on the right is labeled 'Blanco'. Both labels include the text 'PRODUCTOS CASAMIGOS', 'PROYECTO GC-RG-MM', 'CATEGORIA Tequila 100% Agave Azul', and 'Jalisco, Mexico'. The labels also feature the Casamigos logo, a green agave plant, and the signature 'George Clooney'. The background is a blurred outdoor scene with trees and a building.

EMILY MILLER'S WORK

instagram Story

Instagram Post

BillBoard

Cocktail menu

Booklet



INSTAGRAM
STORY

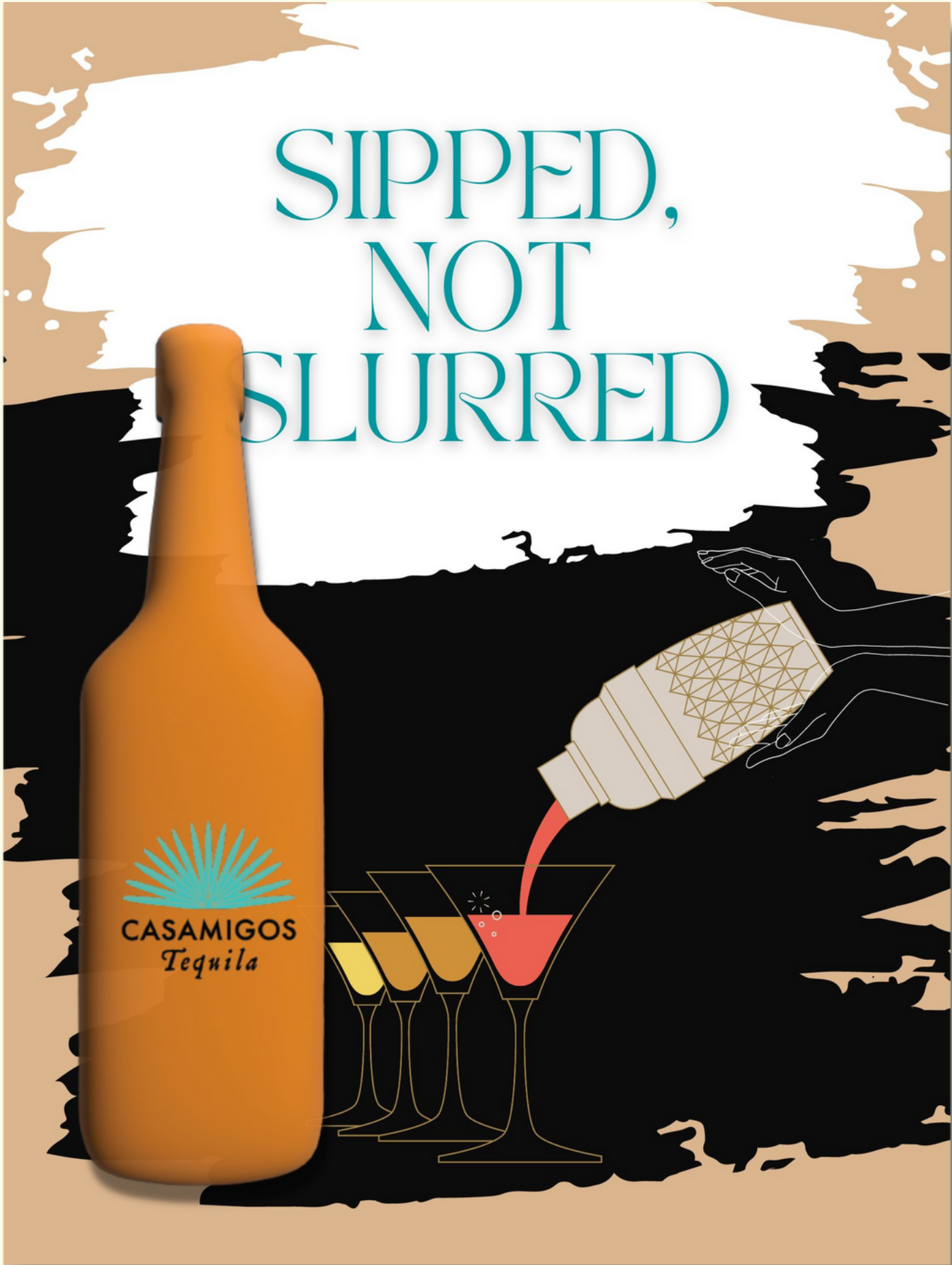


INSTAGRAM
POST

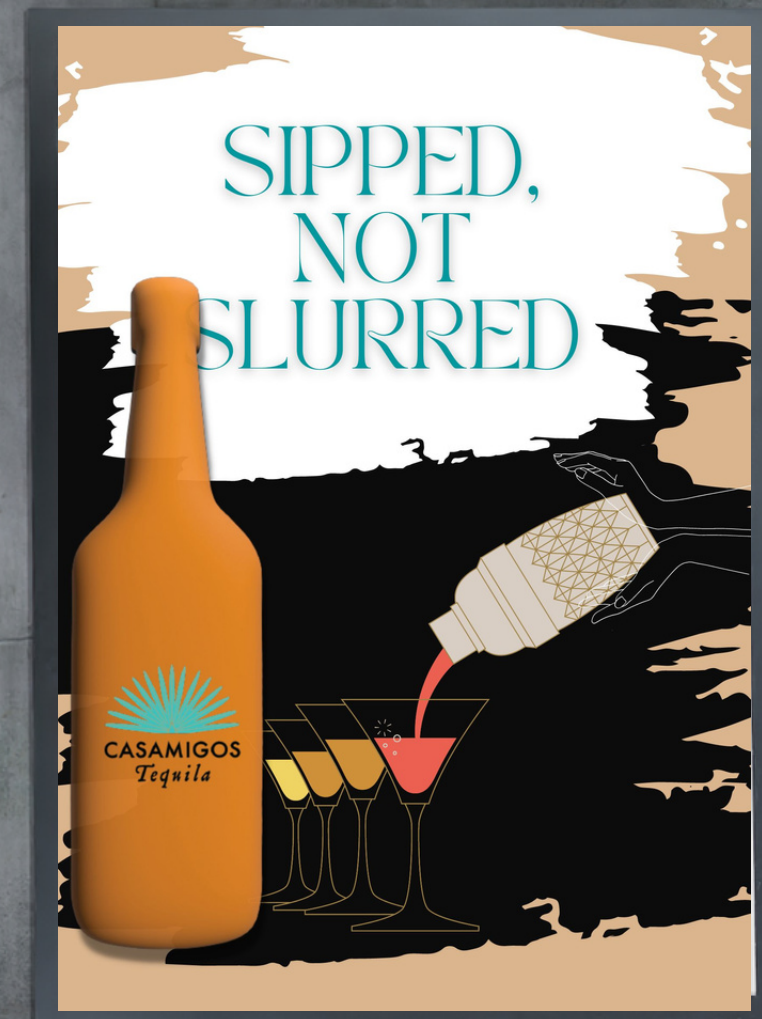




BILLBOARD



BILLBOARD



THANK YOU