

U P B R A N D

STRATEGY + CREATIVE

EL MAYOR TEQUILA

CASE STUDY

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El Mayor is a handcrafted tequila grown in the highlands of Jalisco and aged using processes perfected by four generations of González family distillers. Time and again, El Mayor has earned its place as a premium tequila through awards, accolades and innovation. But with dated branding and a new expression launch on the horizon, El Mayor needed a sophisticated digital facelift to stand out in the extraordinarily crowded tequila market.

SERVICES: BRAND STRATEGY / CAMPAIGN DEVELOPMENT / IDENTITY CREATION / PHOTOGRAPHY / SOCIAL MEDIA / VIDEO / WEBSITE DESIGN

THE STORY OF EL MAYOR

For over four generations the González family has been perfecting the tequila-making craft. To this day, they incorporate age-old processes and values handed down for generations.

The Lux family brings over 60 years of spirit bottling and distribution expertise, making them the perfect match to bring the González family's tequila craft to the brand's sophisticated consumer base.

El Mayor represents a legacy of the tequila-making craft.



El Mayor handcrafted tequilas are made exclusively from blue Weber agave, grown in the fertile, rocky soils of Jalisco, Mexico. Each plant is hand-selected and harvested at peak readiness.

The plant, called a piña, is cut from the stalk and the spiky, thorn-covered leaves are cut away using a sharp, long-handled tool called a coa. The agave hearts are then chopped and placed into an autoclave where it is cooked so the flavorful agave juices can be gently extracted.

The agave juice is fermented using the González family proprietary yeast strain. After fermentation, the liquid is double-distilled in copper-lined pots.



GRAPHICS & ILLUSTRATION

Graphics have been designed to visually represent various elements of the El Mayor brand.

The graphics should only be used to represent their intended features, benefits or markets in marketing materials.

If new graphics should need to be created, they should be approved by the El Mayor marketing team prior to their use.



TEXTURES & PATTERNS

A selection of rustic textures has been curated for use as backgrounds and to add character and depth to the imagery. These textures should be used with care, following the guidelines specified here. They should add a subtle suggestion of texture, used primarily as tone-on-tone. Avoid using too much contrast or strong colors so the image does not become distracting or overly busy.

BRAND IDENTITY

As part of ushering in a cleaner, brighter brand look and feel, we developed an extensive toolkit that keeps the brand cohesive across channels. Textures and colors were inspired by the adobe buildings of Mexico, while inky illustrations gave the brand an elevated, personal touch, not unlike the brand's handmade tequila product.

The brand guidelines included photography do's and don'ts for distributing to influencer partners, boilerplate copy for quick reference and typography rules that captured the exquisite elegance of El Mayor.



WEBSITE

Along with El Mayor's updated look – which introduced luxe textures, elegant linework and a refined color palette – we launched a sleeker digital ecosphere, complete with a featured recipe carousel and easy-to-access expressions for a better user experience.



ROOF-TOP SHELF TEQUILA

Good friends. A beautiful setting. The perfect time of day. When one or more of these things align, it's a good time to enjoy El Mayor Tequila.

For our summer campaign, we captured hand-crafted cocktails, good conversation, and a lot of laughter from a beautiful rooftop all at golden hour. The perfect setting to get back together and enjoy the company of those we missed the most.



MAKE AN IMPRESSION

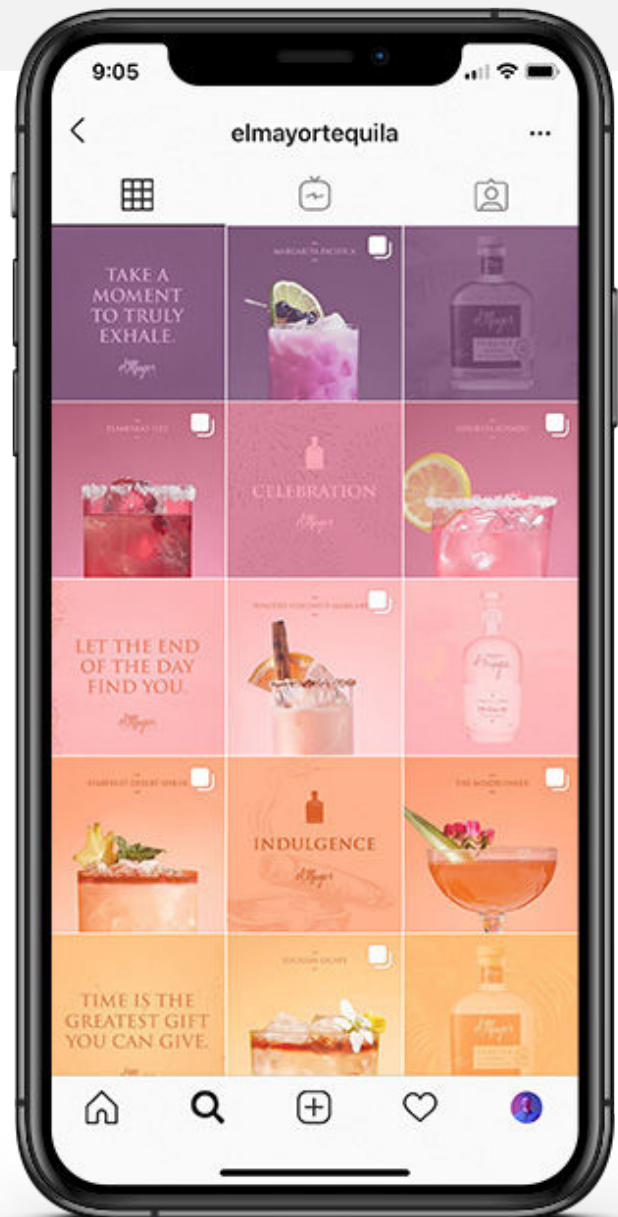
El Mayor Tequila always rises to the occasion, worthy of your celebration. For this national tv spot, we let the tequila (and the atmosphere) do the talking.

Bring a bottle of Blanco, Reposado, Añejo or Extra Añejo to your next get-together and watch it disappear.

TEQUILA SUNSETS

Unlike summers past, the summer of 2020 was filled with global uncertainty and panic. What's more, the digital space was inundated with content for the sake of content. So, when we needed to develop a summer digital campaign for El Mayor Tequila, we knew we had to bring value to consumer to rise above the noise of the constant deluge.

With brilliant, sunset-inspired photography, thoughtful mantras and ways to relax after a long day, the Tequila Sunset campaign brought a glimmer of much-needed tranquility to Instagram feeds every sunset for 18 days.





NEW BOTTLE DESIGN

In developing a campaign that would help announce and promote recognition of El Mayor's newly designed bottle, we had to create something that would remain visually fresh despite constant use of bottle heroes while staying uniquely El Mayor.

Thus was the Elements concept – a concept that places the bottle at the center of imagery that evokes the flavor profiles and notes of each of El Mayor's tequila expressions. We created Instagram static images and gifs with peppercorns, floral illustrations, caramel animations and gilded fruit photography to demonstrate the bold flavors of El Mayor while not fatiguing the audience with bottle shots.

We also developed a :15 YouTube pre-roll remotely during the coronavirus pandemic to help promote Drizly delivery messaging during a peak in YouTube use.

THANK YOU
FOR VIEWING THIS CASE STUDY

Get in touch to learn more.

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