



A Z V L I K

M E Z C A L

G l o b a l V i s i o n

DECEMBER 2022



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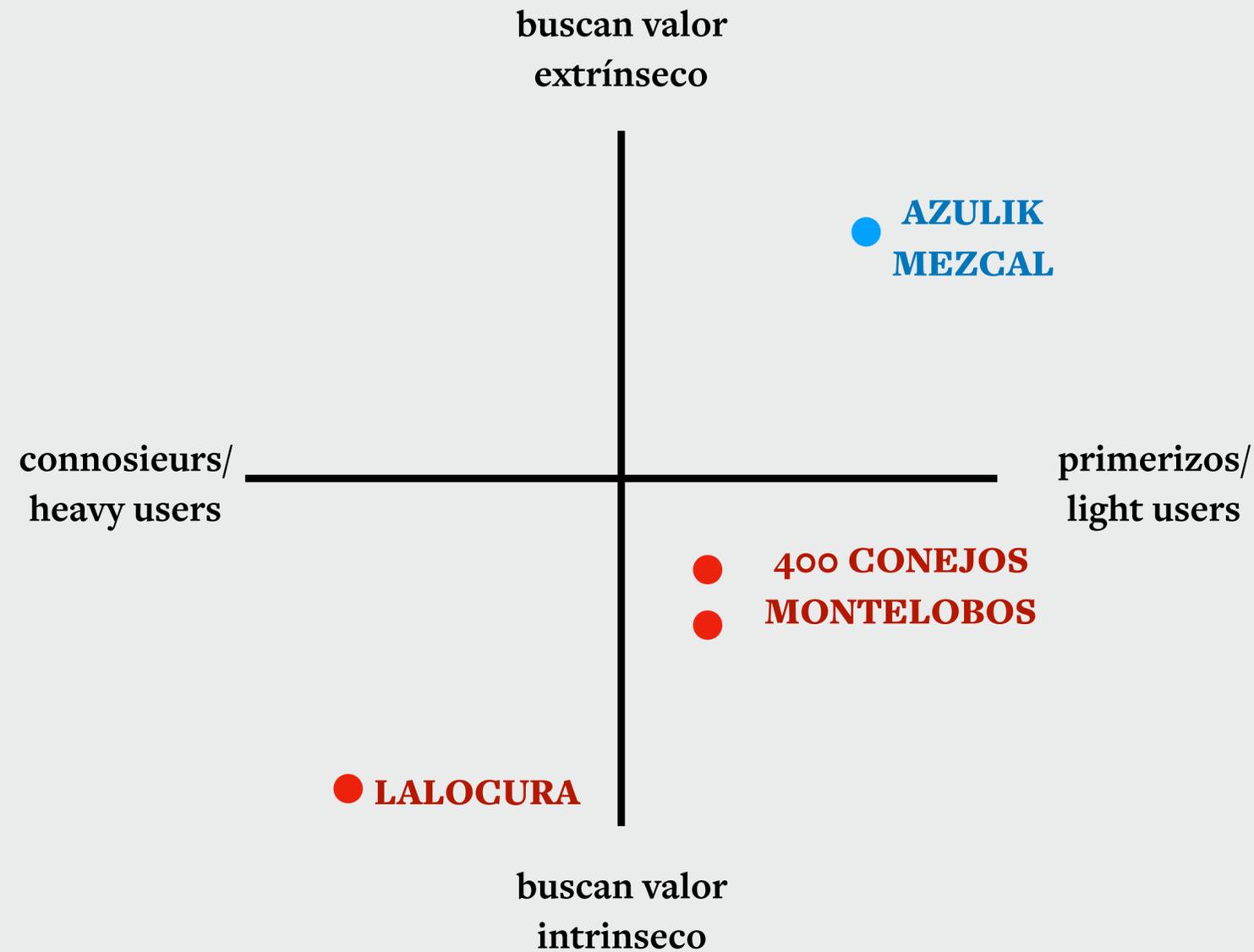
○ 5 . Brand Experience

# 1. MARKETING ESTRATÉGICO

## OBJETIVOS DE MARKETING - ETAPA 1:

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- Desarrollar la nueva categoría de productos AZULIK
- Introducir el producto AZULIK MEZCAL para iniciar su mercado de prueba y soft launch
- Generar conocimiento sobre esta nueva marca/iniciativa con el objetivo de generar expectativa
- Lograr posicionar la CAUSA de AZULIK
- Permitir a clientes y no clientes una experiencia AZULIK off-premise



## SEGMENTACIÓN

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- Nivel de conocimiento
- Importancia de aspectos organolépticos vs. simbólicos
- Segmento de pricing

## TARGET

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- Light users (Principalmente extranjeros en México o mexicanos light users)
- Buscan valor simbólico (efecto espejo)
- Segmento altos ingresos

## DESAFÍOS DE LA CATEGORÍA

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- Categoría madura **altamente competitiva** (Alta oferta /Alta rivalidad)
- **Prestigio de la alcoholera** como garantía de calidad
- **Complejidad de distribución** (Fuerza del canal, Fuerza de los productores)
- El alcohol es un producto **pernicioso para la salud**, alejado del eje reconexión

**“Si no puedes ser el primero, crea una nueva categoría”**

*Al Ries - Las 22 leyes inmutables del marketing*

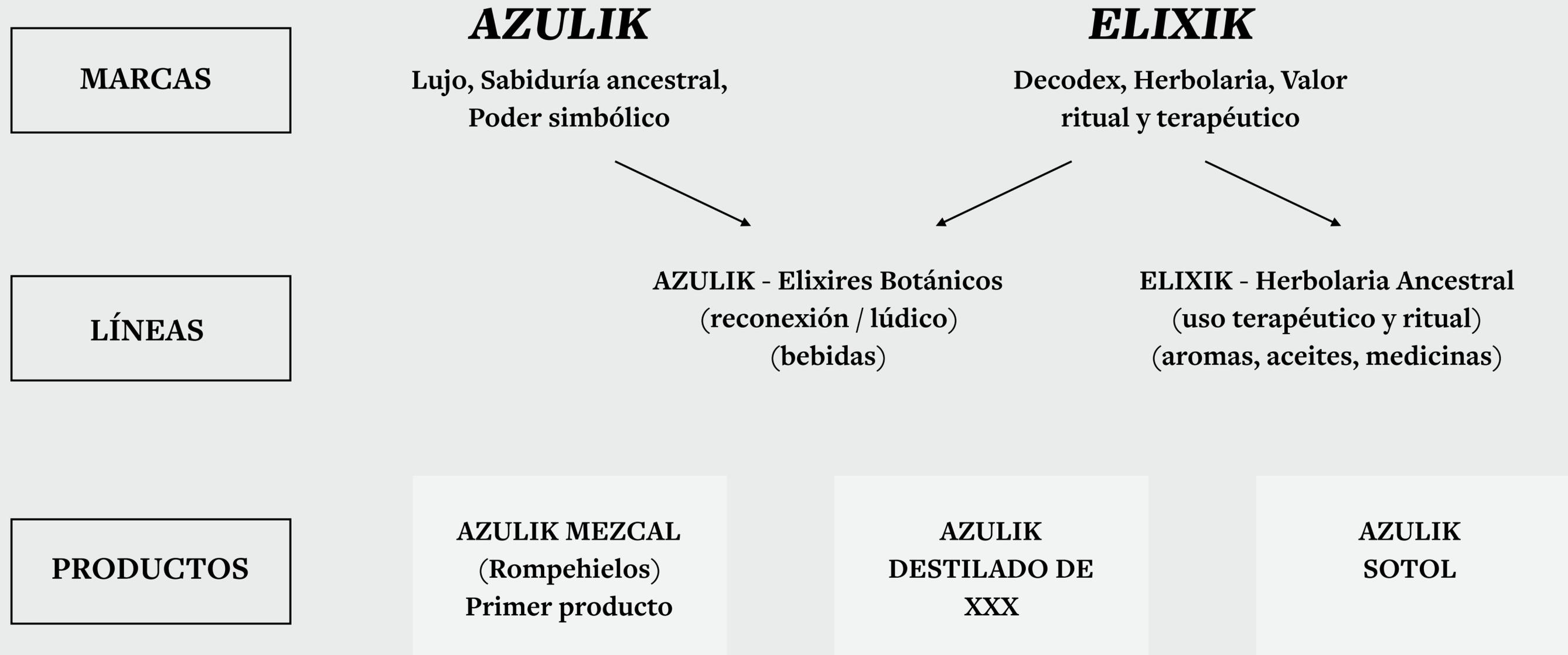
## 2. ELIXIRES BOTÁNICOS

Una categoría más alineada a la marca AZULIK y sus iniciativas



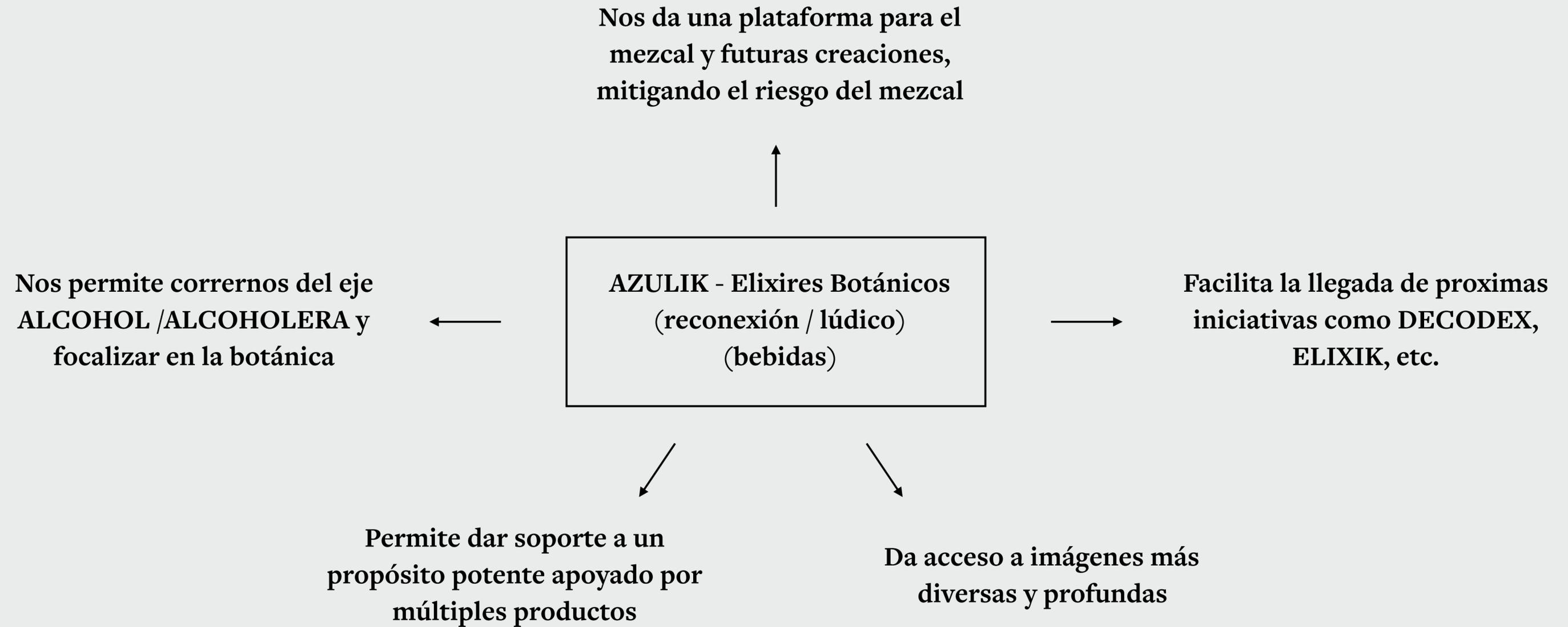
# ARQUITECTURA DE MARCAS

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# VALOR NUEVA CATEGORÍA

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### 3. AZULIK; UNA MARCA CON PROPÓSITO

Formas de conectar con la audiencia y amplificar nuestra causa

**“Las marcas que triunfarán en los próximos años son aquellas  
con un propósito más allá de las ganancias”**

**Richard Branson - CEO Virgin**

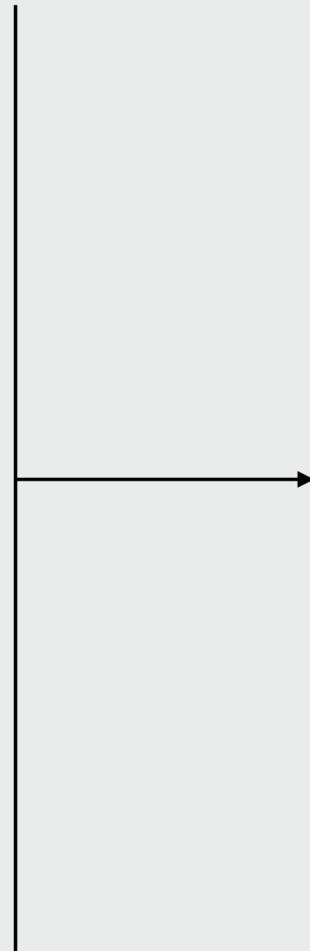
# PROPÓSITO

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Un propósito suficientemente grande y universal para movilizar audiencias de distintos orígenes culturales

Un propósito que permita un storytelling potente

Un propósito que pueda tomar acción a pequeña y gran escala



**“Protegemos aquello esencial  
para la vida humana”**

**“We protect what’s essential for human life”**

**El agua y la cultura (viento)  
Para el cuerpo y el alma**

**AZULIK**

# PROPÓSITO

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*“We protect what’s essential for human life”*

## AGUA / CUERPO

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**Dar acceso al agua potable**

**Proyectos de eficiencia hídrica**

**Prevenir la polución hídrica**

## CULTURA / ESPIRITU

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**Mecenazgo cultural y artístico a jóvenes talentos de comunidades**

**Dar acceso a la cultura**

**Proteger los legados culturales**

# 4. CREATIVE DIRECTION

# *SPIRIT IS THE ONLY CONSTANT*

**In Azulik we honor...**

**That which is eternal and cannot die nor be born,  
what the heart can only feel that resides in every single form.**

**That which the mind can't fully grasp,  
and simultaneously lives the future, present and the past.**

**What's infinite and everlasting,  
divine, beautiful, and undeniably enchanting.**

**That which is mysteriously invisible, yet Creator of it all.  
Life's thread that weaves what lives beyond all mental walls.**



## **AZULIK BRAND ROLE;**

**The water bearer**

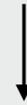
**Azulik brand constantly highlights that everlasting Spirit within it all through its weave of creation that ultimately leads to spiritual re-connection.**

**It is known that Spirit's main energetic conduit is liquid or water. It lives in our blood and symbolizes life. Without water, nothing can physically exist.**

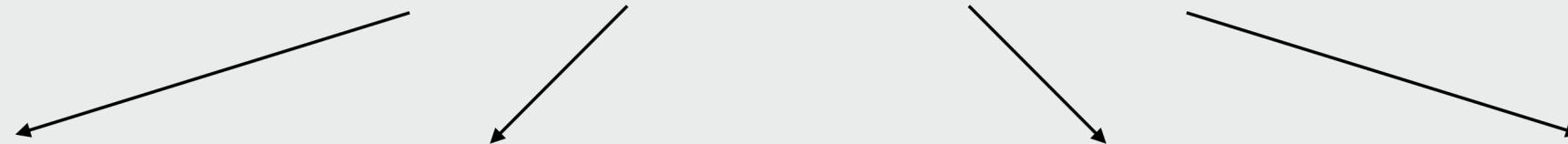
**With Azulik Mezcal, we introduce our initiative of water preservation as a way to also highlight and preserve the Spirit within the consumer.**

COMUNICATION FLOW

**PRIMARY BRAND NARRATIVE:**  
*Azulik Mezcal awakens one's Soul and inner Shaman.*



**SECONDARY PRODUCT NARRATIVE:**  
*Azulik Mezcal is an elemental ancestral medicine.*



**WATER**  
*Awaken your intuition.*

**AIR**  
*Awaken your true voice.*

**FIRE**  
*Awaken your true passion/creativity.*

**EARTH**  
*Awaken your heart.*

## AZULIK MEZCAL AS AN ELEMENTAL MEDICINE

to awakens one's Soul.

Using the elements we can re-connect with ourselves and the world around us. As a brand, we use each element to encourage Soul awakening through targeted individual brand messaging.

## AGUA de FUEGO

Traditionally, Indigenous people referred to mezcal as “agua de fuego” and used it as a tool to access the Spirit world and activate their fire within their blood. Healers use it as a purification and protection tool by drinking it or by spitting it to all four corners of a ceremonial space.

## Rezo del VIENTO

The magic of spiritual medicine lies in its intention. Without it, the plant's Spirit has no direction to focus its healing properties on. The breathe ignites the elixir spiritual journey and through the whisper of one's intention in affirmation to the drink, one directs and activates the Mezcal medicine.

## TIERRA casa corazón

The *piña* of the Maguey, tucked in the Earth, is considered the heart of the agave. Its medicine is known to warm up our hearts fostering a deeper connection and conversation with one's Higher Self, awakening our spiritual voice.

## PRIMARY MESSAGE

Azulik Mezcal...  
AWAKENS ONE'S SOUL



## SECONDARY MESSAGING

Azulik Mezcal...  
awakens my **intuition**,  
activates my true **voice**,  
sparks the **fire** within me,  
and opens my **heart**.

**PRIMARY MASTER VISUAL**

**"AZULIK MEZCAL  
AWAKENS  
ONE'S SOUL"**



**SECONDARY SUPPORTIVE VISUALS**

**WATER**

**"Azulik Mezcal  
awakens my  
intuition."**

**FIRE**

**"Azulik Mezcal  
sparks my  
passion/  
creativity."**

**AIR**

**"Azulik Mezcal  
activates my  
true voice."**

**EARTH**

**"Azulik Mezcal  
opens my  
heart."**

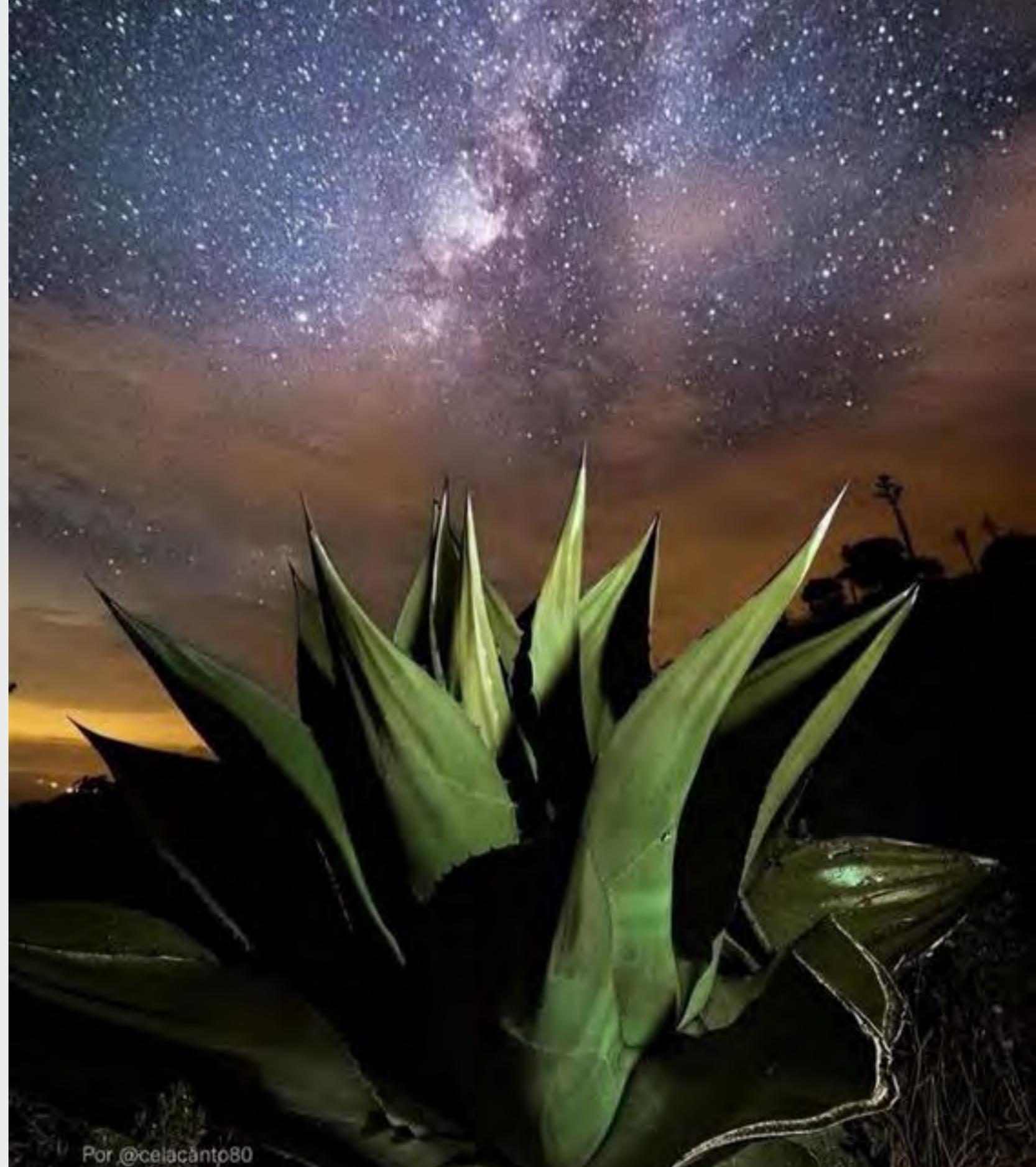
## PRIMARY BRAND

### NARRATIVE;

“Azulik Mezcal awakens one’s Soul”

Mezcal is traditionally known as a heart opener qualities that activate our cosmic wisdom within, lifting one’s Spirit.

We introduce Azulik Mezcal is an ancestral medicine and ceremonial drink that holistically harmonizes one’s being and opens one’s creative channels, encouraging Self awareness, that ultimately re-connects us with our fundamental essence, our *Spirit*.



## **( i n t e r n a l ) B R A N D S T O R Y**

**Most traditions or mystical phenomena have a legend to share their origins.**

**This is a story on how and why Azulik began to share Mezcal.**

## AZULIK MEZCAL; a drink sent from the sky.

AZULIK, God of the Blue Wind, is the guardian of life's *Spirit* and with his breath, natural beauty, creativity and tradition came to life. Azulik was in love with the Goddess of Water. She carried Azulik's *Spirit* and divine messages for the people. She was his muse. When the Goddess of Water naturally married the God of Water, Azulik became heartbroken, cold, and dry. The absence of water no longer carried his essence, he lacked *Spirit*. What once was loving, warm wind, now became a cold blizzard. The God of Creation noticed this change of wind and became extremely worried as the world lacked of beauty, creativity, and identity. After many attempts to bring Azulik's joy back, one day the God of Creation asks Goddess Mayahuel for help and share her power plant and its magical powers, known to bring love and joy to people, with Azulik. The God of Creation sends lightnings to her Maguey plant, Mayahuel's incarnation, and creates Mezcal, then gifted to Azulik as a holy elixir to reconnect with his beloved *Spirit* and lovingly create beauty and creativity back in the world. Since then Azulik has shared this magical medicine to revive *Spirit* within all human beings.

## BRAND VIDEO

To visually tell this story/myth, we create a main editorial brand video that can be later broken down as micro-content to communicate our story on all digital platforms. To spark brand curiosity and avoid any cultural appropriation, we tell this story in a cinematic, mystical and non-literal way. Below some inspirational video references.



**Contemporary Story Telling**  
Simplicity - Body language- Nature - High Fashion  
[Click HERE](#)

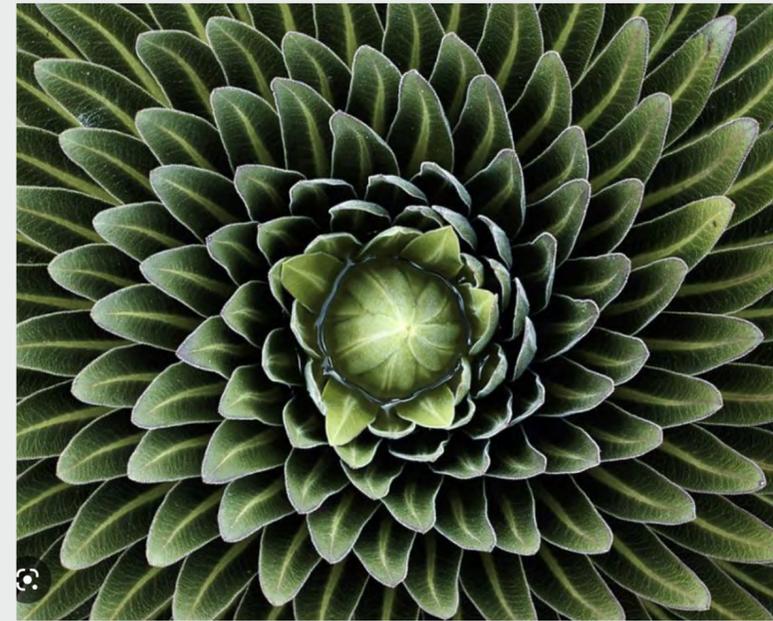
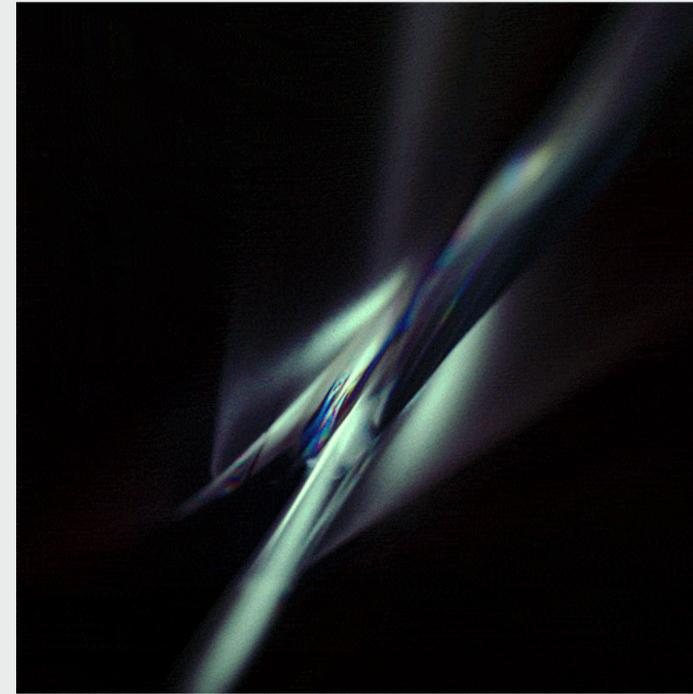
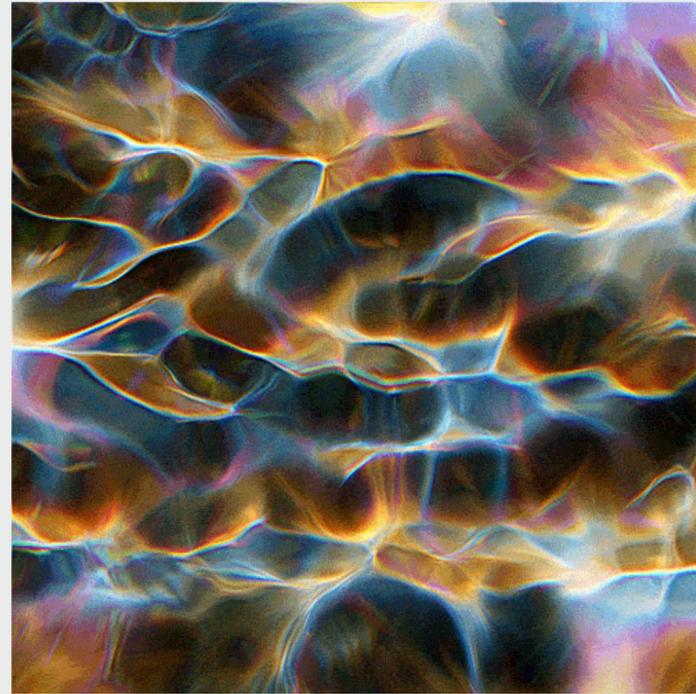


**Water Texture visual treatment .**  
[Click HERE](#)



**Mystical Product Story Telling**  
[Click HERE](#)

# GLOBAL LOOK & FEEL



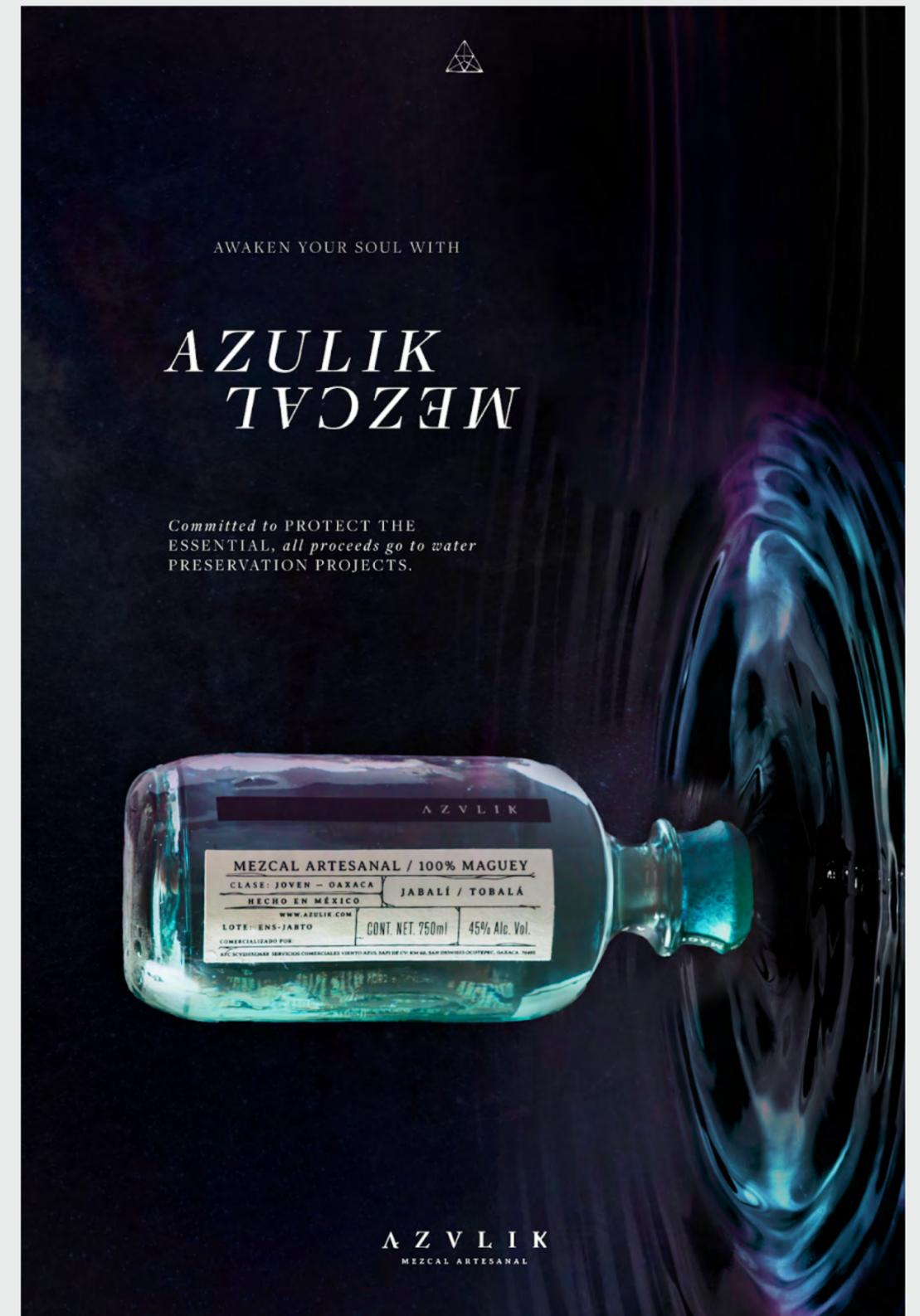
# PRIMARY MASTER VISUAL

3 directions to choose from

# MASTER 1

## KEY WORDS:

water / expansion / echo /  
cosmos / spirit



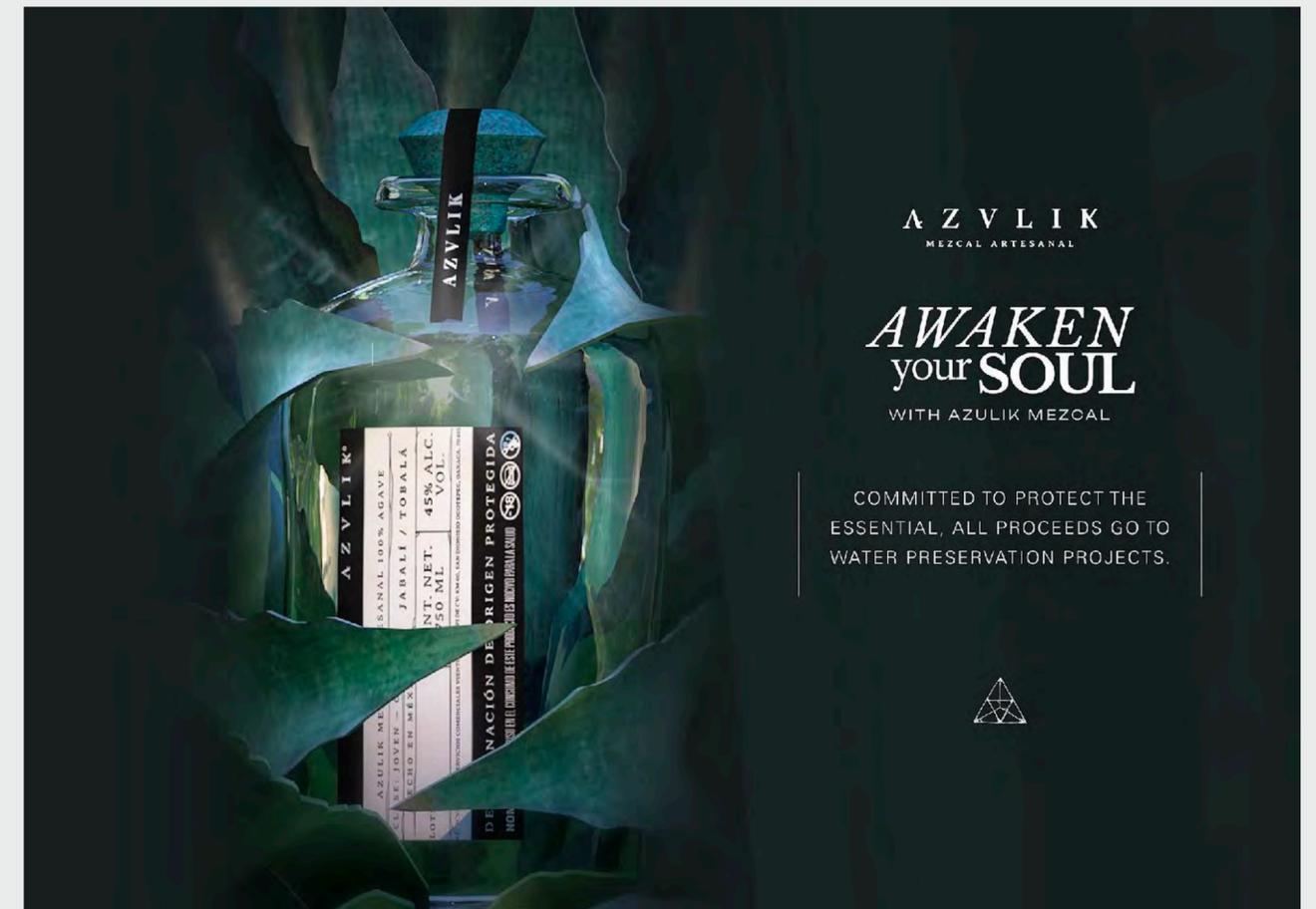
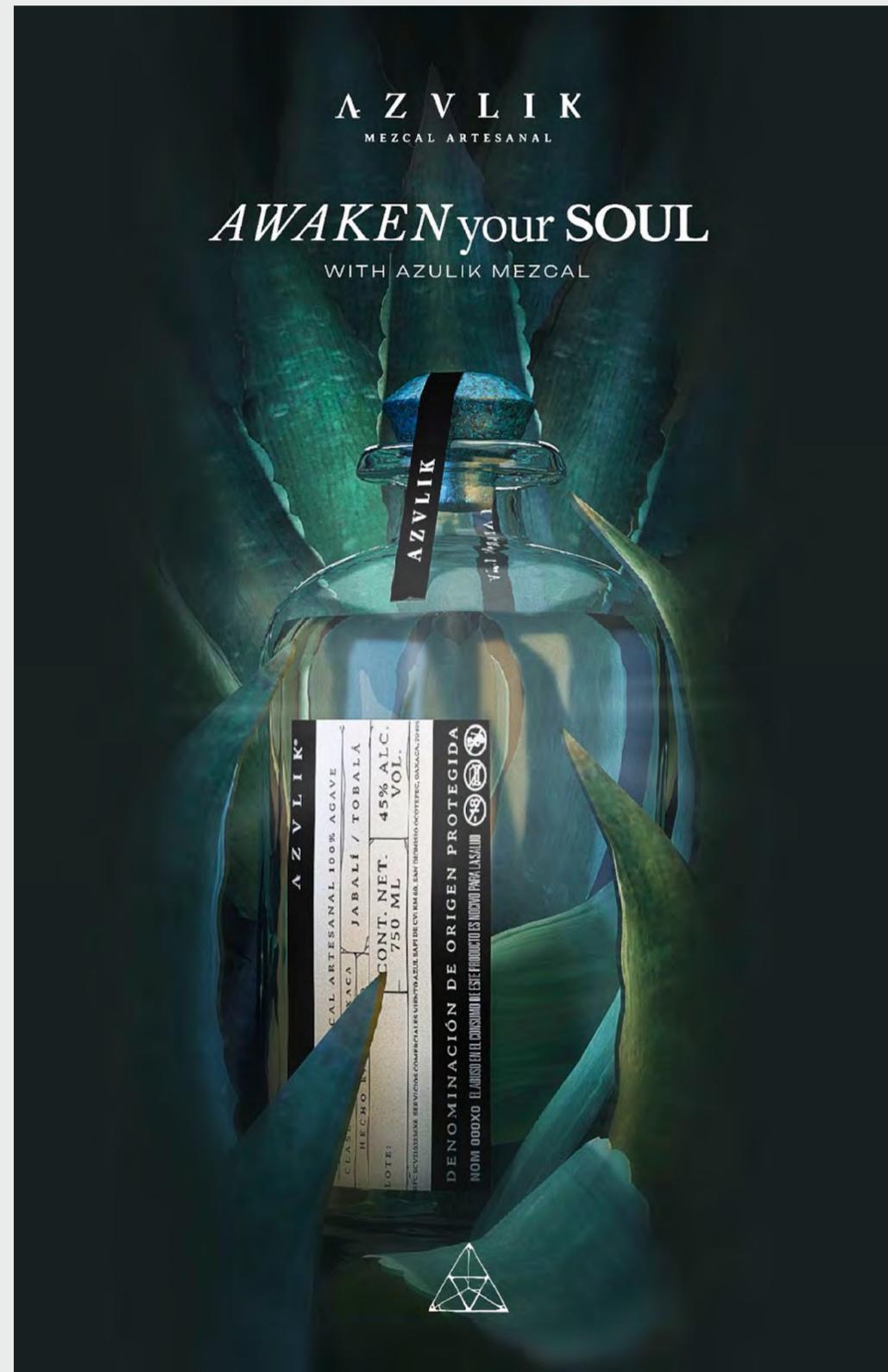
# MASTER 2

## KEY WORDS:

embrace / hug /

treasure or light within /

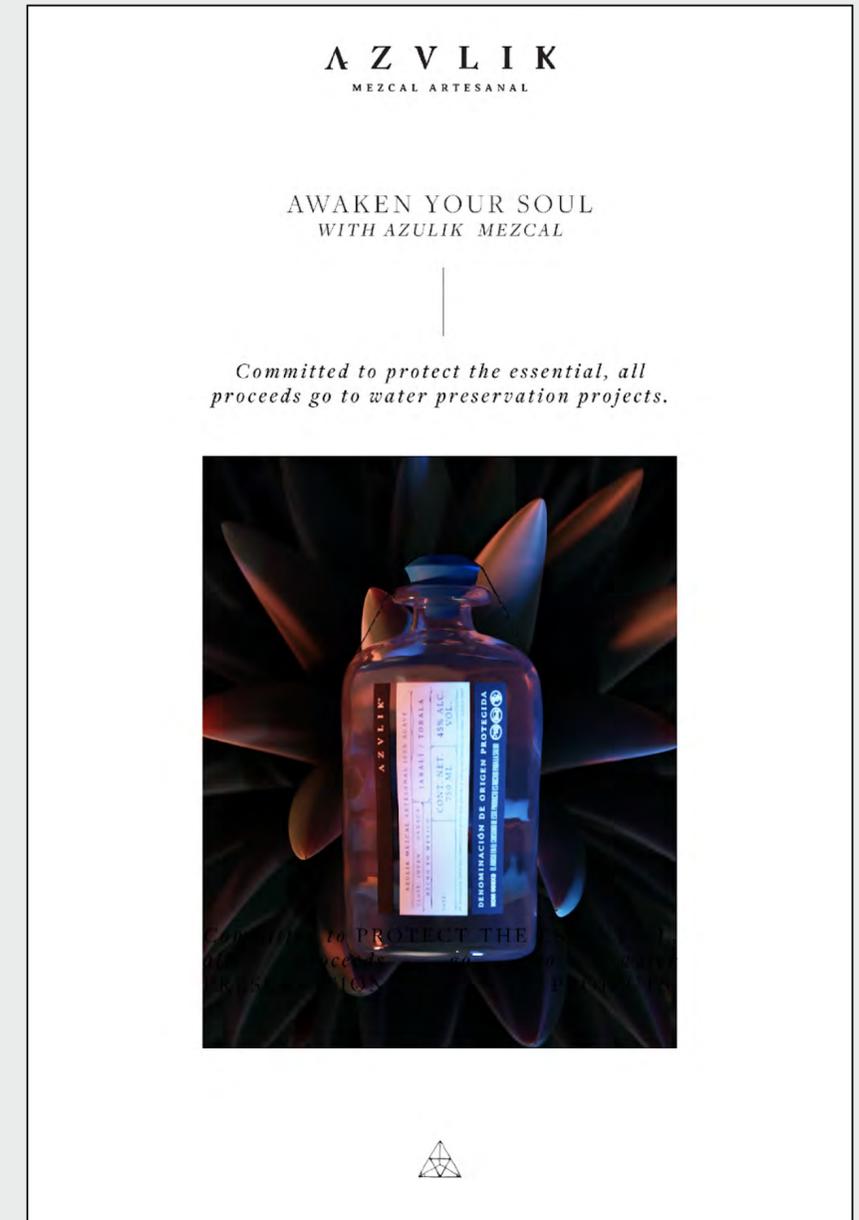
inward journey / sacred



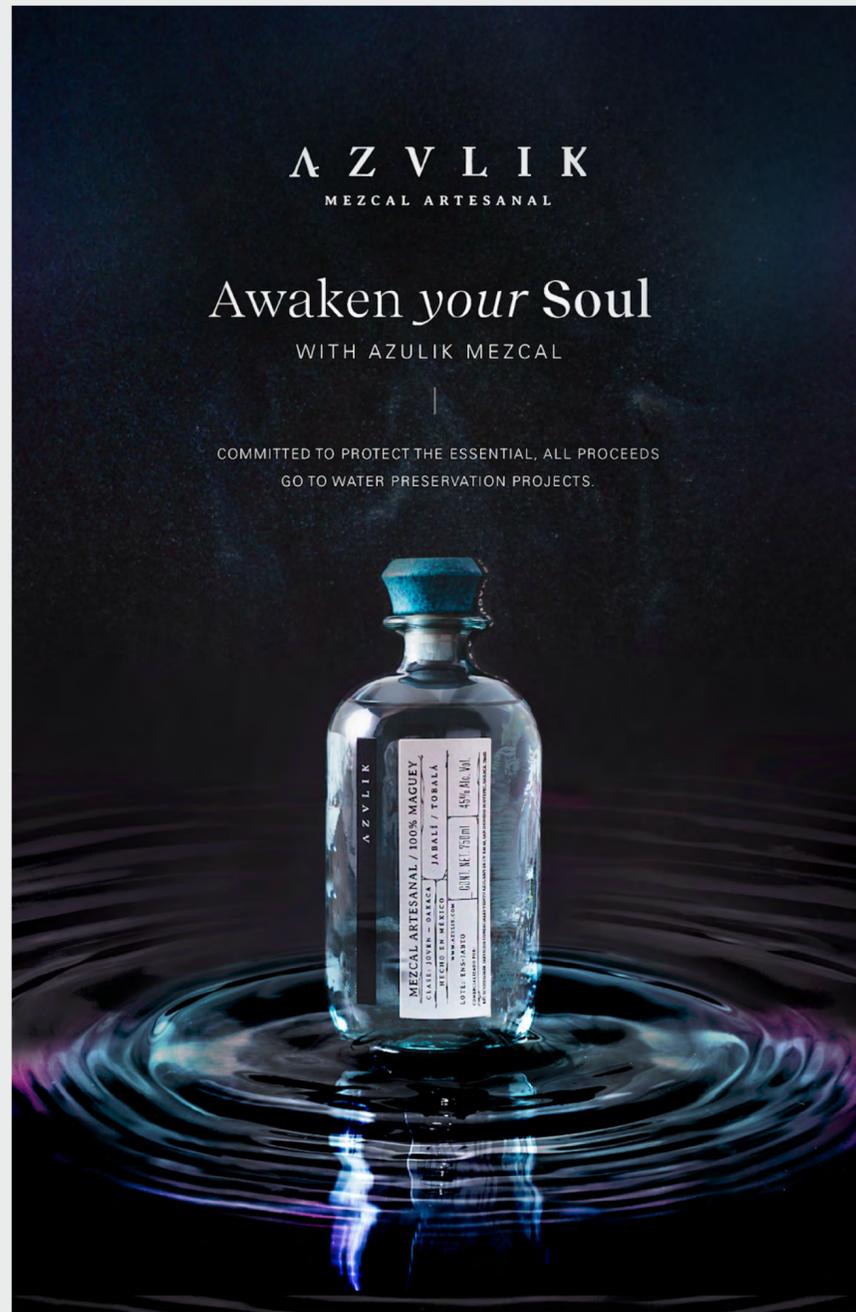
# MASTER 3

## KEY WORDS:

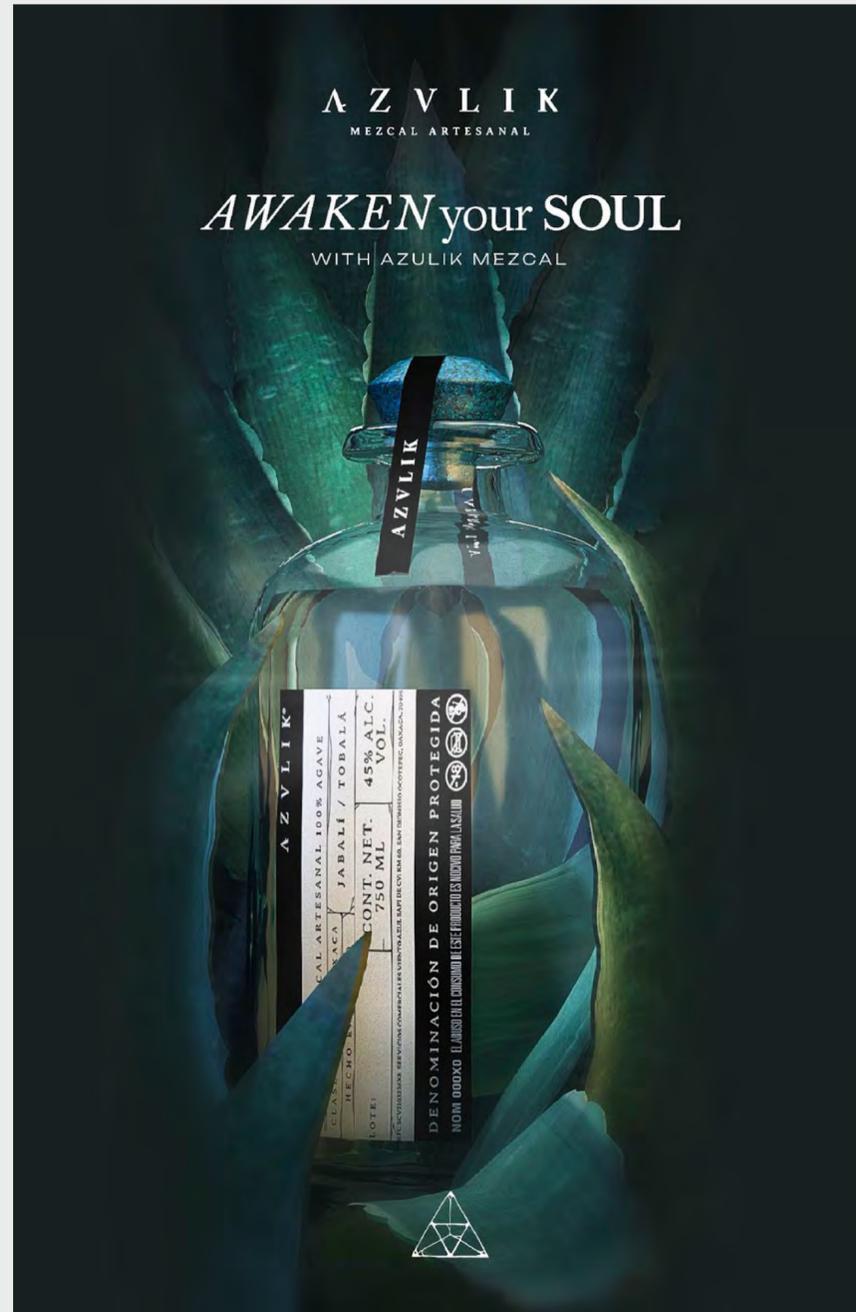
expansion / universe /  
mystic / sacred



1



2



3



5. BRAND EXPERIENCE

# AZULIK MEZCAL BRAND KIT IDEAS

We create a ceremonial kit with bespoke objects tailored specifically for the ideal Azulik Mezcal brand tasting ritual experience.

Handmade artisanal ceramic Jicara with the logo inside and macrame base.



Handmade macramé cup/jicara holder.

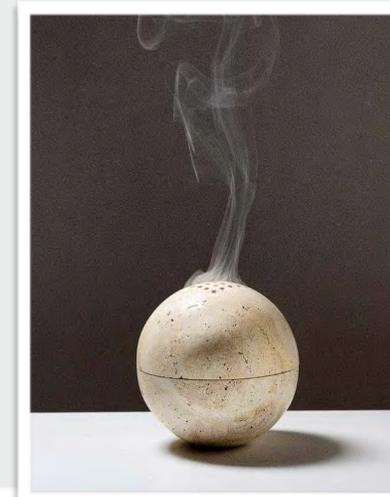


Water inspired handmade ceramic tray/plate



Jicara ritual candle

Handmade artisanal ceramic copalera as a fetish object

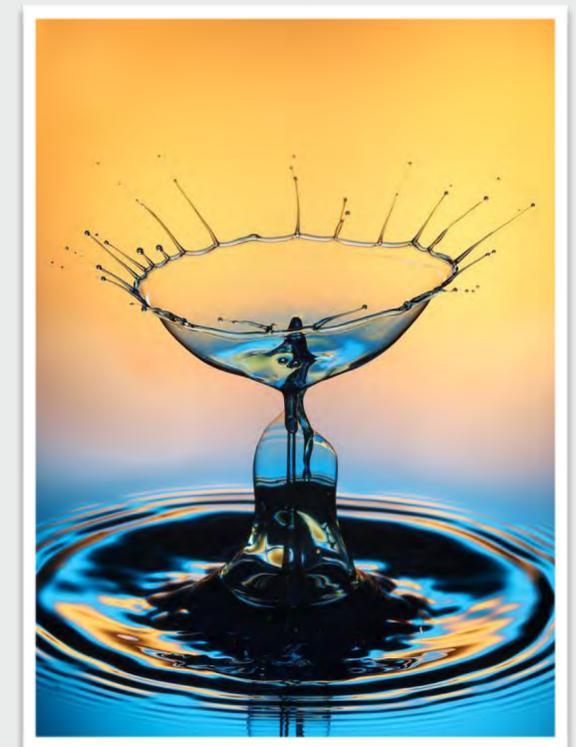


Azulik Branded copal incense



## MEZCAL BOTTLE GLORIFIER

Below are image references to inspire our own table glorifier to hold our mezcal bottle, with local materials (ceramic, glass) and in-house artisans.. An alternative idea can be to commission artists to create one for the brand.



## ON-PREMISE EXPERIENCE

Mezcal is both ceremonial and social. Brand opportunity is to focus on immersive and intimate product exploration without alienating our socially driven consumer.

### Events

We do product placement and presence in already existing hotel social engagements and bars for current customer and hotel guests. Additionally, we can have brand presence in collaboration with art events or art fairs. Our brand presence will portray a ceremonial theme, offer straight up mezcal and 4 cocktail signature brand drinks (one per elemental: air, water, fire, earth) to carry out the brand message.

### Mezcal Ceremonies

Inspired by traditional ceremonial guidelines we create on-premise exclusive, intimate, and immersive mezcal experiences (guided by abuelas and mezcal experts) to share its medicinal effects, learn the art of sipping mezcal, its history, and our social cause. These events will be available regularly, as well as for private groups (5-15 people). We'll also collaborate with social media influencers and interested VIP consumers relevant to the brand and our social cause.

## AZULIK MEZCAL CEREMONIES

For now, our mezcal brand experiences will come to life at Hotel Azulik *Mantli*, and Azulik Uh May *Mayahuel* Temazcal and *Santuario*. Each space will offer a unique ceremonial Mezcal experience in its own authentic way.



## AZULIK HOTEL

For hotel and local guests, MANTLI will be the home for our exclusive mezcal guided rituals; an initiation to the art of sipping mezcal accompanied with proper food pairing, and an introduction to mezcal history, its sacredness, and its tradition. **\*\*\*Adjustment need to be made to activate this space and include the Mayahuel energy.\*\*\***

### Potential ceremony guidelines:

1. Participants gather in a circle around the main altar where the mezcal sits and is beautifully adorned by plants/flowers/food according to the elements and four directions.
2. We open the ritual by energetically purifying the space and all participants. Our ceremonial guide does the traditional mezcal spit in all four corners and use copal for our guests.
3. The sacred medicine is respectfully served by our and passed one-by-one around the circle in a traditional manner. Each person will have a mezcal kit with a candle, Jicaro, tasting plate and water.
4. We communicate the sacredness medicine, share the importance of intention, the prayer, prior to sipping/kissing it.
5. Together, participants begin the tasting. As they sip, awareness on the elements and the senses will be communicated to enhance their experience. Relevant food pairing will be offered to complement this journey.
6. Additionally, the mezcal history and tradition will be shared.
7. We close the ritual by opening the space for personal share.
8. Finally, guests will be guided to the hotel mezcal store for product purchase.

## AZULIK UH MAY

**TEMAZCAL MAYAHUEL** will offer a medicinal cleansing guided experiences with the Abuela. Our special guests will be prompted to a refreshing breakfast by Jungle Cuisine inspired by the elements and our brand mezcal story. Next we follow up at SANTUARIO for a personal guided tasting and relevant food pairing to experience the mezcal medical effects, learn the art of sipping mezcal, its history, and our social cause. **\*\*\*We can offer packaged pricing to include bottle purchase / donation\*\*\*.**

### **SAMPLE SCENARIO:**

**Invite 10-15 relevant social media influencers or special guests to a 360 Mezcal Brand Ceremonial experience at Uh May as mentioned above. Each person will have a personalized Azulik Mezcal brand kit (ceramic jicaro, plate, candle, etc) . We then travel to Azulik Hotel for a sunset view and photo opportunity at the new terrace. We end the day by guiding our participants to the mezcal hotel store.**



# AZULIK MEZCAL EVENTS: SCENARIO

## Sunset Terrace Opening

### BAR AREA

We will dress the bar as an ALTAR and the overall environment will emit a sacred ceremonial ambience through aromas and selected soundscapes that follow our mezcal brand narrative. Half the bar will be dedicated to serve Azulik Mezcal. The other half will offer tequila and and champagne/sparkling wine.

Mezcal Azulik will serve two options:

- Straight up in Jicaro cup
- 4 signature cocktails, each inspired by one elemental, in peltre crystal glasses.

### TASTING

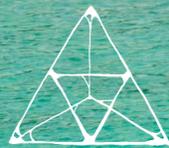
By personal invitation, we'll invite selected guests (5-8 people) for a product tasting. Our staff will introduce the drink as sacred and guide our guests, step-by-step, on how to enjoy mezcal as a ceremonial drink paired with selected food pairings inspired by the elements.. Additionally, our staff will share brief information on mezcal history and our brand social cause and offer purchasing options finalizing the ritual.

### PHOTO OPP

Strategically positioned behind the sunset, at the center of it all lives a Mayahuel inspired statue as a photo opportunity. Our objective is to introduce Mayahuel's essence ad story by inducing curiosity with her artistic expression.



***N E X T   S T E P S ..***



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