



TRES GENERACIONES®

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GET UP ANTHEMS

A CULTURE-DRIVEN CAMPAIGN CONNECTING MUSIC, IDENTITY, AND PERSEVERANCE ACROSS MAJOR U.S. MARKETS

THE CHALLENGE

TRES GENERACIONES NEEDED TO ESTABLISH RELEVANCE WITHIN A MORE CONTEMPORARY, CULTURE-DRIVEN SPACE WHILE MAINTAINING THE CREDIBILITY OF A PREMIUM TEQUILA BRAND.

THE CAMPAIGN WAS BUILT AROUND MUSIC, CITY IDENTITY, AND PERSEVERANCE—REQUIRING THE WORK TO FEEL AUTHENTIC TO EACH MARKET WITHOUT LOSING BRAND CLARITY.

IT NEEDED TO MAINTAIN A CONSISTENT VISUAL STANDARD ACROSS MULTIPLE CITIES, PERSONALITIES, AND BRAND TOUCHPOINTS.



THE DECISION

I DEFINED A VISUAL APPROACH THAT COULD SCALE ACROSS MARKETS WHILE PRESERVING CULTURAL SPECIFICITY WITHIN EACH CITY.

THE GOAL WAS TO ENSURE THE WORK FELT GROUNDED IN LOCAL IDENTITY, WHILE MAINTAINING A CLEAR AND CONSISTENT BRAND PRESENCE.

I ALIGNED EARLY WITH CREATIVE AND BRAND STAKEHOLDERS TO ESTABLISH CLEAR PARAMETERS—ALLOWING THE CAMPAIGN TO EXPAND ACROSS MARKETS WITHOUT LOSING COHESION.



EXECUTION

THE APPROACH ESTABLISHED A CONSISTENT VISUAL LANGUAGE THAT SCALED ACROSS CITIES WHILE ADAPTING TO LOCAL CONTEXT.

BY DEFINING THE FRAMEWORK UP FRONT, THE WORK REMAINED COHESIVE AS IT SCALED ACROSS MULTIPLE MARKETS.

THIS ENSURED EACH PIECE REFLECTED ITS LOCAL CONTEXT WHILE STILL FEELING CONNECTED TO THE BROADER CAMPAIGN.



THE OUTCOME

THE CAMPAIGN ESTABLISHED A CONSISTENT VISUAL IDENTITY ACROSS SIX MAJOR U.S. MARKETS WHILE PRESERVING THE SPECIFICITY OF EACH STORY.

THE WORK STRENGTHENED TRES GENERACIONES' PRESENCE WITHIN A MUSIC-DRIVEN, CULTURE-FIRST SPACE.

THE CAMPAIGN ALIGNED WITH THE BRAND'S BROADER STRATEGY TO DEEPEN CULTURAL RELEVANCE THROUGH CONTEMPORARY STORYTELLING.

