

El Silencio Mezcal

Share the Silence

A premium brand push built on attitude, contrast, and cultural relevance.



The Challenge

El Silencio needed to establish itself as a premium mezcal brand while standing out in an increasingly competitive category.

The campaign aimed to position the brand as culturally relevant and disruptive — requiring a clear point of view that could cut through without losing credibility.

It needed to balance a bold identity with a visual approach that could remain consistent across multiple touchpoints.



The Decision

I established a clear visual direction built on contrast, restraint, and attitude—ensuring the work stood apart within a crowded category.

The goal was to create a distinct point of view that could feel disruptive while still aligning with a premium brand.

I aligned early with stakeholders to ensure the approach remained consistent across all touchpoints.



Execution

The approach established a clear visual language that carried across every piece, maintaining consistency while allowing the brand's tone to come through with clarity.

By defining boundaries up front, the work remained focused and cohesive across all outputs.

This kept the campaign unified while reinforcing a distinct and recognizable identity.



The Outcome

The campaign established a clear and recognizable visual identity for El Silencio within a competitive mezcal market.

The campaign generated strong early audience engagement, surpassing 1M views within the first week of release.

The campaign extended into high-visibility cultural moments, including major events such as the Oscars, Grammys, Golden Globes, and Coachella—reinforcing the brand's positioning within a premium, culture-driven space.

