MIJENTA®
TEQUILA

unearth the spirit

A brand campaign that transcends tequila tropes

Brief

2023 was a year of record-breaking interest in tequila as dozens of brands emerged with stories centered on craft and taste. Mijenta was founded in partnership with one of Mexico's finest and oldest carbon neutral agave distilleries in Jalisco, MX – not as a vendor, but as a true business partner. How to stand out in a sea of sameness? For the world's first B-corp tequila—born from a reverence to the land, its folklore, its traditions and craftsmen—the key was gorgeous storytelling that disrupts traditional "tequila" tropes. "Unearth the Spirit" finds that spark in an immersive, lush, innovative film that leverages Mijenta's Jalisco origins, harvest and distillation process, mythology and its multi-generational commitment to the land and premium ingredients.

Execution

The direction of this film was guided by the line: "There is a spirit in the soil. We just have to bring it out." We needed to find that spirit in everything: the story, the production, the imagery, the cast, the narration, the sound design, the flow of time itself. We started where the brand began: in Jalisico, MX, where the oldest and most sustainable distillery, guided by generations of family ownership, harvest agave for this tequila. Using a local production crew, casting from the region, and finding poetic ways to frame the land and the process lead us to this "spirit". The result is a magical realist story arc that traces the journey backwards from the drink to the soil, the spirit naturally revealing itself.

Results

300%
Increase in brand awareness

3x
More sales across entire portfolio

IWSC
Honored the brand with two prestigious awards - The Outstanding Spirits Producer of the Year and the Agave Producer of the Year

Certified B Corporation

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