

Cantera, *Keep Burning*

Cantera Negra Tequila (“black quarry” in Spanish) is a small-batch tequila crafted from the finest blue agave, grown to maturity in the fertile valley regions of Jalisco, Mexico, an area famous for its black volcanic soil.

Colossus worked with the luxury brand—a joint venture between Two Sons Imports, LLC, and Deutsch Family Wine and Spirits—on its first brand advertising campaign and official launch of the brand in the U.S.

The campaign imagines a fantastical origin story filled with magical agave plants, wild horses, and lava-spewing volcanoes. The spots, shot by Academy Award-winning director Joachim Back, take on the aesthetic of classic Hollywood cinema, combined with the style of Sergio Leone Western movies.

To achieve this, Production Design used a unique combination of CGI and several analogue techniques. Stop-motion animation was employed alongside the painstaking and laborious process of matte painting—a traditional practice where backdrops are painted by hand on glass and massive stretched canvases—evoking a timeless, cinematic feeling.

The tequila category has been historically dominated by men, with the likes of George Clooney, Matthew McConaughey, The Rock, and others fighting for market share. Unlike 99% of the macho tequila category, Colossus chose to create a powerful female protagonist, confidently played by Mexican actress Lucia Gomez-Robledo (Amazon Prime’s “How to Survive Being Single”) across brand assets.

Colossus executive creative director Travis Robertson said that Colossus helped the brand tell its solid foundational story, elevating it through fantasy, craft, and the volcano. “From a creative perspective, there is nothing more exciting to us than a brand with real substance behind it. The tequila itself is fantastic,” said Robertson. “And our Cantera woman is a badass. Like Frida Kahlo meets James Bond. At a Mexican rodeo. In an active lava field. While drinking tequila. Responsibly.”

The campaign is running nationally with plans to expand into Latin America later in 2025.

82% video completion rate and “extremely efficient CPMs” significantly outperformed estimated KPIs across Meta and YouTube.