

FOOD AND BEVERAGE

# First-ever global Zacapa campaign hits billboards, broadcasts this month

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Shot by Dutch filmmaker Caroline Koning, the initiative is given a distinct, colorful look. Image credit: Zacapa

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By LUXURY DAILY NEWS SERVICE

Ultra-premium Guatemalan rum brand **Zacapa** is uplifting women in the beverage sector with a new bilingual marketing endeavor.

Live as of this month, “Lips to Soul” is the maison’s first-ever global advertising push; the campaign is also its largest in terms of scale, utilizing a mix of digital OOH, TV in select markets, paid social, PR and events. The spot features the work of master blender Lorena Vsquez, one of the very few women in that position in the world of high-end spirits, highlighting other female talents with similarly impressive credentials across billboards, broadcasts, social media and more.

“We’re thrilled to be sharing this new global campaign it’s a huge moment for our brand, during a time when ultra-premium and luxury rum is driving virtually all of the growth within the category,” said Christina Choi, SVP at Diageo, in a statement.

“We wanted to tap into the consumer desire for depth, and bring to life that instant sensory connection that people feel when they try Zacapa,” Ms. Choi said. “We believe there is no greater feeling than being surprised by experiences that capture our imaginations and spark a sense of wonder in us - and that’s what we set out to achieve in ‘Lips to Soul.’”

## **A world of color**

Shot by Dutch filmmaker Caroline Koning, a campaign video tells Zacapa’s story, which places community, discovery and connection at its core.

Alongside its social goals, the award-winning distiller’s update draws upon the lush landscapes of the company’s homeland of Guatemala. The excerpt is visually engaging and carries a distinct look, with pink and orange hues enveloping each frame.

*Zacapa presents “Lips to Soul”*

Further embracing the work of female creatives, each bottle of the brand’s Zacapa No. 23 rum is wrapped with Petate, a handwoven fiber used in Central America and Mexico.

The bands were crafted by more than 700 women artisans for this effort.

“Our choice of color grading, use of light and poetic sensibility throughout the creative concepts are designed to take the viewer on a sensorial journey,” said Niamh Burns, global head of Zacapa at Diageo, in a statement.

“We are redefining the world of dark spirits, and taking the brand into a bold, contemporary space,” said Ms. Burns. “Our mission extends beyond showcasing our rums into an immersive experience that resonates with our diverse audience around the world.”

Tequila Don Julio, a fellow subsidiary of spirits distributor Diageo, also recently drew from its roots to present an exhibition during Art Basel Miami Beach, which took place earlier this month ([see story](#)).

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