

PAPÁ ANDRÉS

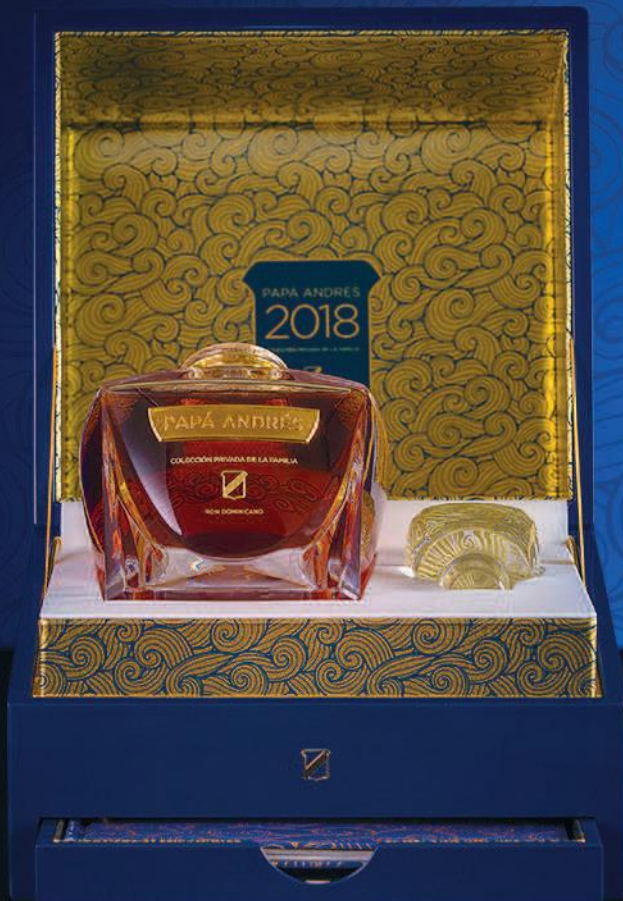
130 YEARS ON,
HIS JOURNEY CONTINUES

BRUGAL

HOW TO TELL A TRUE LIFE ODYSSEY LASTING OVER 130 YEARS?

'Papá Andrés Odisea' commemorates Brugal's 130th anniversary by paying tribute to the legacy of its founder, Don Andrés Brugal. It's a tale of his passion and determination to leave his homeland and cross the Atlantic Ocean to eventually settle in the Dominican Republic. This edition of Papá Andrés is the proof that for all these years the journey that Don Andrés started has been followed on by later generations of Master Rum makers. To capture this 130-year journey of tradition and innovation, we merged photographer

Mario Moreno's talent and the incredible story of Papá Andrés to depict it in unique photos, combining images from the past and the present. The outcome: a journey in images from the origins of the foundation to the present-day. To tell this story, we created an exclusive limited box edition with a decanter and a photo book. We also created all of the pieces for the launch including the product shoot, visibility, a documentary and the digital pieces to relate this fascinating journey.



Social media activations



Visibility materials

Photography book

Digital Capsules