

Repo Marg - Lifestyle

- **City:** NY/LA urban residential cityscape
- **Background elements:** A group of friends, some standing and some sitting, on a high-end city rooftop with margaritas in hand (premium rocks glass style, with a lime wedge in the glass and orange garnish made with a half wheel & salt rim). Casual/relaxed posture with smiling and laughter. Golden hour setting with the sun in the background creating a backdrop of warm lighting. Photographic style with a shallow depth of field so that the background is in softer focus than foreground to highlight bottle shots.
- **People skin color:** Mixture of Caucasian and Mexican skin tones
- **Number max of people:** 3-4
- **People Age:** age 25 to 35 years old.
- **Wardrobe:** Stylish yet relaxed (linen shirts, flowy dresses) – with one or two people dressed in modern country attire (a blend of southern (Texas) charm with a modern urban edge)
- **Highlighted Activities:** Mixture of people talking, smiling, laughing
- **Foreground:**
 - Bottle of Codigo Reposado flanking a premium Margarita in rocks style glass
 - Margarita should have a salted rim with orange garnish (made with a half wheel) & lime wedge garnish
 - Fresh fruit next the glass (one whole lime and orange, and sliced wedges)
- **Location:** Apartment building rooftop
- **Mood Lighting:** Warm, golden hour lighting
- **Moment of the day:** Early evening or late afternoon
- **Objects** Elegant glassware, fresh looking cocktails/garnishes with salt rims, greenery/plants

Repo Marg – Bottle Shot

- **City:** NY/LA urban residential cityscape
- **Background elements:** rooftop skyline/city backdrop showcasing warm lighting from the setting sun during golden hour. Photographic style with a shallow depth of field so that the background is in softer focus than foreground to highlight bottle shots.
- **People skin color:** Mixture of Caucasian and Mexican skin tones
- **Number max of people:** 0
- **People Age:** n/a
- **Wardrobe:** n/a
- **Highlighted Activities:** n/a
- **Foreground:** should take up the majority of the frame with focus on the bottle and cocktail
 - Bottle of Codigo Reposado flanking a premium Margarita in rocks style glass
 - Margarita should have a salted rim with orange garnish (made with a half wheel) & lime wedge garnish
 - Fresh fruit next the glass (one whole lime and orange, and sliced wedges)
- **Location:** Apartment building rooftop
- **Mood Lighting:** Warm, golden hour lighting
- **Moment of the day:** Early evening
- **Objects** Codigo Reposado bottle, Premium cocktail glassware, fresh fruit, cutting board

Rosa Paloma Lifestyle

- **City:** Los Angeles, CA
- **Background elements:** A group of friends sitting around a table with an umbrella with palomas (premium rocks style glassware, pink hue to the liquid, grapefruit wedge garnish) in hand having outdoor brunch (small bites and apps on the tables) in a premium/high end setting. Carefree vibe with smiling and cues of interaction between people.
- **People skin color:** Mixture of Caucasian and Mexican skin tones
- **Number max of people:** 3-4
- **People Age:** age 25 to 35 years old.
- **Wardrobe:** Upscale casual attire
- **Highlighted Activities:** Talking, laughing, interacting
- **Foreground:**
 - Codigo Rosa bottle on the table clearly visible along with a couple of paloma cocktails around it
 - Paloma a should have a grapefruit wheel garnish
- **Location:** High-end outdoor brunch restaurant
- **Mood Lighting:** Natural daytime brightness
- **Moment of the day:** Early Afternoon
- **Objects** Sunglasses, table with umbrella, small bites such as quiche or salad, cocktails, Codigo Rosa 750ml

Rosa Paloma – Bottle Shot

- **City:** Los Angeles, CA
- **Background elements:** Visions of an outdoor brunch location in the background, a couple tables with umbrellas in view, with Photographic style with a shallow depth of field so that the background is in softer focus than foreground to highlight bottle shots.
- **People skin color:** Mixture of Caucasian and Mexican skin tones
- **Number max of people:** 0
- **People Age:** n/a
- **Wardrobe:** n/a
- **Highlighted Activities:** n/a
- **Foreground:** Should take up the majority of the frame with a focus on the bottle and cocktail
 - Bottle of Codigo Rosa flanking a rosa paloma in premium cocktail glass
 - Grapefruit wheel garnish
 - Fresh cut grapefruit next to the glass
- **Location:** High-end outdoor brunch restaurant
- **Mood Lighting:** Natural daytime brightness
- **Moment of the day:** Early afternoon
- **Objects** Codigo Rosa bottle, table with umbrella, cocktail, fruit

Anejo Neat/Rocks - Lifestyle

- **City:** Santa Fe, New Mexico
- **Background elements:** 2 friends on a premium hacienda style terrace sitting in comfortable furniture, one holding a glass of Codigo Anejo (in a premium rocks glass with one giant ice cube) leading the conversation, another listening intently with a neat pour of Codigo Anejo (in a premium rocks glass) sitting on the table next to them. A bottle of Codigo Anejo is on the table as well. The sky is dark, with lighting coming from ambient sources like warm lanterns and a firepit
- **People skin color:** Mixture of Caucasian and Mexican skin tones
- **Number max of people:** 2
- **People Age:** age 25 to 35 years old.
- **Wardrobe:** Rustic Chic - earthy tones, wide-brim hats, woven fabrics
- **Highlighted Activities:** Intimate conversation and smiling
- **Foreground:**
 - **Bottle of Codigo Anejo**
 - **Premium glass with large round ice cube**
- **Location:** Hacienda Terrace
- **Mood Lighting:** Warm lanterns, fire pit ambiance
- **Moment of the day:** Evening
- **Objects:** Codigo Anejo bottle, Talavera tiles, wooden tables, premium lounge furniture, succulents