



## DEADPOOL IS THE NEW CREATIVE DIRECTOR FOR ESPOLÒN® TEQUILA

### *Motor-Mouthed Superhero Takes Over Marketing for Popular Tequila To Celebrate Release of DEADPOOL 2*

LOS ANGELES (April 24, 2018) – [Espolòn](#), one of the fastest-growing tequilas in the US, has a new Creative Director – none other than loquacious anti-hero Deadpool, who will assume the role of “Creative Director for Culture ‘n Stuff” leading up to the theatrical release of his highly anticipated movie, *Deadpool 2*, in theaters nationwide on May 18<sup>th</sup>.

The unique tequila brand with the Dia de Los Muertos (Day of the Dead) art on its label has teamed up with the leather-clad mercenary after he expressed “interest” in working with them. While Deadpool has absolutely zero experience in marketing anything other than himself, Espolòn feels he truly wants to develop cutting-edge consumer tactics that will help broaden the brand’s reach.

“I needed the money,” admitted Deadpool. “Plus, there is absolutely no reason why that Canadian gobstopper is getting all the glory. I’m a legit superhero. He’s just some guy who’s famous thanks to those two girls and that pizza place.”

Deadpool will bring his self-declared “creative genius” to a movie-themed ad campaign which he promised would be “all over the place... but in the good way.” It is assumed he was referring to the breadth of the promotional campaign, which will include custom packaging, in-store displays, out-of-home, social media, and even a full-page ad in the *New York Times* on May 6<sup>th</sup> (we aren’t kidding).

“We completely understand that Deadpool has no discernable skills as a creative director, but we have taken brave, bold chances with Espolòn marketing in the past, so what have we got to lose?” said Christine Moll, Marketing Director - Tequilas and Rums for Campari America. “Nonetheless, Deadpool and his cinematic success have become a cultural phenomenon. Partnering with Deadpool is guaranteed to get attention for the brand in the most Espolòn way possible.”

Moll added: “Deadpool brings years of one-to-one consumer experience as a former private contractor for startup temp-to-hire security agency and libations provider, Sister Margaret’s. We look forward to his fresh perspective on our brand.”

Espolòn’s history as one of [Campari Group’s](#) most creatively daring spirits has made the brand a top seller in the US, growing +57.1% in 2017. The first creative from Deadpool is anticipated to begin running in late April.

When asked to comment on his new role, the Merc with the Mouth responded, “The first check from Espolòn cleared, so I guess this is happening.”

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#### **About Espolòn:**

One of the fastest growing premium tequilas in the US, Espolòn’s instantly recognizable label was inspired by the works of classic Mexican artist José Guadalupe Posada and the iconic rooster, a symbol of Mexican national pride. Espolòn imparts true stories of life in real Mexico. Handcrafted with 100% Weber Blue Agave, these heralded premium tequilas are distilled in the Los Altos region of Jalisco, Mexico, and made at the artisan San Nicolas Distillery under the guidance of Master Distiller Cirilo Oropeza.

#### **About Deadpool:**

After surviving a near fatal bovine attack, the disfigured former cafeteria chef struggled to fulfill his dream of becoming Mayberry’s hottest bartender while also learning to cope with his lost sense of taste. Searching to regain his spice for life, as well as a flux capacitor, Deadpool has faced ninjas, the yakuza, and a pack of sexually aggressive canines, in his global journeys to discover the importance of family, friendship, and flavor - finding a new taste for adventure and earning the coveted coffee mug title of World’s Best Lover. Twentieth Century Fox will be releasing a sequel to their 2016 Deadpool film on May 18, 2018.