

Casillero del Diablo

WELCOMES PEDRO PASCAL, ITS NEW AMBASSADOR

Casillero del Diablo has announced Chilean-American actor Pedro Pascal as the star of its next global campaign. Concha y Toro's principal brand has always stood out for its striking cinematographic advertising campaigns together with celebrated characters. On this occasion, Pedro Pascal will breathe life into a new, mysterious and eccentric character linked to the wine legend.

The actor is famous for his roles in a number of movies and series such as The Mandalorian, Wonder Woman 1984, Narcos and Game of Thrones. His success has once again been confirmed after being chosen as one of The Artists of the Year, according to Entertainment Weekly magazine.

“For Casillero del Diablo, the selection of Pedro Pascal as the new legend is a historic event, as it is the first time that we will have a global brand ambassador. He is a world-famous celebrity who is enjoying an extraordinary moment in his career. He is also originally from Chile, and shares many characteristics with our brand, such as

sophistication, reliability and globality, among others”, said Casillero del Diablo Global Marketing Director, Sebastián Aguirre.

The spot was filmed recently in Santiago de Chile, and will be launched globally during the second half of the year.

