

ASSIGNMENT - 2

1) 6-8 Marketing tactics for the cutting edge of Tea.

* Happy Hour specials:

Offer discounted prices on cocktails during specific hours to attract more customers.

* Signature cocktails:

Create unique, themed cocktails that are exclusive to your bar or event. This can draw interest and make your establishment stand out.

* Social Media contests:

- Run contests on social media where customers can submit their own cocktail recipes or photos for a chance to win a prize.

* Live Music and Entertainment:

Combine cocktails with live music or entertainment to create a lively atmosphere that attracts more patrons.

* Loyalty programs:

Implement a loyalty program where customers can earn points or rewards for purchasing cocktails.

* Interactive Menus:

Use QR codes or digital menus that provide detailed descriptions, stories, or videos about each cocktail, adding an interactive element.

* pop-up - Bars.

Set up temporary bars in different locations - or at events to reach new customers and create buzz.

* Seasonal Ingredients:

Highlight cocktails made with fresh, seasonal ingredients to appeal to health-conscious or trend-following customers

2) What message do you want to communicate?

✓ "Where flavours come together and memories are made!"

✓ "The art of Mixology, the joy of Sharing!"

✓ "A fusion of flavours, a blast of fun!"

✓ "Shake things up with a delicious twist!"

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