

ASSIGNMENT - 3

Is to target people who drink whiskey try to encourage them to drink tequila instead of whiskey. (3-4 Marketing tactics)

* Flavor and Quality comparisons:

Draw direct comparisons between the flavors, aging processes, and quality of whiskey and Jose Cuervo tequila. Highlight the similarities in complexity and craftsmanship. Create detailed content, such as blog posts or videos, that delve into these comparisons.

* Whiskey-to-Tequila Transition Events.

Host exclusive tasting events where whiskey drinkers can sample different types of Jose Cuervo tequila. Include guided tastings led by experts who can explain the flavor profiles and answer questions, making the transition feel informed and seamless.

* Crafted Cocktails.

Develop and promote cocktail recipes that replace whiskey with Jose Cuervo tequila in popular whiskey-based cocktails. Showcase these recipes on social media, in bars, and on the Jose Cuervo website. Example include a tequila old fashioned or a tequila Manhattan.

* Targeted Advertising and Promotions:

Use targeted online and social media ads aimed at whiskey drinkers. Offer special promotions or discounts for whiskey.

Drinkers to try Jose Cuervo, include testimonials from whiskey aficionados who have made them switch and enjoyed it.

2) 3-4 marketing tactics to get someone who drink another brand to drink Jose Cuervo

* Highlight unique selling points:

Emphasize what sets Jose Cuervo apart from other tequila brands, such as its heritage, unique production process, and specific flavor profiles. Create content that showcases these unique aspects through videos, blog posts, and social media campaigns.

* Comparison Tastings:

Organize events or virtual tastings where consumers can directly compare Jose Cuervo with other tequila brands. Provide tasting notes and guidance to highlight the distinctive qualities and superior aspects of Jose Cuervo.

* Influencer and Ambassador collaborations:

Partner with influencers, mixologists, and tequila enthusiasts who have a loyal following. Have them share their positive experiences with Jose Cuervo and create engaging content that showcases why they prefer it over other brands.

* Promotional offers:

Offer promotions such as discounts, cash back, or free samples to encourage consumers to try Jose Cuervo. Pair these offers with marketing campaigns that highlight the value and quality of Jose Cuervo.

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