

## Assignment - 2

- 1) 2-4 Marketing tactics to get someone who drink whiskey to try Cuevo.

### Educational Tasting events:-

Host tasting can compare the flavors and characteristics of whiskey & Cuevo tequila. Highlight the similarities in quality, craftsmanship & the unique aspects of tequila that whiskey drinkers might appreciate.

### Collaborative Promotions:-

Partner with popular whiskey brands or bars known for whiskey selection to create special promotions or limited-time offers. For example, offer discount on a Cuevo drink when purchased with a whiskey drink.

### Influencer Marketing & Testimonials:-

Collaborate with influencers or well known figures in the whiskey community who can vouch for the quality of Cuevo tequila. Their testimonials can provide credibility & encourage their followers to give Cuevo a try.

## Content Marketing & Storytelling

Develop content that tells the story of Cuervo, focusing on its rich history, production process & craftsmanship.

Draw parallels to the whiskey-making process to create a connection with whiskey drinkers. Use blog posts, videos, & social media campaigns to share this content.

- 2) 3-H marketing tactics to get someone who drinks another brand to drink Cuervo.

### Promotional offers & discounts:

Offer special discounts, limited-time offers, or bundle deals to make Cuervo more attractive. This can include price reductions, buy-one-get-one-free deals or gift with purchase promotions.

### Influencer & celebrity endorsements:

Collaborate with influencers & celebrities who resonate with your target audience. Their endorsement can create a sense of trust & desirability for Cuervo. Social media campaign with these influencers.



Showcasing Cuervo in a positive light can be very effective.

Experiential marketing:-

Host events, tastings or parties where potential customers can sample Cuervo in a fun & engaging environment. Creating memorable experiences associated with the brand can foster positive associations with the brand switching.

Targeted Advertising & Branding:-

Develop targeted advertising campaigns that highlight Cuervo's unique qualities & benefits over competitors. This can include digital ads, social media content & traditional media that emphasize the quality heritage & unique taste of Cuervo.

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