

Assignment - 3

is to target people who drink whiskey
try to encourage them to drink Tequila
instead of whiskey (3-4 marketing tactics)

Tasting Events:

Host or sponsor tasting events where
whiskey drinkers can sample premium
tequilas alongside their favorite whiskeys.
provide expert guides to discuss the
differences and benefit of tequila
special offers and discount
provide introductory offers or
discount on high-quality Tequilas.
Bundle Tequila with popular whiskey
brands for a comparative tasting
experience

Highlight unique qualities

Emphasize Tequila's distinct
flavor profiles and production methods
such as the agave base and various
aging processes, which differ from whiskey

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

comparison testing

organize event 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

Brand Ambassadors:

recruit passionate fans or brand ambassadors who can spread the word and create buzz around Jose Cuervo through personal recommendations

unique recipes

Develop and promote unique recipes using Jose Cuervo to show its versatility and encourage experimentation