

ASSIGNMENT - 3

Is the target people who drink whiskey ^{try} to encourage them to drink tequila instead of whiskey (3, 4 marketing ~~strategy~~ tactics)

Flavour and Quality comparison:-

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

Whiskey - to - tequila transitions Events:-

Host exclusive tasting events where whiskey drinkers can sample different types of Jose Cuervo tequila. Include guided tasting led by experts who can explain the flavour profile and answer questions making the transitions 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 a tequila old fashioned or a tequila.

Targeted Advertising and Promotions:-

Use targeted online and social media ads aimed at whiskey drinkers. Offer special promotions on discounts for whiskey drinkers to try Jose Cuervo. Include testimonials from them switch and enjoyed it.

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