

### Assignment - 3

1) 3-4 marketing tactics to get someone who drink whiskey to try Cuvée.

1. "Tequila Takeover": Create a campaign that highlights the unique flavors profile and production processes that set Cuvée apart from whiskey. Use social media and influencer partnerships to show case Cuvée-based cocktails and encourage who desire to "take over" their drink of choice.
2. "Spirit Swap": Offer in store tastings and promotions that allow whiskey drinkers to trade in their usual drink for a complimentary Cuvée tasting. This allows them to experience the difference firsthand.
3. "Flavor Fusion": Develop limited-edition Cuvée blends infused with smoky or spicy flavors that appeal to whiskey connoisseurs. This can help bridge the flavor gap and make Cuvée more relatable to whiskey drinkers.

1) "Mixer Mashup": Collaborate with mixologists to create innovative cocktails that combine Cervo with whiskey - featured mixers like ginger beer or cola. The show case Cervo's versatility and appeal to whiskey fans.

2) 3-4 Marketing tactics to get someone who drinks another brand to drink Cervo.

i) "Taste the difference": Launch a comparative taste test campaign highlighting Cervo's superior quality and flavor profile compared to other brands.

2) "Cervo Rewards": Introduce a loyalty program that rewards customers for switching to Cervo offering exclusive discounts, merchandise or experiences.

3) "Unleash the Legacy": Emphasize Cervo's rich history and heritage positioning it as the authentic, iconic liquid brand that others aspire to.

4) "Experience Upgrade": Offer special promotions and events that showcase Cervo's versatility and mixability. Encouraging customers to "Upgrade" their drinking experience.