

Assignment - 3

- 1) To target people who drink whiskey, try to get them to drink tequila instead of whiskey (3 tasks)

Flavor and Quality comparisons.

Do Direct comparisons between the aging process and quality of whiskey and Jose Cuervo tequila. Highlight the similarities in complexity and such as blog posts or videos close into these comparisons.

Whiskey-to-tequila Transition Events

Host exclusive tasting events where whiskey drinkers can sample different types.

Jose Cuervo tequila include guided tasting by experts who can explain the flavor profile and answer questions making the transition less in formal 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 and passion orange tequila.

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 Special Agave Ancho Reyes create content that show cases these unique aspects through videos blog posts and social media campaigns.

Comparison Testings

Organize on-site 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.

Promotional offers,

offer promotional such as discount, cash back or free samples to encourage consumers to try Jose Cuervo. Pair these offers with marketing campaigns that highlights the value and quality of Jose Cuervo.

J.D.S.