

ASSIGNMENT-3

1. 3-4 Marketing to click to get someone who drink Whiskey to try Curo.

Tequila Takeover:- Create a Campaign that highlights the unique flavor Profile and Production Processes that set Curo apart from existing ones. Social Media and influencer Partnership to show Go Curo based Cocktail and encourage others to 'take over' their drink to choice.

Print Swap:- Offer is store tastings and Promotion that allow whiskey drink to trade in their usual drink for a Complimentary Curo tasting the allows them to experience the difference Firsthand.

Flavour Fusion:- Develop limited - edition Curo blends infused smoky or spicy flavour that appeal to whiskey enthusiasts. This can help bridge the flavour gap and make Curo more relatable to whiskey drinkers.

Mixer Mashup:- Collaborate with Microagent to create innovative Cocktails that Curo Curo with whiskey friendly mixer like ginger beer or Cola. The show Curo versatility appeal to Whiskey fan.

2) Marketing tactic to get some one who drink another brand to drink Cuervo.

Taste the difference: Launch a Comparative taste test Campaign highlighting Cuervo's superior quality and Glavan Profit Comparal to other brands.

Cuervo Rewards: Introduce a Loyalty Program that Customer for switchers to Cuervo offers exclusive discount, Merchandi or experience.

Unleash the legacy: Emphasize Cuervo rich history and heritage. Portrays it as the authentic iconic Liquids brand that other upair to.

Experience upgrade: Offer Special Promter and rent that show Cuervo's Versatility and Mirability encouraging Customer to "upgrade" their drinking experience.

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