

### Assignment -3

is to target people drink whiskey try to encourage them to drink tequila instead of whiskey (3.4 marketing tactics)

#### \* Flavor and Quality comparisons.

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

#### \* Whiskey - to - Tequila Transition 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 flavor profiles and answer questions making the transition 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 on the Jose Cuervo website. Examples include a tequila old fashioned or a tequila manhattan.



\* Targeted Advertising and promotions  
Use targeted online and social media ads aimed at whiskey drinkers  
Special promotions or discounts of whiskey

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 production process and specific flavor profiles  
Create content that show cases those unique aspects through videos, blog posts, and social media campaigns

\* Comparison Tastings.

Organize events or virtual tastings where consumers can directly compare Jose Cuervo with other tequila brands, provide starting notes and guidance to highlight the distinctive qualities and

\* Influencer and Ambassador collaborations.

Partner with influencer mixologists and tequila enthusiasts to have a loyal following. Have them share their positive experiences with Jose Cuervo brand. Create engaging content that shows why they prefer it over other brands.



\* promotional offers.

offer promotions. Such as dis counts

Cash back

or - free

samples to

encourage

consumers

to try

those who

visit there

offers

with

marketing

campaigns that

highlight

the value and quality of the

J.D.