

### Assignment - 3

Is to target people who drink whiskey  
try to encourage them to drink tequila  
instead of whiskey [3-4 marketing tactics]

Flavor and quality comparisons.

For direct comparisons between  
the flavors, aging processes 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 tastings led by experts  
who can explain the flavor profiles and  
answer questions, marking 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 offers special promotions or discounts for whiskey drinkers to try Jose Cuervo. Include Testimonial from whiskey aficionados who have made them switch and enjoyed it.

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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 specific flavor profiles. Create content that showcases these unique aspects through videos, blog posts and social media campaigns.

Comparison Testing:

Organize events 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 sensory aspects of Jose Cuervo.

## Influencer and Ambassador collaboration.

partner with influencers,

minologists, and tequila enthusiasts who have a loyal following. Have them share their positive experiences with Jose Cuervo and create engaging content that show cases why they prefer it over other brands.

### Promotional offers:

offer promotional such as discounts, cash back or free samples to encourage consumers to try Jose Cuervo pair these offer with marketing campaigns that highlight the value and quality of Jose Cuervo.

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