

Jose Cuervo Especial

MADE TO BE REMEMBERED.

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RESEARCH

Jose Cuervo is a brand of tequila that was founded in 1795 by Don Jose Antonio de Cuervo.

Especial Gold (commonly referred to as "Cuervo Gold") is a blend of reposado and younger tequilas of at least 51% agave, with caramel coloring added to the finished product to give it the gold color.

It is the best selling tequila in the world, with 35.1% market share of the tequila category worldwide.

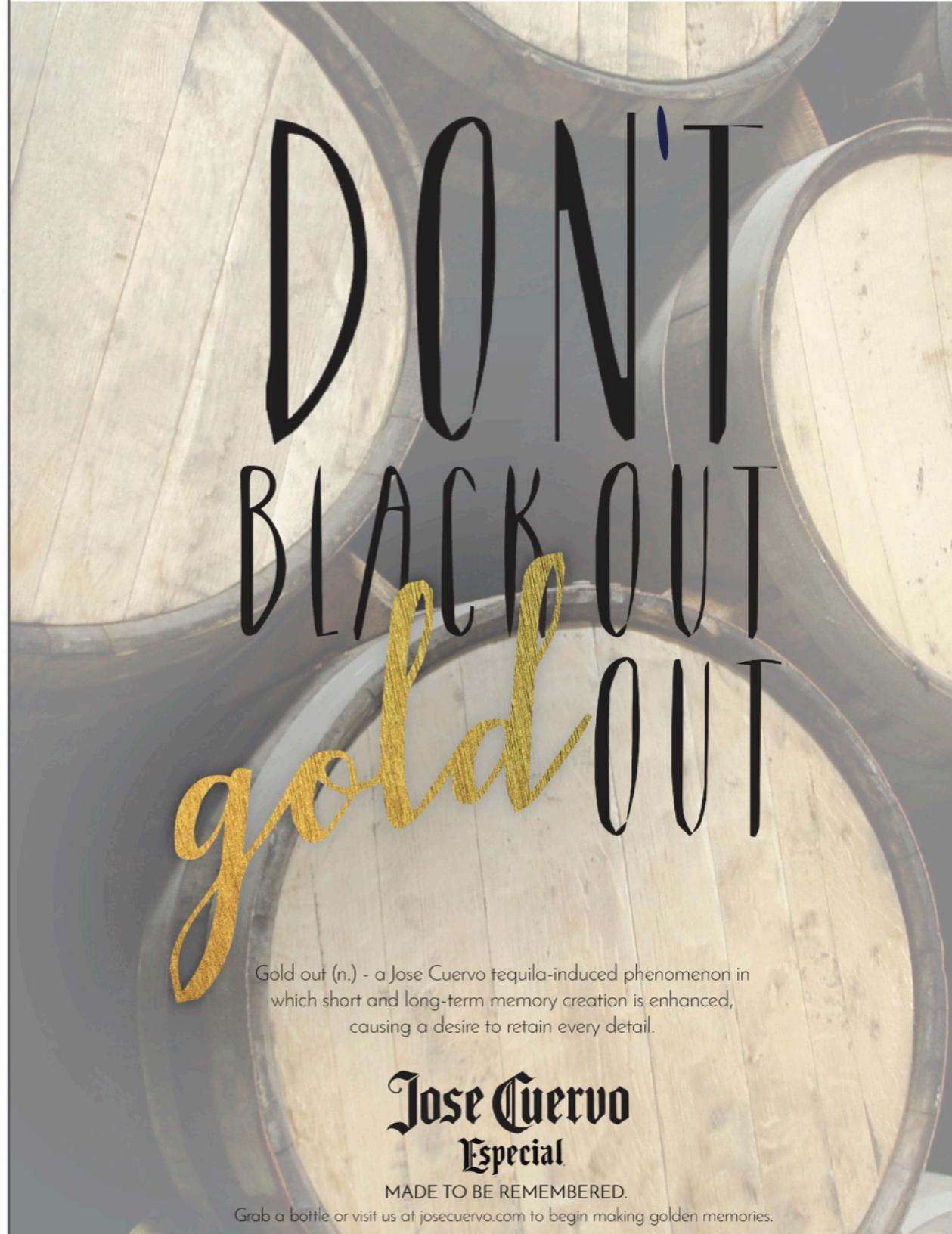
INSIGHTS

They have time-consuming careers and reputations to uphold. They cannot afford to get trashy drunk like younger people can.

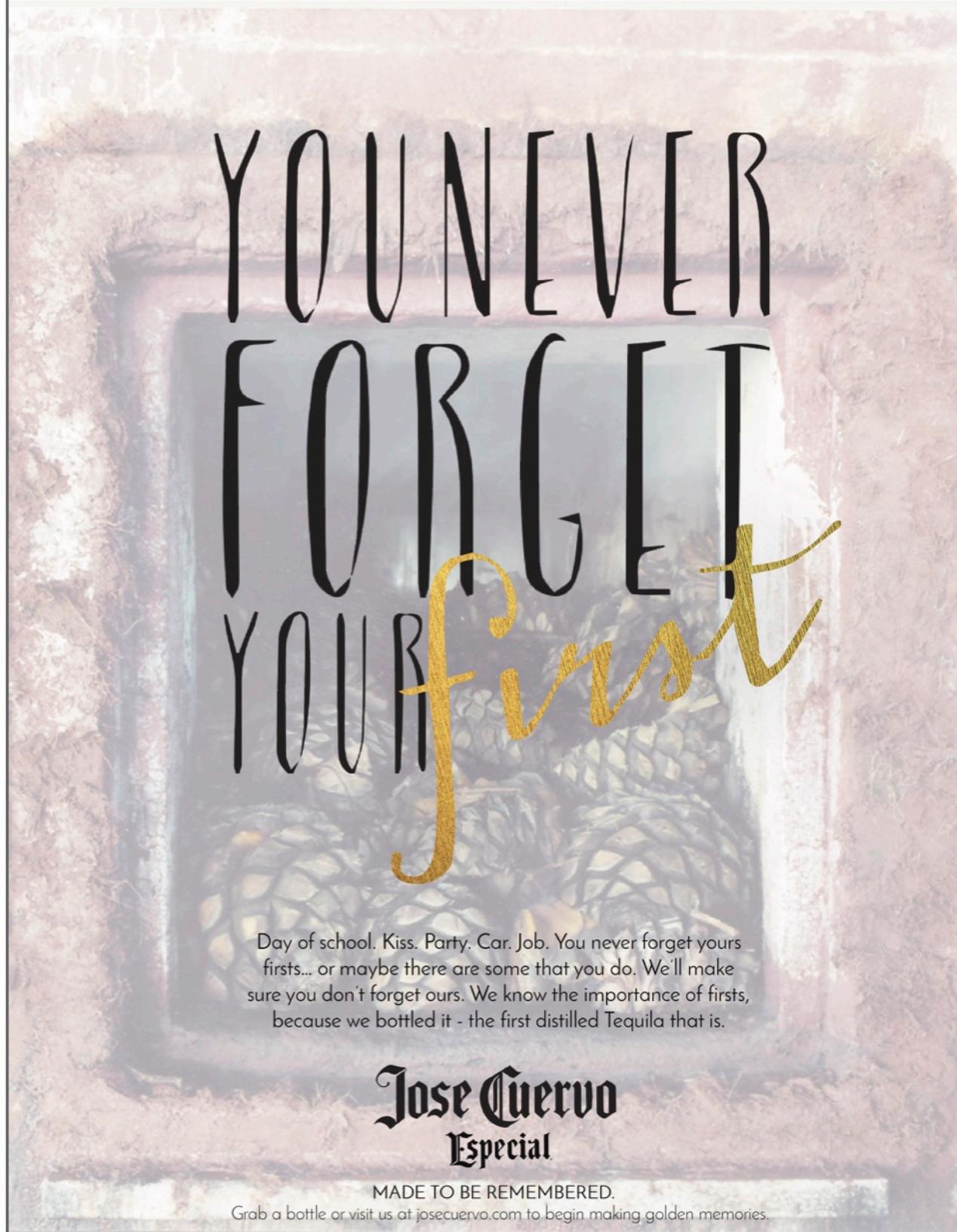
They drink as a social activity, as a networking tool, or for enjoyment to unwind after a long day at work.

TARGET : Successful 25-40 year-olds.

PRINT #1



PRINT #2

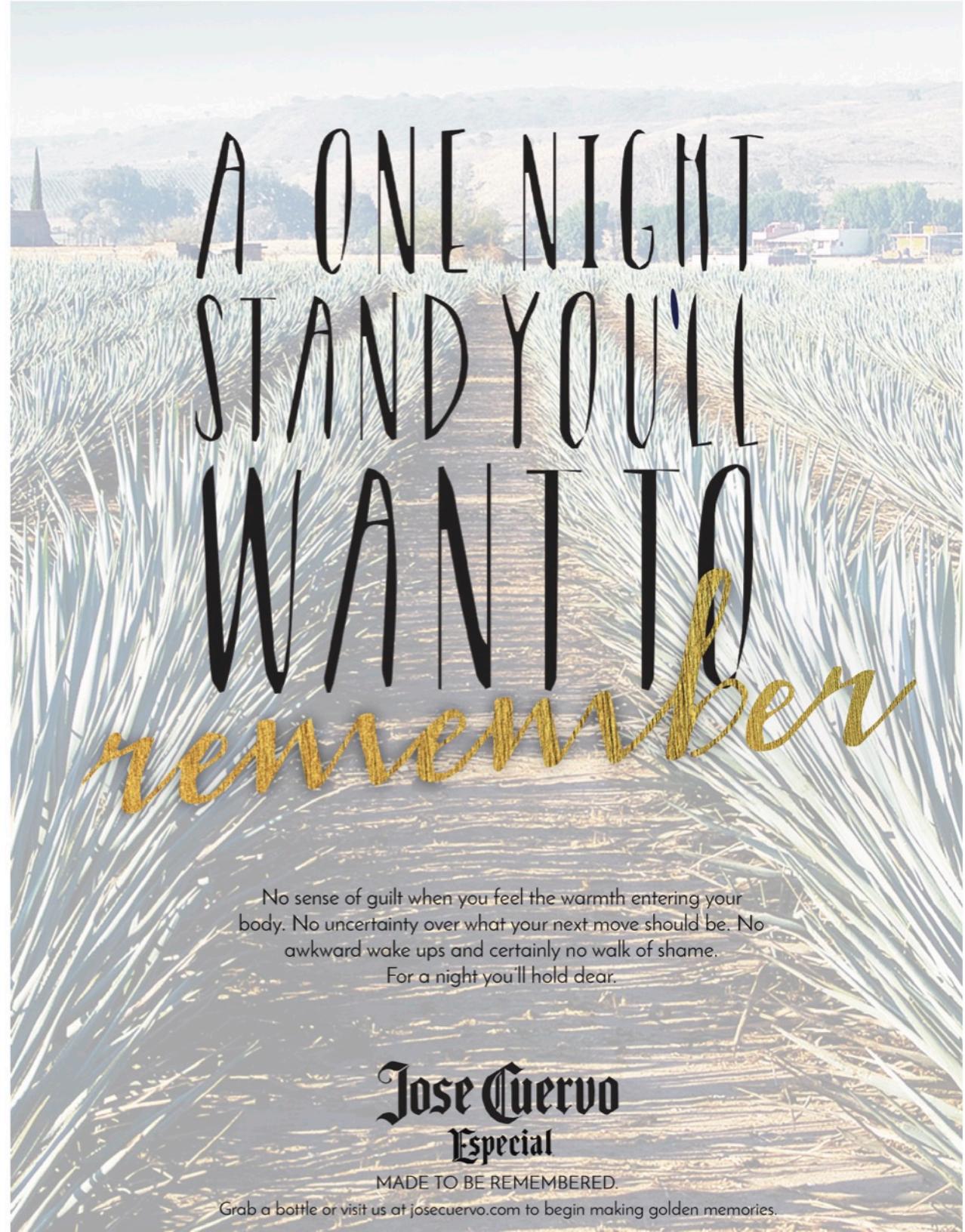


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Especial

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Grab a bottle or visit us at josecuervo.com to begin making golden memories.

PRINT #3



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