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Client: 901 Tequila

- Thrice distilled Tequila produced by Justin Timberlake
- Staged during Major League Baseball All Star Game in St. Louis
- Kerry Group selected because of town presence, nightlife experience and reputation
- Based upon market research by The Kerry Group, 901 Tequila was sampled to be sipped, not shot
- Street team attired to reflect Justin Timberlake's own sense of style
- Themed cocktails created to generate trial
- Target: Young adults

Strategy

- Execute an on premise activation to match the smooth sophisticated taste of 901 Tequila
- Utilize activation to engage consumers and sell in accounts

Silver  *Tequila*



thekerrygroup

INTERACT • INFLUENCE • ENGAGE

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Kerry Group Responsible For

- Design and development of event theme
- Market research to optimize event
- Securing event site
- Coordination with local media to boost attendance
- Hiring, training and management of staff

Business Results

- Locked in distribution with key accounts
- Gained incremental product features at prestigious events
- High consumer acceptance of 901 Tequila
- Successful activations at high profile locations



Elements Handled By Vendors

- ????

