

CASAMIGOS.



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MEET THE TEAM



Miranda Morrone

Miranda is a graduating senior at James Madison University. She is majoring in Media Arts and Design with a concentration in Creative Advertising, as well as minoring in General Business. Miranda's favorite part of the campaign was creating the television ad and helping with photos for the social media ads. In her free time she likes to read, go to concerts, and spend her summers at the beach!



Grace Manganaro

Grace is finishing her senior year at James Madison University this spring with a B.A. in Media Arts and Design with a concentration in Creative Advertising and a minor in Communications. She is looking for a job in design after graduation. Her favorite part of the project was getting to see everyone's ideas come to life - especially the Love Island brand product placement. When she's not designing, Grace likes to stay creative by painting.



Alana Shapiro

Alana is graduating in the Spring from James Madison University with a degree in Media Arts and Design, concentrating in Creative Advertising. After graduation, Alana hopes to get a job in branding. Her favorite part of the campaign was taking pictures and making the print ads. Outside of school, Alana enjoys spending time with her friends, listening to music and traveling.



Mariella Rossi

Mariella is a senior graduating from James Madison University with a degree in Media Arts and Design and a concentration in Creative Advertising. Mariella has a passion for creativity which she was eager to express throughout this campaign. After graduation, Mariella hopes to find herself contributing to the digital advertising industry and focused on Casamigos' social media ads to demonstrate that.



Ally Hartmann

Ally will be completing her last year at James Madison University in Spring of 2023 with a B.S. in Media Arts and Design with a concentration in Creative Advertising and a minor in Environmental Humanities. She is planning on serving as a volunteer for her first year post-grad and then hopes to land a job working for a company with a focus on environmental advocacy. Ally's favorite part of this project was taking pictures for the advertisements and working with copy for the final book!

AGENCY
LOGO.

final logo:

FLARE 01

rationale:

When discussing a name for our agency, we decided we wanted some aspect of the name to be something all of us had in common. After a bit of chatting, we learned we are all '01 babies! From there we wanted to add a short and snappy word that caught attention and represented us as an agency.

We knew from the start we wanted to do this project on Casamigos so that we could flip the brand image on its head. During one of our group brainstorms we said we needed to add "flare" to Casamigos. The rest is history... enter Flare01.

FLARE 01

A lit matchstick with a flame, positioned over the dot of the number '0' in the text 'FLARE 01'. The matchstick is light brown with a red tip, and the flame is bright orange and yellow. The text 'FLARE 01' is in a bold, black, serif font.

AGAVE 100% DE AGAVE

PRODUCTOS CASAMIGOS DE AGAVE
CLASE Blanco
PROYECTO GC-FG-MM
HECHO Jalisco, Mexico
CATEGORIA Tequila 100%
NUMERO 2.5040
Agave Azul



CASAMIGOS®
Tequila

Jose Cuervo *PREMIADO* *Pan de Azul*
40% ALC / VOL (80 PROOF)

PRE-CAMPAIGN
RESEARCH.

ABOUT CASAMIGOS

PURCHASE LOCATION



Casamigos is mass distributed in all 50 states and can be found at Liquor and ABC stores, Drizly, Reserve Bar, GoPuff, Amazon, and more!

PRODUCT HISTORY

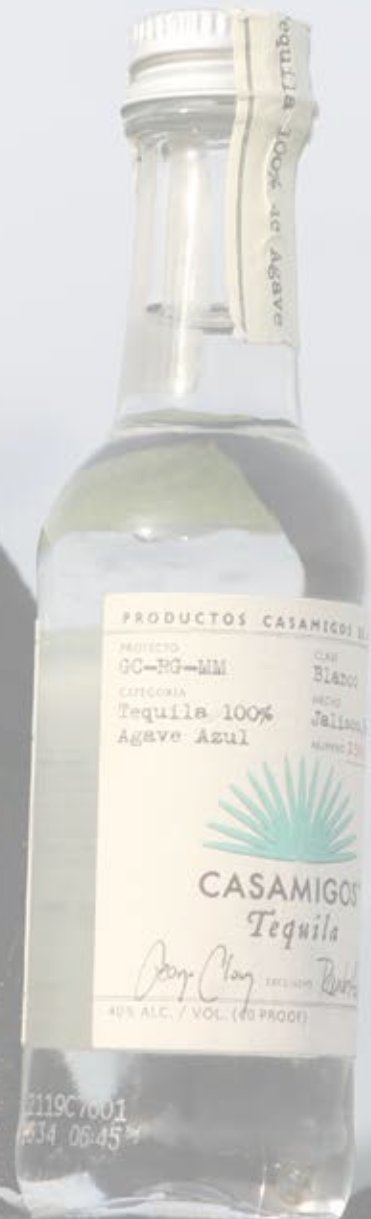


Founded in 2013 George Clooney, Rande Gerber and Mike Meldman. It has been owned by Diageo since 2017.

RETAIL PRICE



Blanco: \$52
Reposado: \$59
Anejo: \$64
Mezcal: \$69*



SWOT

analysis

STRENGTHS

Casamigos is currently a well known tequila within our target audience. It is viewed as a higher-end brand and its celebrity endorsement makes it trustworthy and provides credibility. Reviews say it has a sweeter taste, goes down easy, and mixes well. (Drizly, n.d.)

OPPORTUNITIES

Our target audience is relatively new to the bar scene and many are still looking for their go-to drink order; this is something we really plan to take advantage of in our campaign to show our target why Casamigos should be theirs. Our target is extremely active on social media, so interactivity through our socials is a great way to spread brand awareness. (Savannah, 2017)

WEAKNESSES

Longtime drinkers noted a change in taste when the company switched ownership. The flavor is now sweeter than some remember it which has turned off some past buyers. Reviews also showed a common complaint among buyers that it has a slight 'medicinal' note. (BevAlc Insights, 2021)

THREATS

There are plenty of other well-known and respected tequila companies on the market at this time & many also have a celebrity owner / ambassador. With Casamigos being considered somewhat top-shelf, some of our target audience views the price as too high for their day-to-day drink. (Drizly, n.d.)

Mariella Rossi

“Casamigos is a popular tequila for our age group because of the celebrity owned business, especially for men. Their advertising material is less-developed. In addition, it can be expensive and over-priced for consumers that do not drink tequila often, and would prefer a cheaper brand.”

Alana Shapiro

“In this day in age, trends and celebrity-endorsed products gain lots of attention, especially from young adults and college students. Casamigos started trending in the past few years, which I think generated a lot of brand awareness among younger groups; I also think its vintage-like branding and packaging is appealing to the eye. It can definitely be a more expensive choice for tequilas, especially for the average college student who isn't normally gaining a steady income. There are also a lot of other choices of similar quality and lower price.”

Miranda Morrone

“The younger generations love tequila, so it is the perfect brand to cater to college or recently graduated Gen Z. It is a top-shelf brand with great recognition and is locally made in Mexico. However, their advertising does not cater to women - it is very masculine, and has no female representation. The packaging is very light and colorful, yet the imaging is usually warmer and darker.”

Grace Manganaro

“College students are a main consumer of Casamigos especially during the early days of May because of Cinco de Mayo. Tequila drinkers are mostly women ages 25-34 with college degrees. Although, it is consumed in states that are warmer. Three top consuming states of tequila are California, Texas, Florida.”

Ally Hartmann

“College students associate tequila with celebration and good times with friends: this is a good angle to have with our target audience since a large number of them go out and participate in the party scene. However, a lot of people have bad experiences with tequila through drinking too much, getting emotional, etc., which can give it a bad reputation. People also have been having issues with celebrity owned tequila companies which is something we should be aware of.”

TARGET MARKET

WHO BUYS THE PRODUCT & WHY?

Casamigos has an affluent, sophisticated consumer who appreciates high-quality alcohol and luxury. This target is typically male, business professionals, hard-workers, middle-upper class, and higher-profile individuals. Casamigos markets the tequila with their celebrity co-founders, which means they want higher-class people to purchase their product. They also show the founders drinking the alcohol, which shows they value authenticity, quality, and exclusivity (“Casamigos Tequila Targets the Premium Market”).

HOW DOES OUR PRODUCT COMPARE IN TERMS OF SHELF SPACE WITH THE COMPETITION?

Casamigos is often considered top-shelf tequila due to its high quality ingredients and premium taste. The tequila is made from 100% agave, and is aged anywhere from 7-14 months. They are always in the top-sold brands for tequila (McKirdy, Tim).

HOUSE OF FRIENDS CAMPAIGN



For their first campaign, Casamigos was asking friends and fans of the brand to go out and document their house of friends. What came back was the first amongst a series of incredibly candid scenes from a camping trip with old friends and new friends with one common theme: Casamigos and creating memories. They went camping and took along a few cases of Casamigos. Lukas Nelson, son of Willie then played some music, which was added to the video.



BLAME IT ON THE CASAMIGOS TREND

The hallmark of any true trend, a quick search for “Blame It on the Casamigos” on TikTok, Twitter or Instagram will draw hundreds of results. Through savvy social media presence alone, Casamigos was able to successfully plant the seeds of a trend that established George Clooney’s drink as the decision inhibiting tequila.

COMPETITORS

818

818 is a relatively new tequila, created in 2021 by celebrity Kendall Jenner. While it has had impressive sales growth in the past two years, it has received harsh criticism; however, it is one of the most popular agave spirits on the market today. Before the tequila was released, the tequilas won awards after the different flavors were anonymously entered in numerous competitions in an attempt to prove the tequila's taste quality (White, O). The brand claims to "work closely with local, family-owned farms in Jalisco, Mexico" (Our-story). Many say Jenner's tequilas have a nice smell but tastes of ethanol and perfumes, and that the agave flavor is rather faint and gets lost in cocktails. Others say the 818 is overhyped and inauthentic. However, some say it is very sweet and is quality tequila that is definitely worth buying (818 tequila).

Blanco: \$44

Reposado: \$59

Anejo: \$90.99

Eight Reserve: \$189.99

LOBOS

Lobos 1707 Tequila, which was founded in the year 1707, is a brand that is rich in history; the founder's ancestors transported the tequila to and from Mexico and Spain, and Lobos claims that it still honors tradition by creating its tequila by "Master Distillers" in both Mexico and Spain. The Tequilas are created in Altos de Jalisco from Blue Weber agave plants, while the Mezcal are harvested on the slopes of Oaxacan Sierra, Espadin. The Lobos 1707 brand is backed by Lebron James (Our liquid). The brand differentiates itself by finishing the liquor aging process in wine barrels located in Spain, which tequila connoisseurs appreciate. The Joven tequila, one of its more popular flavors, is known to be more complex and elevated than a standard blanco because of its aging process (Trares, D).

Blanco: \$53

Reposado: \$59

Anejo: \$67

1942: \$190

Real: \$402

1800

1800 Tequila prides itself on being “the worlds most awarded tequila family.” The tequila brand was created in 1800, which correlates with the brand name, and they claim to be “hand harvested’ from many of the original Weber blue agave fields. The brand’s most popular “classics” are Blanco and Coconut, and has “luxury” tequilas, the Cristalino Anejo and Milenio Extra Anejo (Browse 1800). While the 1800 Blanco has mixed reviews, many say it is good for the price, while others argue that it has “proof of additives” and that you should not buy it if you care about the agave flavor (Connoisseurs).

Silver: \$26

Coconut: \$29

Reposado: \$30

Anejo: \$44

Cristalino Anejo: \$61

Don Julio

Created in 1942 by Don Julio Gonzalez, the brand describes itself as being “the world’s first luxury tequila.” Don Julio insists that they only use the “highest calibre” and fully ripened blue agave, which takes about 8-10 years to mature. The production process of Don Julio tequila, specifically its ultra premium tequilas, is very detailed and closely monitored to ensure that it has a smooth and consistent taste (Don Julio). Don Julio 1942 is one of the brand’s more popular tequilas. It is known for being smooth and silky with a cream caramel and candy taste. However, some believe the tequila is overpriced and overhyped (Long Island). The blanco, which is similarly priced to Casamigos Blanco, has notes of tropical fruits, white pepper, and menthol. It is known to be appropriate for shooting, sipping or mixing into cocktails, but is comparable to other tequilas that are less expensive (Haynes-Peterson, R).

Blanco: \$55

Reposado: \$60

Anejo: \$67

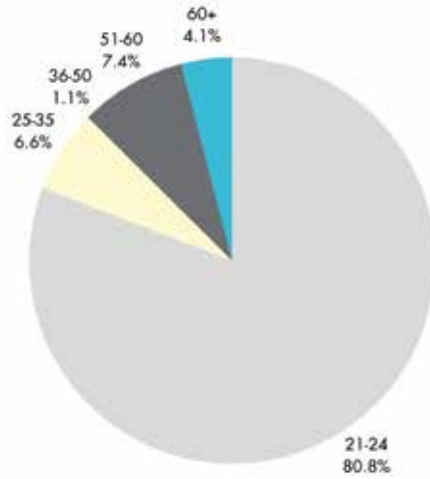
Primavera: \$160

1942: \$190

PRIMARY RESEARCH

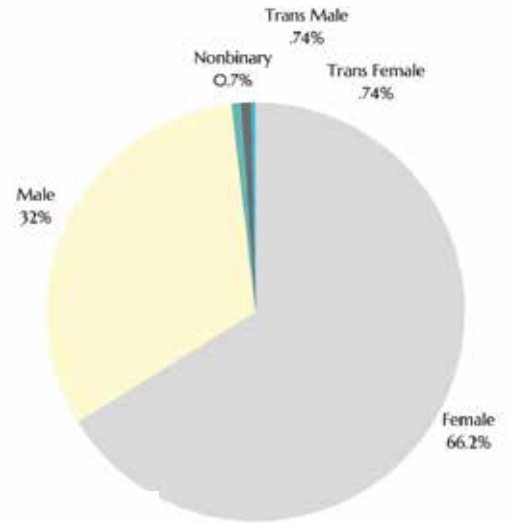
survey results

DEMOGRAPHICS

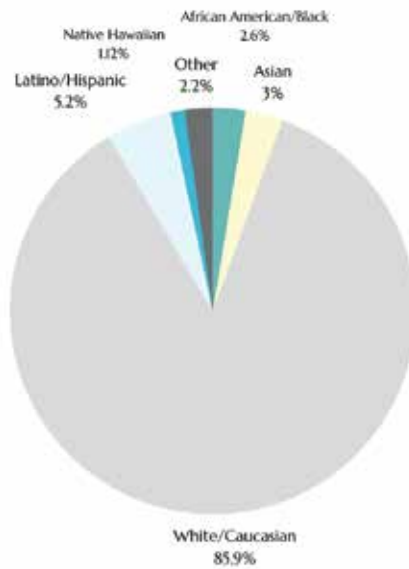


AGE RANGE

GENDER



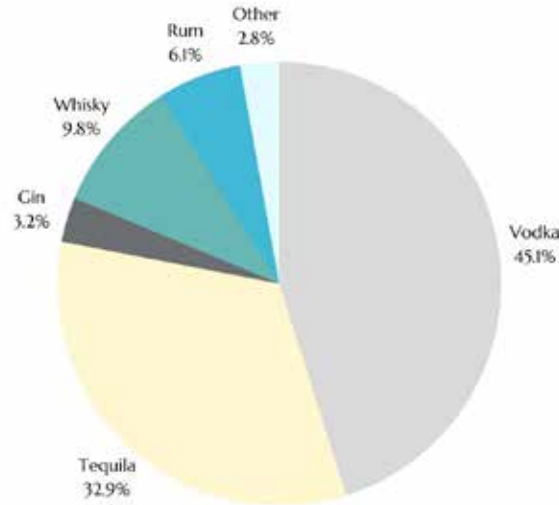
ETHNICITY



PRIMARY RESEARCH

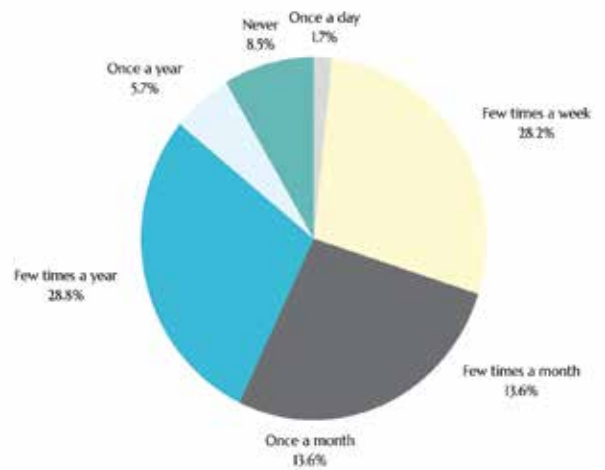
survey results

DRINKING PREFERENCES

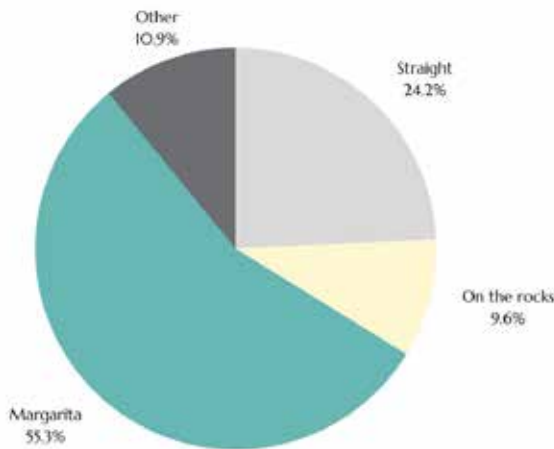


LIQUOR PREFERENCE

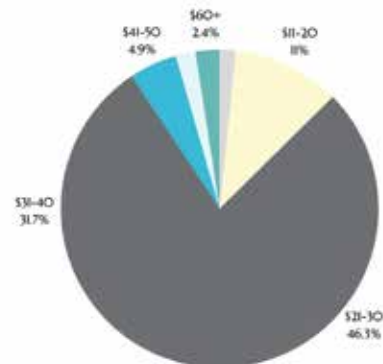
DRINKING FREQUENCY



PREFERRED WAY TO DRINK TEQUILA



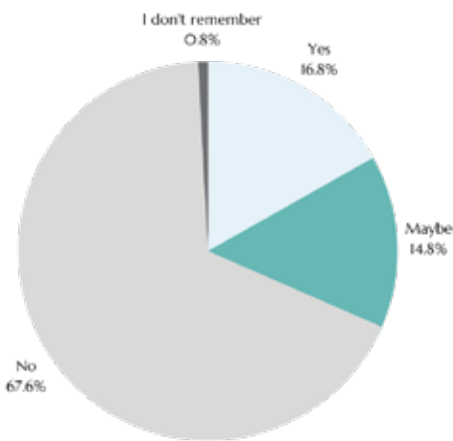
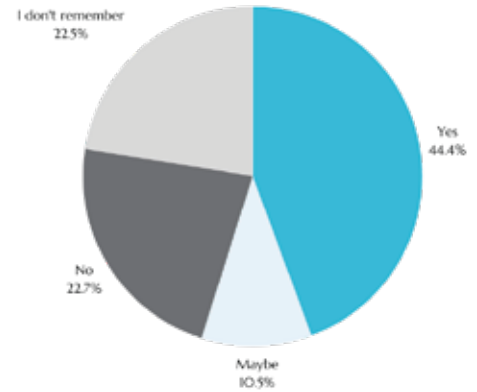
LIQUOR PRICE RANGE



PRIMARY RESEARCH

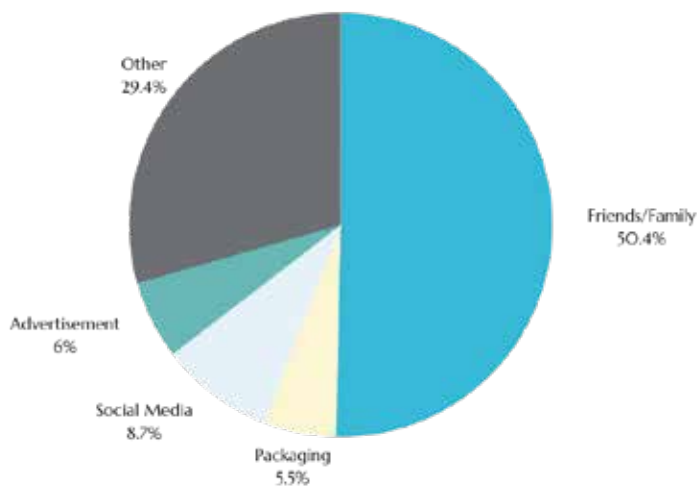
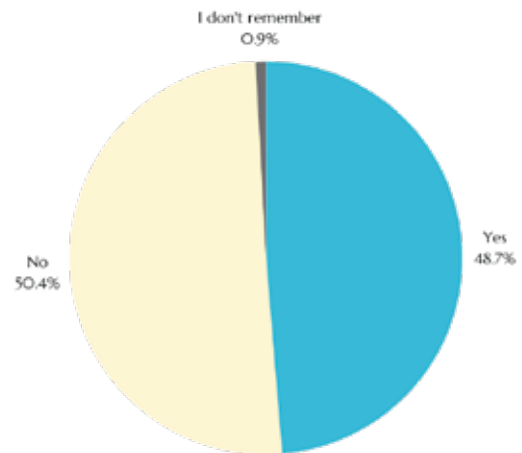
survey results

Have you ever been influenced to purchase alcohol due to social media?



Does the health factor of alcohol influence purchase?

Have you ever purchased Casamigos?

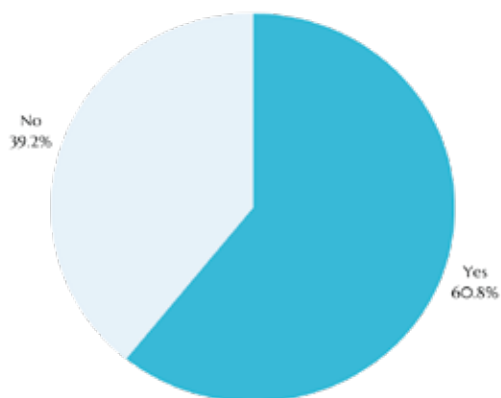


Have you ever purchased Casamigos?

Other responses include - Haven't purchased, positioned as higher-end, bartender recommendation, best tequila, saw it in the store, the hype around it

PRIMARY RESEARCH

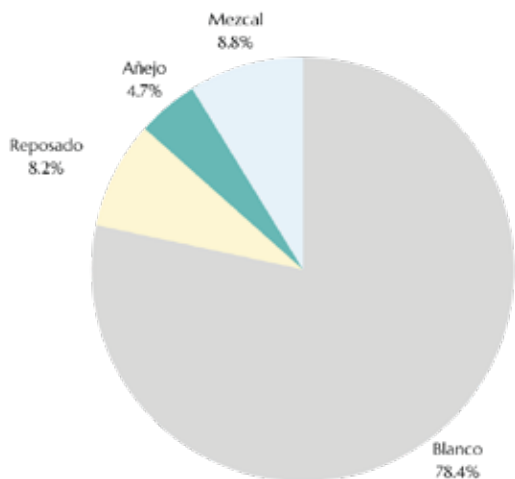
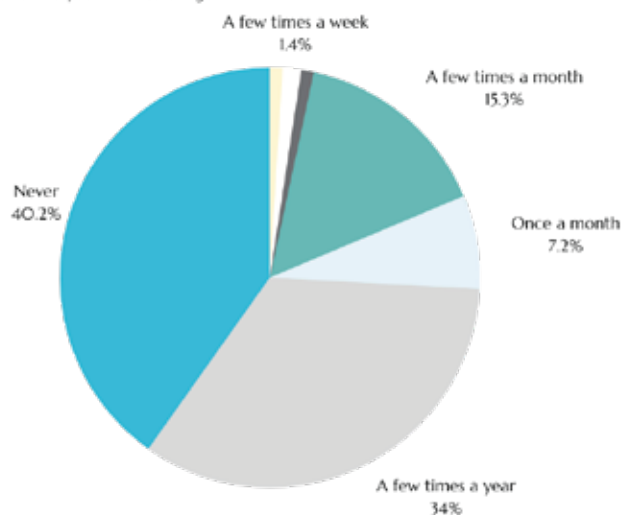
survey results



If you have purchased Casamigos, have you ever repurchased it?

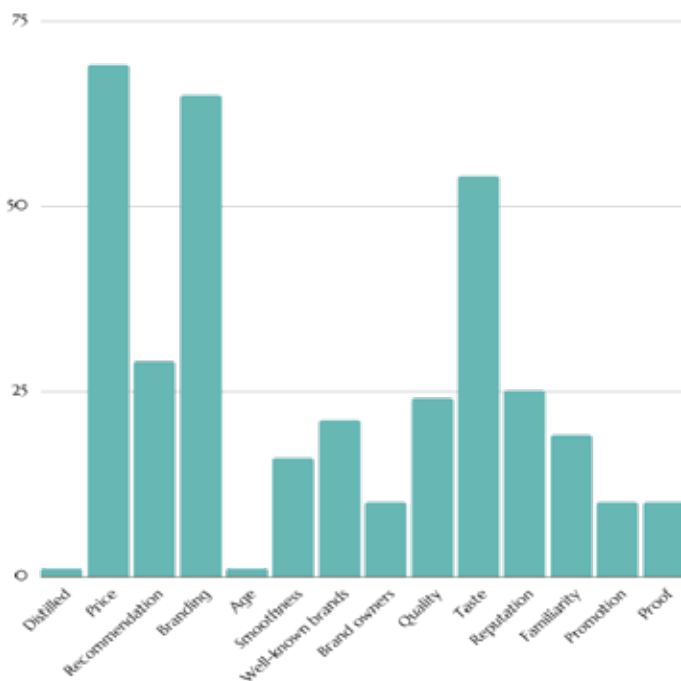
How often do you drink Casamigos?

How often do you drink Casamigos?



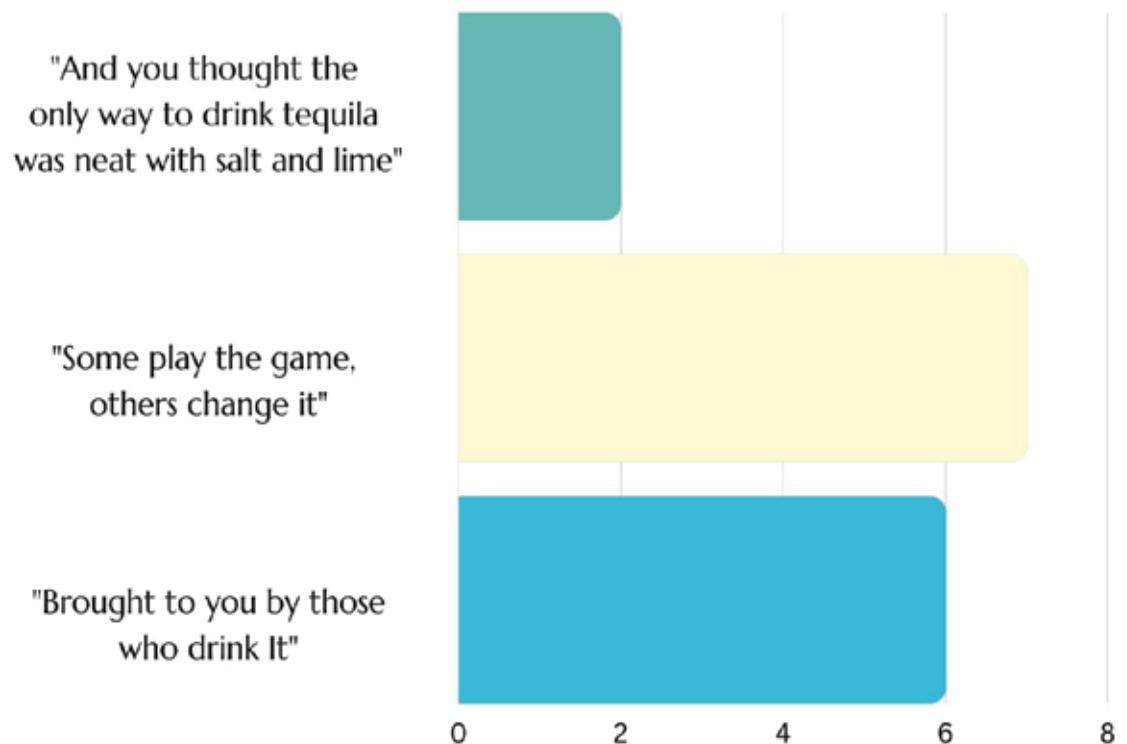
Which flavors would you drink?

When buying tequila, what features influence you to buy a certain brand/kind?



Experiment:

In order to conduct this experiment, we showed participants three different mock-ups of tequila advertisements. The visuals on all three ads were exactly the same, the only thing that was different was the copy on each ad. From here we asked participants to choose their favorite advertisement and why. This allowed us to collect both the quantitative data seen below, along with the qualitative data they provided us with in their explanations. The three advertisements shown contained the copy pictured below.



CREATIVE BRIEF.

CREATIVE BRIEF

TARGET AUDIENCE

Persona

Claire is a fourth-year college student majoring in marketing. She comes from a middle-class family and is currently living off-campus with three other girls. Claire is a social butterfly. She enjoys going to concerts, socializing with her friends, and going to bars and college parties on the weekends. Her friendships mean the most to her and she will always have another girl's back. Claire is always down to try new things and is known for her adventurous spirit. Claire anticipates working in the lifestyle marketing industry, and is eager to continue her travels upon graduation.

Demographics

Claire is a white, middle class young adult female who is 21-27 years old. She is not a particular ethnicity, nor does she have a particular relationship status. She is currently pursuing a degree in college and is ready to graduate soon. Post-graduation, she is expected to make about \$30-55,000 a year.

Geographic

Claire currently lives in the United States, specifically a college town and an urban area with lots of people in their 20s.

Psychographics

Claire is interested in making memories, keeping up with fashion and beauty, listening to music, working out, and travelling. She also attends workout classes, loves casual hangouts with friends, enjoys going out on the weekends and likes going to the beach. She hopes to maintain old friendships while bonding with new friends too, for she is meeting new people whilst delving into the workforce and moving to new places. She still finds importance in celebrating old friendships that she has made over her formidable years.

Behavioral

Claire and her peers are typically budget conscious. They do not have a disposable income, so they usually look for deals, sales, or promotions during their purchases. However, these women tend to value opinion and also look to create a positive impression with their purchases, even if it means it is at a higher cost. Their purchases have frequently been online as this age group is highly comfortable with technology. Claire and people like her look for reviews on websites, social media, and other apps for items they want to purchase.

VALS Values, Attitudes, Lifestyles

Claire and Casamigos consumers fall into the Experiencers category on the VALS spectrum, mainly because of the value placed on friends and experiences. Her social life is very important to her, and she tries to keep up on trends while also staying spontaneous.

CURRENT MINDSET

Younger people like Claire view Casamigos as a higher end liquor, but do not consider it top shelf. Much of our target has heard about the brand from family and friends, and they recognize it as a celebrity-owned tequila. It is widely recognized by the target audience, but many have yet to try it.

DESIRED MINDSET

We want our target to view Casamigos as “their drink”. Many people in their early twenties are still looking for their signature drink, and our goal is to prove that it should be Casamigos. Whether they grab it at the store or order it at the bar, they will have Casamigos on their minds. In addition, we hope that through our campaign people will associate having Casamigos present at their favorite memories.

CREATIVE BRIEF

COMPETITORS

Casamigos' first competitor is Patron tequila, which sells for \$54-60. When buying a more "top-shelf" brand of tequila, Patron is a popular alternative for the target audience because it is familiar to them. The second competitor is Espolón, which sells for \$30-35. Espolón has been on the rise recently with a huge increase in sales; with a modest price in the 30s, young people see it as taking a step-up in quality without splurging. Lastly, 818 is the last competitor of Casamigos which sells for \$45-50. College women love 818 because of its celebrity endorsement of a popular Gen Z icon, Kendall Jenner. This tequila gained a lot of traction immediately after production, and continues to grow among this generation.

MESSAGE OBJECTIVES

- 1. Grow Brand Awareness-** To do this, our campaign will capitalize on social media advertising, which is where our target audience is most available and engaged.
- 2. Expand Target Market-** Changing the logo and packaging for a limited-edition bottle as well as adapting previous advertising messaging in the campaign will help the campaign appeal to Gen-Z women.
- 3. Increase Sales-** Casamigos does very well in sales, but we hope to have increases by appealing to a different target market on social media, creating incentives for purchase, as well as hosting events.

CREATIVE STRATEGY

Big Idea

To encourage Gen Z women to have a moment with your "Casamigos" by showcasing how Casamigos can be present for every moment shared with friends and loved ones, as well as being a reliable go-to drink.

Evidence

Women in college want to hold on to fun unforgettable experiences they've shared with friends, many of which may involve alcohol. Women love to share things with each other if they think their friend is going to like it and are happy to share things from posts on social media to new drink recipes.

Creative Execution

We will portray our big idea by depicting young adult women having fun and celebrating special moments together, accompanied by Casamigos as their drink of choice. Whether it be a girls night in, birthday party, or a night out in the town, the common denominators in our deliverables will be Casamigos and friends bonding over shared experiences. We will also portray Casamigos as a higher quality beverage by pairing it with clean aesthetics and showcasing it in sophisticated scenes.

Tone

This campaign will be fun, light-hearted, empowering, sentimental, inclusive, and relatable.

Mandatories

"Casamigos" pink logo, Casamigos color palette, "Welcome To Our House" tagline



Deliverables

TikToks, Instagram posts, Instagram stories, Instagram shop, TV advertisement, print advertisements, OOH advertisements, guerilla marketing advertisements, viral video, branded product placement



**PRINT
ADVERTISEMENTS.**

HEADLINES

1. Find love in your Casamigas.
2. Just what the girls want.
3. Girls night called, and Casamigas answered.
4. Experience the ultimate girls night with Casamigas.
5. So good you'll want a girls night every night.
6. We're not here to tell you how to spend your girls night, but we think you should listen.
7. Casamigas: where the fun and girls come together.
8. Your perfect addition to girls' night.
9. Casamigas: the new girls' night must-have.
10. Raise a glass and let the fun begin.
11. Casamigas: your new go-to.
12. Casamigas: for the girls.
13. Spend a night with Casamigas
14. Casamigas: the perfect addition to your circle.
15. Make an impression with your Casamigas.
16. Casamigas: Raise a toast to fun.
17. Raise a toast to friendship
18. Pour one out for your Casamigas
19. Want a night to remember?
20. A good reason to give in to FOMO
21. Mi casa es tu casa.
22. Smooth. Strong. Quality.
23. Good for Summer. Better for sharing.
24. Take your coat off and stay a while with Casamigas.
25. Mi casa es su casa... as long as it's Casamigas
26. See a sip, send a sip.
27. It's a Casamigas occasion.
28. Casamigas down, vibes up
29. Goes down nicely and brings you up nicer.
30. Everyone deserves Casamigas.

TAGLINES

1. The key to the ultimate girls' night.
2. The missing piece to your ultimate girls' night.
3. Casamigas: Your new best friend.
4. It's always a girls' night.
5. Moments with your Casamigas.
6. Moments shared with your Casamigas.
7. Welcome to our house.
8. The cherry (or lime) on top of a perfect night.
9. A great night begins with a great drink.
10. The perfect addition to girls' night.
11. Cherish moments with your Casamigas.
12. The best going-out accessory.
13. Can't leave for the night without her.
14. Casamigas. A blend of the two.
15. It all starts with one pour and your Casamigas.
16. Sip, share, and savor the moments with your Casamigas.
17. Tequila tastes better with your Casamigas.
18. Share your favorite moments with your Casamigas.
19. A drink you'll have in common with all your friends.
20. Casamigas: your new go-to.
21. It's not named "house of friends" for nothin'.
22. You're always welcome in my Casamigas.
23. Turning a girls' night into the girls' night.
24. Meant to be shared.
25. Tequila for the girls.
26. Shots to take together.
27. Something to cheers to.
28. Tequila you don't want to forget.
29. A salt and lime away from a good time.
30. For a night with your amigas.

THUMBNAILS



POUR ONE OUT FOR YOUR CASAMIGAS.

WELCOME TO OUR HOUSE



RATIONALE

Mock-Up



Rationale

For our print advertisements, we aimed to target our desired audience of Gen Z young adult women by utilizing graphics with soft, girly, and nature aesthetics, paired with fun and trendy fonts that catch the eye. We aimed to have the images look “artsy” and vintage, almost like something that our target might see on Pinterest, which is widely used by our desired audience. The girls in this print ad, as well as the others, represent our target audience, and the headline and tagline are a reflection of our campaign’s big idea, which is spending quality time with girlfriends and being a part of the “Casamigas” community. In all of the print advertisements, the “Casamigas” motif is used, which further emphasizes the brand and campaign as being a symbol for friendship and quality girl time. The headline “Pour one out for your Casamigas” is, in a way, a call to action to celebrate with your girlfriends, whether it be a casual night in or special occasion. The image reflects this idea by showcasing girls spending time together over a shared drink. The same tagline is used in all of the print ads; “Welcome to our house” encapsulates our campaign’s goal of being inclusive and fun, and encouraging the audience to choose Casamigas as “their drink.”

IT'S A CASAMIGAS OCCASION.

WELCOME TO OUR HOUSE



RATIONNALE

Mock-Up



Rationale

Similar to the first print advertisement, we strived to be cohesive by using neutral color schemes and the same fonts and textures, as well as the same tagline. This print advertisement, as well as the others, all feature the pink “Casamigos” logo which was specifically made for this campaign. The logo is a key element in all the ads, for it is bright and centered under the text, which catches the eye and reinforces brand awareness. The image and headline, “It’s a Casamigos occasion,” reinstates the campaign’s theme of spending quality time with friends and enjoying Casamigos together, no matter the time or place. Again, we aimed for this advertisement to resonate with the audience by looking like something that would come up on a young adult women’s Pinterest feed, for it is stylish, artsy and “aesthetically pleasing” to the eye.

ADD CASAMIGAS TO YOUR CIRCLE.

WELCOME TO OUR HOUSE



RATIONNALE

Mock-Up



Rationale

Our final print ad features four friends laughing and enjoying themselves while holding a bottle of Casamigos, which corresponds to the headline “Add Casamigos to your circle.” Someone’s “circle” is their group of friends who they are closest to; we wanted to emphasize that incorporating Casamigos to the mix would open the door for more memories to be made and more fun to be had. The headline and “Welcome to our house” tagline compliment each other and are consistent with the campaign’s big idea of belonging to a “Casamigos” community and spending quality time with good friends.



GROCERIES
100% NOT -
TEQUILA

RESERVA CASAMIGOS DE AGAVE
CLASE Blanco
100% AGAVE
100% AGAVE
100% AGAVE
CASAMIGOS Tequila
Produced in Mexico
Rancho Agricola

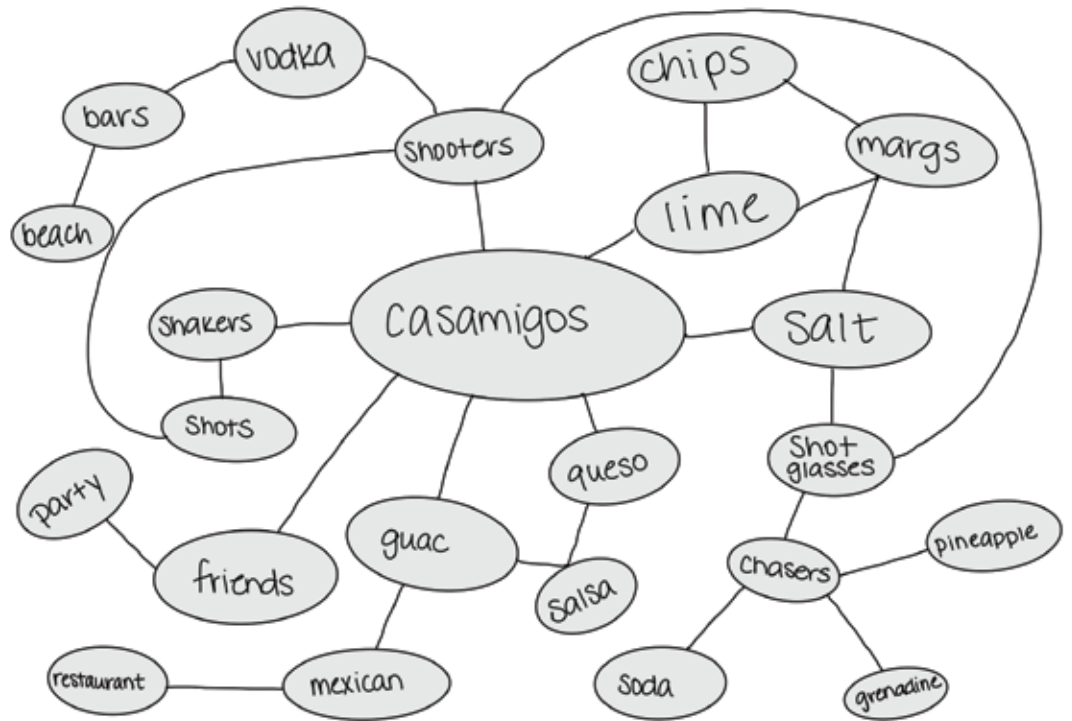
LEVI STRAUSS & CO.

Sun Bum
15

TELEVISION
ADVERTISEMENT.

BRAINSTORMING

Concepting Map



Inspiration Photos



TV SCRIPT

Title: Just Salt & a Lime

Client: Casamigos

Length: 15 Seconds

	<p style="text-align: center;"><u>Music</u></p> <p>Light bouncy fun music. Establish, then under.</p>
	<p style="text-align: center;"><u>Script</u></p>
MS: Blue background with white text to white background with blue text	“Just salt & a lime” (2 seconds) ** Repeat x 6
MS: Shots from the campaign with text on top	
MS: Blue background with white text to white background with blue text	“Away from a good time” (4 seconds) ** Repeat x 8
MS: Shots from the campaign with text on top	
MS: Blue background with white text	“Don’t forget your Casamigos” (2 seconds)
CU: Tequila being poured into shot glasses on a cutting board with lime	
MS: Group of 6 women on the beach taking selfie.	
MS: Blue background with logo	New Casamigos logo with tagline “Welcome to OUR house”

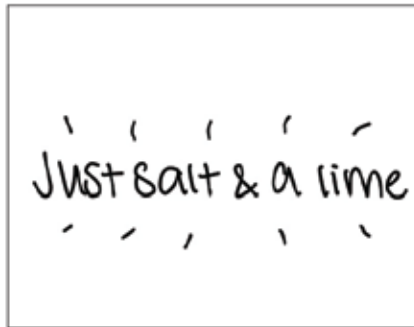
TV STORYBOARD

TITLE Just salt & a lime

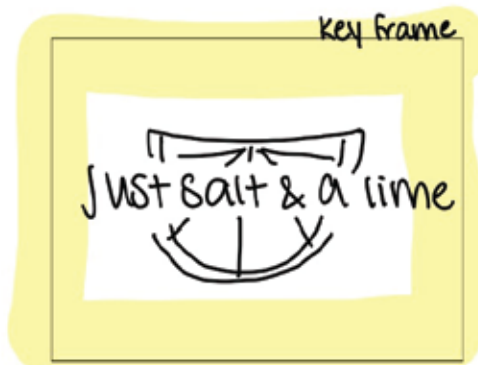
PAGE 1 OF 1

NAME Flare01 YEAR & SUBJECT TV Tequila Ad

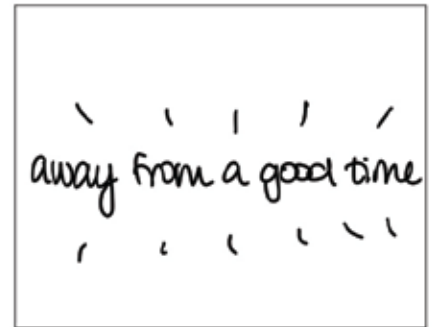
DATE May 10, 2023



flashing text
pink → white



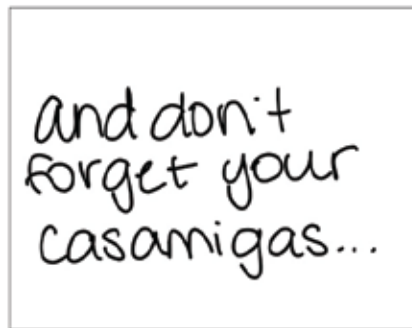
lime → salt → etc.
rotating in bknd



flashing text
pink → white



lime → salt → etc.
rotating in bknd



flash to scene of shots
& girls hanging out



closing
frame

RATIONALE

Key Frame



Rationale

When beginning to brainstorm for our television advertisement, we decided we did not want the typical tequila commercial showcasing the production, tasting, etc. We wanted something snappy, upbeat, fun, and eye-catching. After a few different brainstorming sessions, we came to the idea of creating a stop-motion commercial. The ideology behind this was, how can our advertisement get people to not look at their phones during TV show commercials? The answer was to have images flashing across their screens. Regarding the text used in the advertisement, we wanted it to mirror the billboard ad copy. The goal was to spark recognition and consistency for the audience throughout our campaign. Using the “Casamigos” motif in all of our advertisements is crucial to this campaign as we are rebranding “Casamigos” to “Casamigas” in reference to a group of girlfriends. The ad showcases different aspects of enjoying tequila: whether it is salt and lime, a margarita, or straight shots on a day with the girls, this advertisement encapsulates it all.

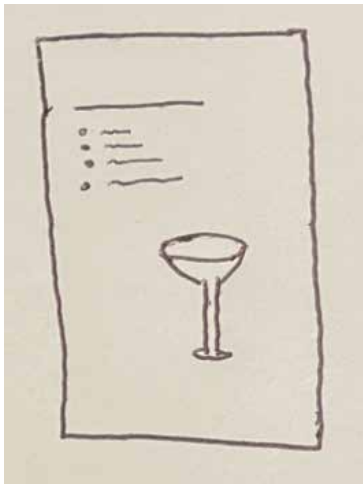


**SOCIAL
MEDIA.**

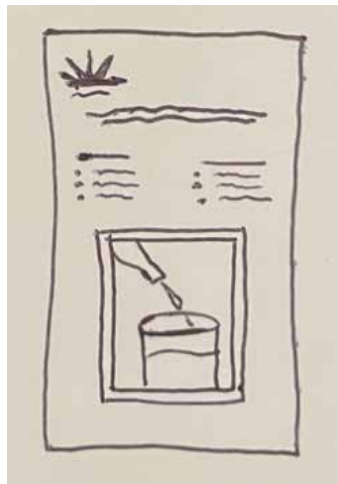
INSTAGRAM

Rationale

Instagram is a very visually driven platform. We chose this platform so that we can engage with our target audience through stories and posts that will capture their attention and be interactive. According to Statista in 2021, 33.1% of their users are ages between 25 and 34 which is who we are aiming to market Casamigos towards. Instagram's strong influencer culture also provides Casamigos with a platform that can partner with influential figures to promote our brand to a wider audience.



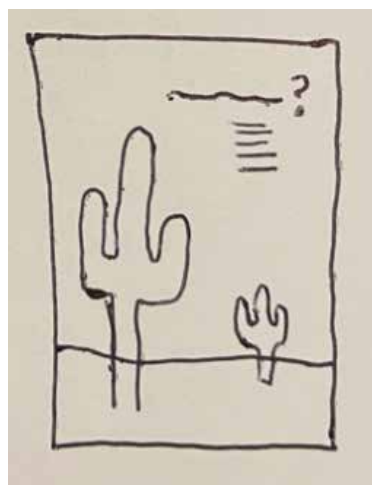
GRID POST



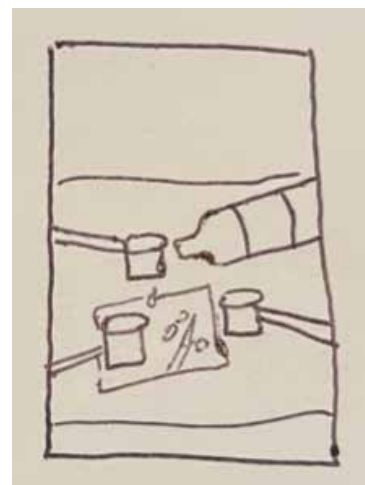
INSTAGRAM STORY



CAROSUEL



GRID POST



GRID POST

GRID POST

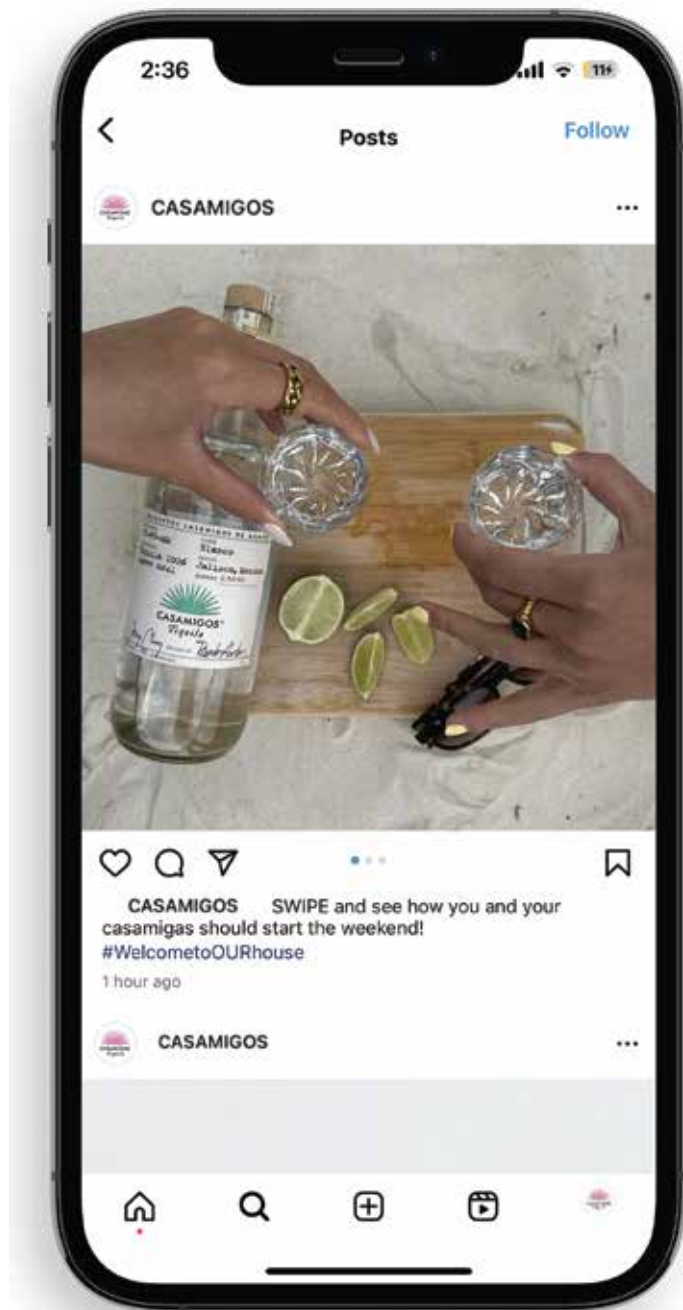


Rationale

To start targeting our younger audience, we are introducing “Fun Drink Friday”. Our target audience of mid 20’s females are always looking for new, fun, and exciting experiences: especially when it comes to trying new drinks!

By offering Casamigos’ followers a unique, delicious drink recipe every Friday, this allows us to create a connection with the audience and provide opportunities with the tequila. Fun Drink Friday is just in time for our followers to receive weekend drink inspiration with their casamigos.

CAROUSEL



Rationale

Casamigos is all about celebrating the good things in life, including spending time with friends and pouring yourself a drink. This carousel post is capturing the spirit of Casamigos - a brand that is all about fun, friends and memories. This post will highlight the different ingredients and showcase the Casamigos bottle to emphasize the girls night essential. Ultimately, our goal with this post is to emphasize the celebration and excitement factor of Casamigos with your friends.

GRID POST



Rationale

Our groups approach to this Instagram post was to encourage our followers to learn more about the brand with the incentive of expanding our locations. The post informs our audience where the brand currently sells the product. Next, the caption asks viewers to comment their favorite girls trip location. This will give us knowledge as to where our target audience tends to celebrate, but also a chance for the consumers to inform us where they want to see Casamigos open up next!

INSTAGRAM STORY



Rationale

Our second recipe post will be on our Instagram story so that there is an opportunity to create a “Recipes” highlight. Stories are a great way to connect with our customers in a more casual and personal way. This will allow our followers to screenshot and have a personal recipe on their camera roll for easy access.

INSTAGRAM SHOP



Rationale

This Instagram post will include the shop feature that will direct our audience to Casamigos' website once they click on the photo. This will give our consumers the opportunity to explore our website through a visually appealing photo. Once directed to Casamigos website, it will start on the drinks page to show in detail Casamigos different flavors. This post provides a call to action for our audience to purchase a bottle.

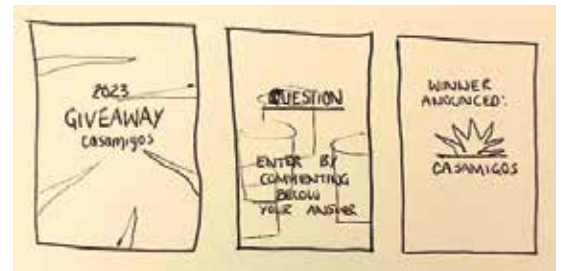
LEMON8

Rationale

Lemon8 has a young and highly engaged user base. Lemon8 is a platform that allows users to explore photo and video content that focuses on lifestyle, food, beauty content. Users only browse, record and like to the view personalized content directed to their account. This is an opportunity for Casamigos to reach and extended audience through a creative platform to promote their products. The algorithm that allows users to receive personalized content will also benefit Casamigos when tailoring their advertising to their viewers.



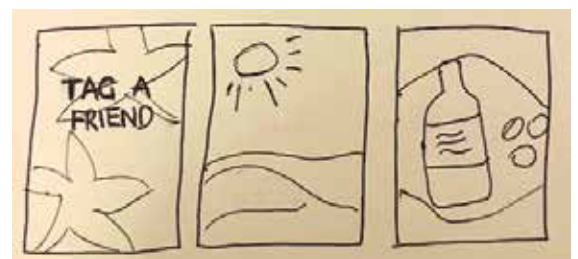
MONTAGE



GIVEAWAY



BEACH ESSENTIALS



TAG A FRIEND



LINK TO WEBSITE

VIDEOS



Rationale

“Your Beach Day Essentials”. Lemon8 will use the shopping feature for this video. This will give the audience an option to click “Shop Now” when watching our video. The link will lead our consumers to Casamigos’ website. This is important to drive more engagement with our website and provide more information about Casamigos liquors, brand and recipes.

Rationale

The purpose of this Lemon8 is to boost engagement through our viewers tagging a friend with the incentive of entering a contest. Their chances of winning will increase with the amount of entries each participant comments. Our group believed this would be a way to increase brand awareness as the video clips include Casamigos products and will also direct more traffic to our social medias page.





Rationale

The montage Lemon8 focuses on highlighting memories between friends and Casamigos. It involves a series of clips that showcase the bottle and emphasizes the fun brought to friendships when drinking Casamigos. Our group believed this is important for women in their 20s who are eager to have fun with their girl friends, so it was important to us to highlight that.

Rationale

The giveaway Lemon8 video is an opportunity to engage our consumers with the brand directly. The montage of clips will play in the background when a question will appear for our audience to answer. The clips used are hints to the question that is asked, then participants will submit their answer in the comments to enter the competition. With a boost in comments, likes and views; this will expand the TikToks engagement due to the platforms algorithm.



Rationale

“Your Beach Day Essentials” Lemon8 will use the Lemon8 shopping feature. This will give the audience an option to click “Shop Now” when watching our video. The link will lead our consumers to Casamigos website. This is important to drive more engagement with our website and provide more information about Casamigos liquors, brand and recipes.



OUT OF HOME
ADVERTISING.

THUMBNAAILS

Billboard

Just salt & a lime
away from a
good time



Mirror

tequila
tastes better
with you...

& your
casamigas 

MOCK-UPS



RATIONALE



Billboard

Our agency decided to create a billboard for one of our out of home advertisements in our campaign. This is because it will reach the group of our target market that is still in college. They could see it while driving to their school or while going back home over

a break. It is also a good spot for advertising to reach young women on road trips with their girl friends while going somewhere for Fall or Spring break or even just a weekend trip. This billboard is still aimed at women which is demonstrated by the hands taking the shot together all belonging to women in our target audience. On the right is a Casamigos bottle, a salt shaker, and a lime to show some items that might be there when your having a good time with your girls.



Mirror

We wanted to target our mirror towards women who might not be able to see the billboard but are still in our target audience. It's possible that they wouldn't be in a situation to see it because they don't travel often, are no longer in college, or because they live in a city and their main form of transportation is walking. This mirror gives women an opportunity to take a picture with all their girl friends for fun or to later share it on socail media. The phrase "and your Casamigos" at the bottom of the mirror emphasizes togetherness and encourages sharing fun moments with your friends

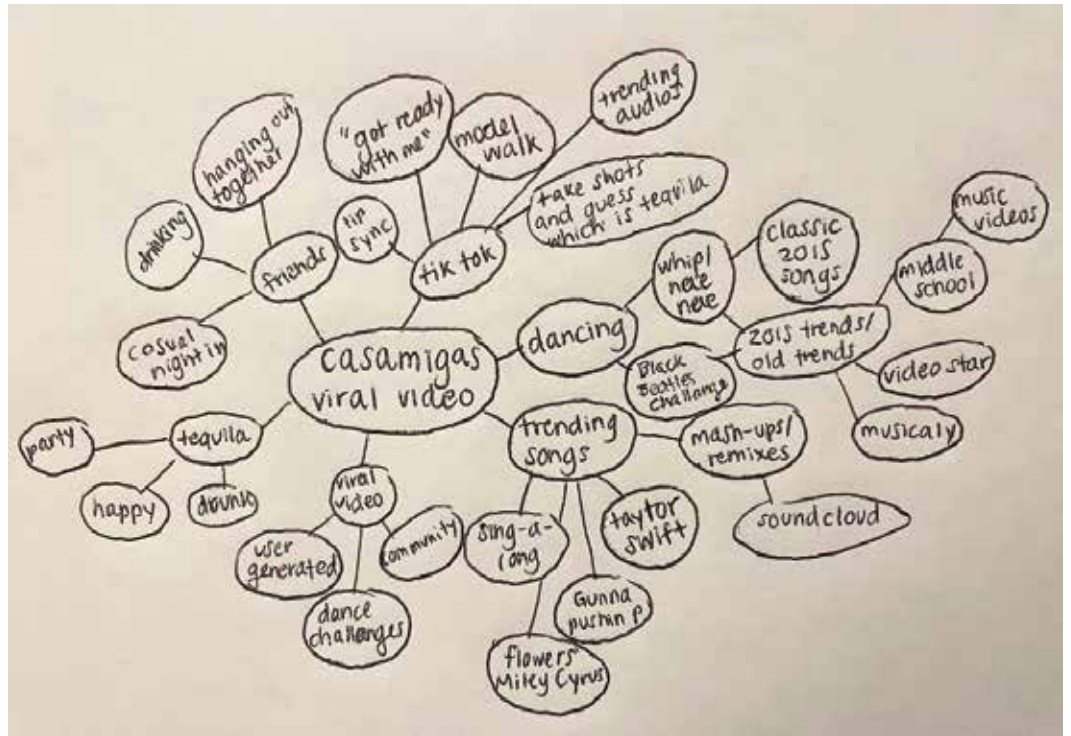
even if it's just taking a picture or enjoying the design on the mirror. It also continues to be targeted towards women as we turned the Casamigos logo pink, which is a constant for the rest of our campaign.



VIRAL
VIDEO.

BRAINSTORMING

Concept Map



Storyboard

Brand Casamigos
Title Grab a friend, phone and bottle
SS Sec. _____
Page 1 of 1

REMEMBER WHEN YOU WERE A KID AND YOU LOVED MAKING VIDEOS WITH YOUR FRIENDS TEXTS GROWS (transition)	WHO SAID YOU COULDN'T ANYMORE? CASAMIGOS	 Singing with Casamigos bottle	 Dancing with Casamigos bottle
 Different clips of different people dancing	GRAB A FRIEND AND A BOTTLE. CASAMIGOS		

VIDEO SCRIPT

Viral Video Script

Title: Grab Your Friends, a Phone and a Bottle

Client: Casamigos

Length: 55 seconds

	<u>Music</u>
MS: White background with pink text on top	Zevymusic – 2022 TikTok Mashup
	<u>Script</u>
MS: White background with logo and pink text	“Do you remember when you were a kid and loved making music videos with your friends?” (4 seconds)
	“Who said you can’t still do that today?” (3 seconds)
MS: Montage of lip-syncing song	
MS: White background with logo and pink text	“Grab your friends and a bottle. Make some more memories” (5 seconds)

RATIONALE

Brand: Casamigos

Title: Grab Your Friends, a Phone and a Bottle

Time: 11 seconds



Rationale

Our goal with our viral video was to resonate with our audience by bringing back an older trend with fond memories. We did this by using popular songs that are currently trending so users would be inclined to follow the trend and sing along. When Gen Z were younger, platforms like musicly and videostar were popular to create with friends and family. Our audience would connect with our viral video with memories from creating these videos and also with popular song choices that they are able to sing along to. The Casamigos bottle will be used as a microphone to showcase how the brand is bringing friends together and memories can be made with Casamigos.

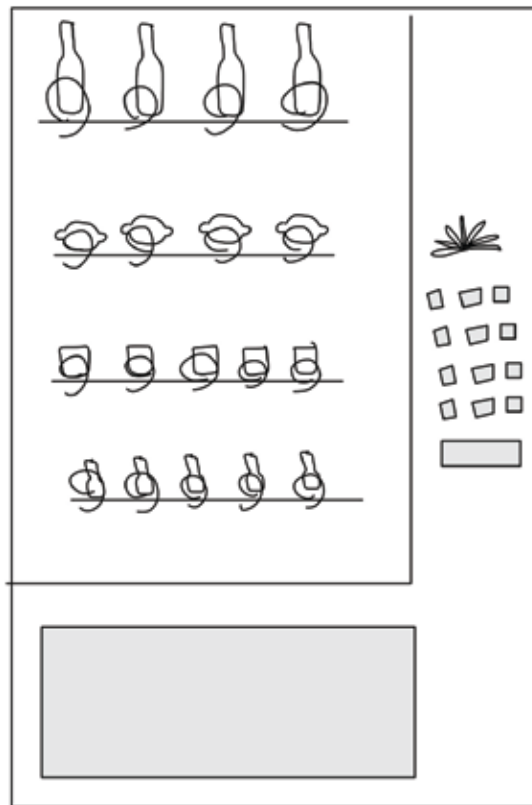
**GUERRILLA
MARKETING.**

BRAINSTORMING

Concepting



A pop-up shop with free swag, drinks, and games.



Tequila vending machine with shooters, bottles, limes, salt shot glasses, and more. ID Scanner in the machine.

MOCK-UP



MOCK-UP

SHARE A
MEMORY
WITH YOUR
CASAMIGAS



and share it with the
[#casamigasultimategirlstrip](#)

RATIONALE



Concepting for our guerilla marketing was one of our agency's favorite things to do. We sat down for our brainstorming session and threw around a ton of crazy, creative, and (some unrealistic) ideas. After discussing all of the options, we realized a tequila vending machine would be perfect marketing. We pictured ourselves walking down the street in a little beach town on a girls trip, wondering where we could go get drinks. Coming across a tequila vending machine seemed like the perfect surprise!

With technology installed in the machine that scans IDs in order to purchase, only those who are 21+ would be able to partake in our guerilla marketing. The vending machine will have limes, salt, shot glasses, full bottles of tequila, and shooters, depending on what the customer may need.

On the side of the vending machine, there will be a poster that says "Share a memory with your Casamigas" as well as "Tag us on social media with the #casamigasultimategirlstrip.

Through our guerilla marketing tactics, we will gain new customers through the viral hashtag, as well as inspire people to travel and come see the vending machine!



BRAND
PRODUCT
PLACEMENT.

SCRIPT

Brand Product Placement Script

Title: Casamigos for the Girls
 Client: Casamigos
 Length: 31 seconds

Video	Audio
<p>Compilation of drone shots of the Island (8 seconds)</p> <p>WS: of girls getting. Makeup is all over the counter and some girls are also drinking margaritas or have them on the counter. (1.5 seconds)</p> <p>MS: Anna May looks over to Zara who has a drink in her hand while putting on makeup (3 seconds)</p> <p>MS: Zara getting ready (2 seconds)</p> <p>MS: Anna May getting ready (2 seconds)</p> <p>MS: Zara turning to her and handing her the glass (2 seconds)</p> <p>MS: Anna May takes a sip of the margarita (1.5 seconds)</p> <p>MS: Zara getting the margarita back from Anna May (3 seconds)</p> <p>MS: Anna may nodding while putting on makeup (1 second)</p> <p>WS: Zara leaves the room (1 second)</p>	<p><u>Music</u> Fun, lighthearted, dance music</p> <p><u>Script</u> Narrator with a European accent: "The Islanders are about to get ready for another big night of finding the one they fancy" (4 seconds)</p> <p>Anna May: "Ooohhhh are you sippin' while getting ready?" (9.5 seconds)</p> <p>Zara: "Yeah! Just a little marg" (12.5 seconds)</p> <p>Anna May: "What kind? Maybe I'll get one for myself." (14.5 seconds)</p> <p>Zara: "Lime with Casamigos!" (16.5 seconds)</p> <p>Anna May: "Oh yummy!" (18.5 second)</p> <p>Zara: "Would you fancy one? I can go mix one up for you right quick." (20 seconds)</p> <p>Anna May: "Oh sure" (23 seconds)</p> <p>The other girls continue to chat about the boys (24)</p>
<p>WS: Zara comes back in the room and hands Anna May a margarita (2 seconds)</p> <p>CU: The girls cheer and take a sip together (2 seconds)</p> <p>WS: of all the girls chatting (1 second)</p> <p>Ends</p>	<p>(26)</p> <p>Anna May: "Thank you love!" (28 seconds)</p> <p>(30 seconds)</p> <p>(31 seconds)</p>

SCENES

Scene 1

Zara putting her make up on while holding a drink



SCENES

Scene 2

Anna May taking a sip of the Margarita that Zara made for her



SCENES

Scene 3

All of the girls going back to chatting and getting ready after they all sipped their Casamigos margarita



Love Island Brand Product Placement



Love Island is a reality dating show that originated in the UK and has since become a franchise. Many women in our target age range love watching this show either by themselves or with their girl friends. They will even host watch parties for the episodes as a season starts coming to an end. A lot of times, there will also be wine or cocktails at these watch parties and we wanted to expose our Casamigas campaign to this audience while they might be wondering what drink sounds good to them in the moment. Although the main point of the show is to find a significant other, many of the women on the show form strong friendships with the other women. This brand product placement would also help convey our idea that Casamigas is a drink to share with your girl friends whether you're in the villa or just having a girls night.



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