



TEQUILA



An interesting anecdote about one of the most sung about spirits, tequila also happens to be North America's first distilled spirit. In recent years, this blue agave based drink has been surging in popularity - along with its sibling, Mezcal. Here are a few interesting insights about the spirit from our Ipsos Affluent Intelligence Survey.

SOURCE: IPSOS AFFLUENT Q4 2018 BAROMETER



44% of tequila drinkers rely on family and friends to learn about it, making it the ideal connector for dinner table storytelling. Compare this to only 19% of gin drinkers or 28% of rum drinkers and it's clear, tequila drinkers identify and connect with the idea of sharing.

And it's no wonder the classic low-profile bottle design originated for family and friends to share anecdotes across the dining table without obstructing each other's view.

An even larger share of tequila drinkers learn about tequila through in-store browsing compared to 43% of whiskey beverage drinkers or 50% of gin drinkers.

This poses a brand/marketing opportunity to host tequila storytelling pop-ups and in-store events, where store associates or brand ambassadors can raise brand awareness as well as narrate the rich and interesting tequila story.

59%



26% of tequila drinkers are building their tequila knowledge from digital media through online articles and reviews.

This offers another opportunity to narrate the tequila story through blogs and liquor review sites online.

Only **4%** of tequila drinkers are inspired or learn about tequila through celebrity endorsements.

Engage target audiences through more authentic creative treatments - such as family and friends gathering to storytell - rather than celebrity endorsements.

Also, as previously mentioned, effective reach opportunity to target audiences within pop-up stores and in-store events.

