

# case study

## 901 Silver Tequila – “Putting the O in Outstanding”

**Client Objective:** Justin Timberlake has always had a passion for tequila, whether on-stage, backstage, or off-stage. Not satisfied in his search to find the finest and smoothest tequila to endorse, Justin decided to make his own - And looking for an agency to help launch it!

901 needed an in-account activation to match the smooth, sophisticated taste of the product. The 901 brand team wanted the right face-to-face engagement that would generate trial and help move the tequila off the shelves and make it top-of-mind.

**Why They Chose The Kerry Group:** Our home town presence, nightlife experience and reputation for stringent brand ambassador training got us the gig. Our account service team further “sold” The Kerry Group by fashioning a distinctive street team wardrobe designed to attract the desired 901 influencer crowd and mirror JT’s own sense of style – including JT’s own trend forward William Rast skinny jeans, plus American Apparel Ts, custom-made sterling silver 901 dog tags and topped it off with Kangol fedoras.

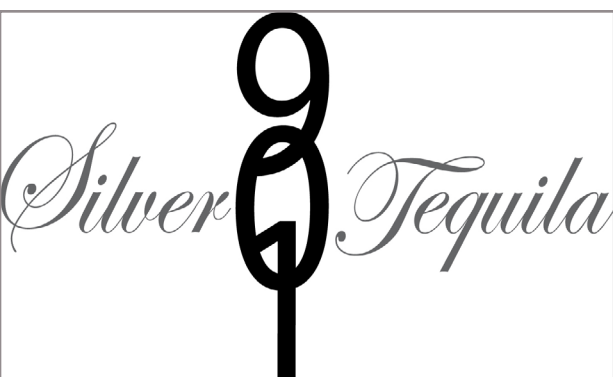
The Kerry Group team conducted in-market research to find accounts with a high percentage of targeted consumers and influencers enabling the team to recommend only the most impactful, “target rich/high-value” accounts.



Our street team engaged the target and offered instruction on how to enjoy the “thrice-distilled” tequila sample as a chilled jigger or as an on-the-rocks cocktail – to be sipped, not shot – and without the usual salt and lime routine.

In addition, to selling in accounts and enticing customers, specially priced and themed cocktails were created to generate trial and elevate the product above its competition. An example: We formulated the “Redbird” during the MLB All-Star game. Our teams also sampled 901 in shot glasses made of ice at surrounding street festivals.

Twitter and Facebook were used to engage participants and update them with sampling locations, events, and special activities.



INTERACT • INFLUENCE • ENGAGE

# case study (continued)

In addition, we coordinated with local media outlets to boost attendance, conducted building projections - all to generate buzz and create added exposure in each market.

**The Results:** Not only did 901 Silver Tequila lock in leading distributors; but during our tenure the product was featured at several prestigious events and sold into high value on-premise accounts, including significant high-profile activations and bars during the Major League Baseball All-Star game.

For consumers, our goal was to bring the memory of our engagement top of mind when purchasing tequila and cause a brand shift. The program made consumers feel that 901 is a brand that can be inserted in their everyday lives ("It's always 9:01"), lending the opportunity to celebrate with friends. The sampling program highlighted the true "smooth" essence of the brand without relying on solely on Justin Timberlake's presence.

