

Branded Experience Case Study Jose Cuervo



The Brief

Jose Cuervo, Cuervo Cold

Program Components

- Target 18-24 year olds
- Drive Sales of Jose Cuervo Tequila
- Engage with students through an online and interactive campaign
- Collaboration with student media channels



The Concept

What did we create?

Jose Cuervo and Spotify teamed up for the ultimate UK University Music Battle.

We collected collaborative playlists from 50 universities throughout the UK, curated by their students.

The public voted on the playlists, and the most popular university won an ultimate Jose Cuervo night at their student union featuring DJ sets from Alexis Taylor of Hot Chip and Orlando Weeks of The Maccabees.



The Idea

Jose Cuervo University Playlist Party

Traffic drivers within Spotify drove users through to a Cuervo Cold University leader board. Here they could check out and vote for their University playlist. After voting they could opt in to a competition to win Jose Cuervo merchandise, ASOS vouchers, tablet computers and Spotify Premium.

****A total of 158,000 votes in 3 week live period****



The Campaign · Video

How was it?



Alexis Taylor from Hot Chip and Orlando Weeks from The Maccabees played DJ sets for the winning University, Portsmouth Uni. Event tickets ran out in 2 minutes.

The Campaign · Event Photos

How was it?



Thank you!

Branded Experience Case Study for Jose Cuervo

