

The logo for AZUL is written in a vibrant blue, cursive script. The letters are thick and fluid, with the 'A' and 'Z' having prominent loops and the 'L' ending in a graceful curve.

Premium Mexican Vodka

Public Relations Plan
Created by Rachel Hetrick

Azul Vodka P.R. Plan

Objective

- Sell 500,000 cases in first 12 months following launch

Strategies

- Build awareness
- Educate key influencers
- Demonstrate product superiority

Audiences

- Young men and women, ages 25-40, single and married, with individual income levels above \$75,000/year in major cities in U.S. and Europe:
 - NYC, LA, Chicago, Houston, Phoenix, San Francisco, Istanbul, Moscow, Paris, London, Madrid, Barcelona, Saint Petersburg, Rome, Berlin, Athens
- Owners, managers, and purchasers for restaurants, bars, and liquor stores
- Global web-based media publications, national magazines and radio shows in U.S. and Europe

Themes

- “Discover the Taste of Mexico-made Premium Vodka”
- “Experience the Mexico Difference”
- “Triple-distilled vodka at a double-distilled price”

Tactics

Strategy no. 1: Building awareness

- March: Packaging the AZUL story
 - Establishing the brand, highlighting:
 - First premium vodka made in Mexico
 - Already successful & popular in Mexico

- Made by well-established company known for making top tequila & beer brands
 - Distillation process that surpasses that of its competitors
 - Family-owned company
 - “Farm-to-Table” locally sourced and made in Monterrey
- Company website with landing page dedicated to introducing Azul to those in the new markets (geo-location based redirect from main site)
- Press Kit including in-depth look at the parent company and leadership
- Spokespeople
 - Emilio Zapata, Current CEO and son of the Zapata Distilling Company’s founder
 - Helps to emphasize the family-owned feel
 - Focuses on higher level decisions, such as why the company decided to venture into making vodka
 - Master Distiller for Azul, Arturo Arrollo
 - Expert on the distilling process and what makes Azul better than its competitors
- Constantly (throughout all 12 months): Media Relations
 - Proactive outreach to introduce the brand, focusing on key, news-worthy elements of the brand story
 - May: National TV news stations in US and Europe
 - Offer tour of facility (to be televised)
 - CEO Emilio Zapata will greet the press and show the main parts of facility
 - Will be available for interviews after tour
 - Master Distiller Arturo Arrollo will walk through the distillery process, showing all the equipment used
 - June: Media tour hitting all targeted cities to meet with reporters who were unable to travel to the facility

- CEO and Master Distiller will attend to offer insight on the company as well as the details of the product
- Lifestyle-focused publications, with goal of highlighting Azul as a current trend to try
 - Magazines
 - Cosmopolitan
 - People
 - Entertainment Weekly
 - Websites
 - Forbes.com
 - Reader's Digest (rd.com)
 - CondeNast.com
- Editors of popular listicles/ buying guides
 - Aim is to be included in a list along with other (non-competing) products
 - Goop Guides
 - "Best Gifts for your Cocktail-Loving Partner"
 - Highsnobiety.com
 - "Top Ten Premium Mexican Brands Sold in the United States"
 - Esquire
 - "Ten Most Popular Cocktails from the Craft Cocktail Movement"
 - Featuring Azul Vodka specifically as an ingredient in at least one of the cocktails
- July: "Pablo, One of Mexico's Top Graphic Designers, Partnered with New Brand Azul to Create the Coolest Vodka Bottle We've Ever Seen"
 - Featured in web-based general (multi-vertical) publications with attached social media that are popular with millennials, such as:

- Refinery29
- HuffPost
- Inc.
- Bustle
- Ideally looking for placement as a dedicated article (typical blog post length of ~750-1,000 words)
 - Includes short bio on Pablo for those who are not familiar
 - Organic social media posts to share article with existing substantial network of followers
 - Facebook
 - Instagram
 - Twitter

Strategy no. 2: Educating key influencers

- Aim is to position Azul as a popular product from an established company to avoid typical concerns of dealing with a new brand
 - Include mention that Azul is using Zapata's existing dealer network, which already handles its tequila and beer lines
- September: Articles written in industry-specific blogs, magazine, etc
 - Beverage industry magazines, such as:
 - "Beverage Industry"
 - "BevNET Magazine"
 - Beverage industry blogs, such as:
 - [Sip & Savor](#)
 - BeverageDynamics.com - [Spirit News](#) section
 - Sample Headlines:
 - "Azul, Mexico's Top Selling Vodka, Poised to Dominate New Markets"
 - "Mexico's Leading Producer of Alcoholic Beverages Introduces First Mexican Premium Vodka"

- “First Premium Mexican Vodka, Crafted from Hand-picked Monterrey Potatoes, Proves Favorable in Bars Across the U.S.”
- Trade shows in targeted markets
 - IBWSS London (1st month-March)
 - United States Trade Tasting (3rd month-May)
 - IBWSS San Francisco (3rd month-May)
 - 1 month prior: Direct outreach to reporters invited to each event
 - Introduce Azul as Mexico’s top selling vodka
 - Invite to visit the booth during show and taste the product
 - Schedule interviews with Emilio Zapata, founder’s son and current CEO of Zapata
 - Sample headlines:
 - “Emilio Zapata, CEO of Zapata Distilling Company, talks about the company’s new Azul vodka and why it’s Mexico’s top-selling vodka brand”
 - “Emilio Zapata, CEO of family-owned Zapata Distilling Company, explains why the company decided to make the first Mexican premium vodka”
- October: “How Do You Azul?” - Bloggers/Social Media Influencers
 - Target foodie bloggers who have:
 - Great aesthetic in their feed (in order to capture good image including Azul’s bottle for a post)
 - Social media presence tied to blog
 - Examples:
 - [i am a food blog](#)
 - [Fragola Limone](#)
 - Direct outreach
 - Send product samples and info about the brand

- Narrow down to influencers who actually like the product for more organic content in posts
 - Provide a full bottle to experiment with recipes & show in imagery
 - Ask them to write a post about Azul including their favorite recipe they tried with Azul
 - Incorporate the campaign slogan “How Do You Azul” in blog post and use in hashtag form on social media: #HowDoYouAzul
 - Traffic/Engagement
 - Bloggers drive traffic to post by e-mailing subscribers and posting on their social media channels
 - Use direct response marketing in both blog & social media post
 - Ask followers to respond with their favorite vodka recipes
 - Increased engagement from comments increases ranking both on social media and Google search for increased reach
 - Posts can be featured on a rotating basis on the Azul website and shared on social media to help establish brand authority

Strategy no. 3: Demonstrating product superiority

- October: “People try premium vodkas to see if they taste a difference” - Buzzfeed video
 - Video will show various people blindly trying AZUL and top three competitor brands, then selecting their favorite
 - Based on blind taste test previously conducted, we can expect AZUL will be the favored brand

- Part of BuzzFeed’s popular segment of videos of People Trying different things and being interviewed about it
 - Example: <https://www.buzzfeed.com/watch/video/5747>
 - Similar target audience
 - Shared on Youtube & Facebook
 - Recognized by BuzzFeed as BuzzFeed’s top channels
 - Strong channels for target audience
- High reach & engagement without paid advertising
 - Publication has large enough following on social media to get good reach/engagement with organic posts
 - Other social media pages with similar target regularly pick up and share BuzzFeed content, including:
 - Popsugar
 - Tasty
 - AZUL and Zapata Distilling Company also share video across their social media pages to increase reach
- January: “The Science Behind the Best Tasting Premium Vodka” - Podcast campaign
 - Focus on alcohol-based podcasts, i.e.:
 - Distilling Craft
 - Pour Decisions
 - Mixology Talk
 - Azul’s Master Distiller joins the podcast as a guest to explain the process by which Azul is made, highlighting triple-filtering system
 - Emphasize the fact that most competitors only use double-filtering
 - Benefit of triple-filtering vs. double-filtering system
 - Flavor described as “cleaner,” or “smoother” (and widely regarded as better)

- Proof that these elements result in a better taste:
 - Top-selling vodka in Mexico
 - Favored over top 3 competing brands during blind taste testing conducted in the U.S.
- February: “Wilderness-to-Bottle” story
 - New trend that’s the beverage equivalent of farm-to-table
 - Story focuses on locally sourced ingredients, including hand-picked potatoes from Monterrey
 - Sourced & distilled locally in Monterrey
 - All ingredients found in Monterrey within a few miles of distillery:
 - Quality hand-picked potatoes
 - Local grains
 - Company owned by family that has lived in Monterrey for many generations and loves the community
 - Media coverage - Sustainable Living publications
 - Web
 - Food 52
 - The Kitchn
 - Magazine
 - Indie Farmer
 - Ensia