

COCKTAILS

the fluid experience



El Jimador
Activations
TFC Stadium

Presented by Jeremy
Parsons
905.483.3243
jparsons@beerchill.com

Concept :

Cocktails put together a dynamic activation which included mobile sampling in the stadium concourse and stands, consumer games to win swag as well as consumer photo ops focusing on achieving the following objectives:

- Introducing El Jimador RTDs to LDA – 45 yr olds
- El Jimador Sampling to increase sales both at the stadium and at an LCBO level
- Getting as many original impressions as possible with liquid to lips
- Strengthening the El Jimador and TFC Partnership awareness through interactive games and/or branded interactions
- Disseminate take away POS pieces and swag

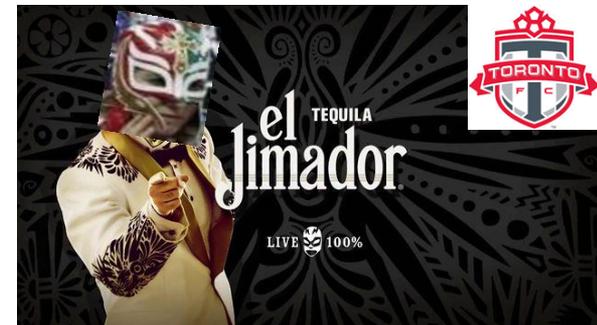
Activation

Lucidor Photo Op and Sampling

TEQUILA
el Jimador

The 4 person El Jimador Team will be running mobile sampling in the stands from rocketpacks while handing out swag and Cuco App cards. A stadium vendor will be following behind so people can buy as soon as they sample.

At Half time we will setup sampling bins with 2 Media walls, one with a live TFC Lucidor Mask wearing team member and the other as a static photo op with the El Jimador Bottle and the TFC logo. The Lucidor wearing fans for TFC have been on a ton of media posts therefore this activation will bring TFC and El Jimador branding together with a favorite fan look.





Cocktails Provided:

- Outfits for staff
- Photographic documentation
- Management of event
- POS creation
- Staff training
- Sampling cups
- 2 Media Walls and trussing
- TFC Lucidor wrestling mask
- Branded Rocketpacks
- Branded Sampling bins

El Jimador Team Outfits

The Team was outfitted in soccer jersey styled tops and athletic black shorts. Ankle socks and white or black running shoes.

The El Jimador logo will be placed prominently in the middle of the chest with either 18 or 70 on the back for the founding year of the distillery or 100% with agave underneath.



