

Patterson's The Tasting Panel

Sherman Oaks, CA
November 2007
Circulation: 30,000

colangelo
& partners
cpr
public relations

Industry Spotlight



Partida Tequila

Launches "True Spirit of Tequila" Campaign

Partida Tequila founder and Chairman Gary Shansby has launched an innovative marketing campaign that integrates viral videos, podcasts, a re-designed website (www.partidatequila.com), bartender events, blogging, sweepstakes and online public relations with traditional trade and print advertising.



Partida's website invites tequila fans to experience "the true spirit of tequila."

"This is an exciting campaign that will create great brand interaction in fun and exciting ways while staying true to Partida's goal of introducing America's spirits drinkers to authentic, premium tequila," said Shansby.

The viral video series, "Tequila Confessions" (www.tequilaconfessions.com), captures stories of people's first tequila experiences in candid, street-intercept interviews. After the "confession," interview subjects are led through a tasting of premium Partida Tequila to experience "the true spirit of tequila."

"The stories are invariably hilarious and often embarrassing without crossing the line," said filmmaker Dusan Sekulovic, who is shooting the series. Sekulovic shot the first series of videos in New York. Partida will do a casting call in cities around the country to continue the series, as well as expand the concept to include "Bartender Confessions."

Shansby and the Partida brand will be spotlighted in the December issue of THE TASTING PANEL.