

Navarro Tequila

First, ask who are we talking to?:

We are talking to a young gen Z hispanic woman between the ages of 25-30, she is currently in college, but enjoys the party life. She is a big fan of tequila's with her favorite brand being Tito's. Unlike others she actually has knowledge and even respect for quality tequila.

Where are they now, emotionally, and mentally?

She is annoyed and feels like something is missing. She is in a constant state of dissatisfaction with her tequila, she doesn't hate it, but knows she can find and "have" something more.

- **What problems are they dealing with, challenges, dreams?**

She is annoyed at the tequila she's been drinking. She desires tequila that is more simply made for "parties" to get drunk with, even though you can. She's annoyed with the lack of tequila that actually tastes good, feels good, and more importantly doesn't make you feel like trash after a few drinks. She has had the taste of good tequila before and desires to reach that taste again.

At the end of the copy, what do I want them to do?

At the end of this copy I want her to see Navarro distributions and be called to try the tequila. I want her to feel the warmth that comes from our tequila brand, and unlike other tequilas admire the

wide variety of flavors, some more fruity, some more woody, but all of them having a nice taste while being smooth and pleasant to drink.

If this is where they are now and where they want to be, what are the steps they need to experience

She needs to experience three things. One, she needs to experience fear of being left out. She sees the delicious tequila being admired and praised by others in the area, and will want to participate due to word of mouth. Two, I want her to feel the sense of tradition. She is familiar with what real quality tequila should taste like. It's comforting, warm, and can even make you feel like sipping rather than chugging, in other words, we want the copy to give off that same impression, an idea that it is truly capable of both. Finally, she needs to experience the quality, the taste, the texture, the warmth, and the smoothness, every factor of the taste she needs to savor and realize just how different it is in comparison to other "while labeled" tequilas.

- **What level of awareness do they have? And what level of sophistication?**

Stage X sophistication

- Solution aware

- Current State:

- Dream State:

She is aware of the problem and Solution. She realizes that she lacks the tequila shes been searching for, and the simple solution is to find it, but where? The market is in stage 3. Alcohol distribution is relatively common but the Navarro Tequila, and the taste/smoothness along with the traditional secrets to its creation, our drinks offer something that is unique to our brand of the situation.

Where am I in the whole funnel? What is the mini objective I need to focus on now that's going to contribute to the giant objectives?

- In the funnel we are at step one. We need to grab her attention with the IG ad and convince her to click on the ad, and continue to learn more about Navarro Distribution.

What words are they currently using to describe their current emotions, desires, fears, pains, and beliefs?

Lack of good tequila:

1. Disappointed
2. Frustrated
3. Irritated
4. Dissatisfied
5. Annoyed

Bad Tequila will taste....

1. Harsh
2. Bitter
3. Unbalanced
4. Thin
5. Rough

How She Feels About the taste:

Disgusted

Nauseous

Unpleasant

Anxious

Irritated

Final Draft:

I'm FINISHED with bland, boring, tequilas, and you should be too, and that's what makes Navarro Tequila unique

Crafted for those who seek sophistication beyond the party scene, each bottle embodies a level of artisanal mastery that you won't find in the regular store brand tequilas. Navarro is packed with rich aromas and refined oak, spice, and agave flavors to provide a truly unparalleled drinking experience. Come see what the hype is about!

DM us now for 50% off your first bottle! #NavarroTequila



Here's a secret! Navarro Tequila is one the Best (and Quality) hidden secrets in the party scene!

Still don't believe me? Well I guess you'll just have to see

