

Brandmuscle's digital RSVP system helps Patrón serve up top-shelf customer experience

Patrón Tequila is the world's number one ultra-premium tequila with distribution to more than 140 countries. Built on a reputation of sophistication and taste, Patrón Tequila has won numerous awards for branding and taste as it reshaped perceptions of the tequila category in the United States.

THE CHALLENGE

To maintain its position as the leading top-shelf tequila brand and create a deeper understanding of its handmade production process, Patrón Tequila wanted to give influential bartenders and retailers a sophisticated experience that underscored the brand's premium positioning. Working with the creative firm Imagination The Americas Inc., to target bartenders working at popular nightclubs, restaurants and key retail accounts in major metropolitan areas, Patrón created a first-class Tequila education and mentoring event in conjunction with the United States Bartender Guild (USBG), hosted by Patrón's Aficionados Program.

The challenge for Brandmuscle: create an equally sophisticated digital invite and RSVP system to this premier event that replicated Patrón's refined branding to create a seamless registration process for a large audience of influential bartenders and mixologists.

OUR RESPONSE

Impressing bartenders immersed in the city's hottest nightlife meant showcasing Patrón's sophisticated reputation and refined taste at every customer touch point. To attract this young, influential and digitally savvy audience, **Brandmuscle helped Patrón replicate its first-class event experience with responsive emails, a digital RSVP site and streamlined personal outreach from event managers.** The system made it easy for Patrón's guests to register via:

- 📍 Simple, mobile-friendly registration
- 📍 Verbal confirmations to Patrón reps
- 📍 Invites from friends to fellow USBG members

Brandmuscle's Digital RSVP system provided personalized confirmations for each bartender and a guest via email, saving a personal profile for each registrant so that event coordinators could personally greet bartenders and guests as they arrived. Using Brandmuscle and distributor partners to deliver the message, Patrón's message was sent directly to retailers, providing an aura of exclusivity for guests, generating even more excitement leading up to the event.



OUR RESULTS

Brandmuscle's digital RSVP system created a seamless, high-end registration experience with a smooth interaction for guests who were able to focus on the education and event experience – not the logistics. Patrón was able to mirror the experience of their top-shelf brand and event using Brandmuscle's digital RSVP platform to enhance its influencer event by providing:

- 📍 Refined customer experience
- 📍 Streamlined customer data collection
- 📍 Consistently branded customer touch points
- 📍 Personalized customer communication
- 📍 Personalized event follow-up

Overall, the Patrón's Aficionados Tequila education program supported by Imagination The Americas, Inc. and activated by Brandmuscle's digital RSVP system reached the most influential bartenders and mixologists.

- 📍 11 cities including Atlanta, Austin, Atlantic City, Boston, Chicago, Denver, Detroit, Los Angeles, New York, Portland, San Francisco
- 📍 Lasting impact on 3,000 attendees
- 📍 Influencer building with USBG guests
- 📍 New contact details automatically collected

