

FOOD AND BEVERAGE

Cincoro Tequila harnesses star power of its partners with omnichannel campaign

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The spirit brand's star founders. Image courtesy of Cincoro Tequila

By AMIRAH KEATON

Ultra-premium spirits brand Cincoro Tequila is championing excellence with a new promotional video highlighting the brand's inspirational origins.

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The award-winning spirits company captures the joy of a well-earned win in a celebratory campaign film. In September 2019, sports icon and business mogul Michael Jordan joined NBA owners Jeanie Buss of the Lakers, Wes Edens of the Bucks, Emilia Fazzalari and Wyc Grousbeck of the Celtics to bring the luxury tequila option to the market.

"The inspiration for the Life Well Played campaign was to capture the essence of winning," said Emilia Fazzalari, CEO at **Cincoro Tequila**, New York.

"Aiming high and always wanting to do things right," she said. "Going for your passion, working hard, and enjoying the big and small victories in life."

"We believe Cincoro is the ultimate trophy for earned victories."

A taste of luxury

A new video uses reflection to signal Cincoro's past while designating its spot as a leader in the tequila category, the future of which it aims to redefine.

Sporting a name that translates to "five gold" in Spanish, Cincoro continues to solidify its position among aged luxury players by bringing its own authentic backstory to light as part of a national advertising bid. The campaign, titled "Life Well Played", sees to it that the fast-growing brand establishes not just any platform, but one that mirrors the values of its owners.



Cincoro Tequila product shot from the new campaign video. Image courtesy of Cincoro Tequila

In an ode to historic triumphs, Cincoro's clip recounts iconic moments in time, displaying the images of famous victors to the soundtrack of live sports commentary. Storytelling is interspersed with computer-generated imagery, which builds a wave emblematic of the luxury liquid before the viewers' eyes.

"When you create a tequila with friends this driven, average is not even possible," notes the company's CEO, in a voiceover.

The video's contents propose that the bottle, shown symbolizing the company's five founders by embedding their images on each side of its corresponding pentagonal shape, is the ultimate trophy for earned victories.

"Creating the finest tequila anyone has ever tasted took us a while as we weren't willing to settle until we got the taste profile just right," Ms. Fazzalari said. "We created about 1,000 brand new tequilas before we landed on what became our award-winning Cincoro."

"To this day, we taste-test every batch we create to ensure our quality and consistency," she said.

Following a penultimate product shot decorated by glassware and garnish, a frame of a joyous Mr. Jordan, sourced from Netflix's and ESPN's "The Last Dance", completes the clip.

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A post shared by Cincoro (@cincoro)

The closing frame of the spot features cofounder and sports legend Michael Jordan

The media plan for 30-, 15- and six-second versions of the spot includes a run on streaming digital sites like YouTube, print placements with Modern Luxury Media and in publications such as *Food & Wine*, and out-of-home

activations in Las Vegas, Los Angeles, Miami and New York.

Breaking through

The willpower exhibited throughout "Life Well Played" bodes well considering how much of a fight the brand will need to put up to break through a notoriously impenetrable sector.

Born of a quest to create the world's finest tequila, Cincoro's ultra-smooth spirit is enhanced with 100 percent Weber Blue agave from private farms in Jalisco, Mexico.

"Our core consumer understands and enjoys the value of celebrating all life's winning moments with friends and family," Ms. Fazzalari said. "Our taste profile is modern and approachable and attracts all consumers who appreciate luxury spirits."

The luxury newcomer is casting a wide net. Within the realm of direct competition lies Mot Hennessy's super premium label Volcan de mi Tierra, which launched Volcan X.A. a blend of reposado, aejo and extra-aejo tequilas and the latest addition to its lineup last month ([see story](#)).

The company's marketing minds are also likely well aware that the brand is seldom the first across the luxury liquor sector to tap the power of celebrity. French Cognac giant Rmy Martin just unveiled a new AI-powered limited edition bottle of 1738 Accord Royal, presented by Grammy Award-winning musical artist Usher ([see story](#)).

Despite a layered landscape, Cincoro is choosing to lean into the attributes that make it stand out.

"The Company's founding is a part of what makes Cincoro so special," Ms. Fazzalari said. "The key differentiator is our delicious liquid, which has been our north star from the very start. It was important for us to create a tequila that is smooth on the palate and has a long, beautiful finish like a fine cognac or bourbon."

"A tequila so good that you would enjoy drinking it neat or over one large rock and always with a slice of orange. We call it the Founders Way."