

Client Case Study: Los Hermanos Tequila



Los Hermanos Tequila

Industry: Alcohol, Wine, & Spirits
Location: Baltimore, MD

Our Role

Los Hermanos 1978 Tequila celebrates the spirit of brotherhood, sisterhood and the moments that allow us to slow down and connect meaningfully with those most important to us. It is in moments like these that only a truly exceptional, artfully-crafted tequila will do. Los Hermanos 1978 Tequila was developed by brothers Donta and William Henson and offers an award-winning taste profile sure to pair well with that, and those, you treasure most.

Los Hermanos Tequila requested Loyola Consulting Group at Loyola University Maryland, Inc. support in social media and digital advertising initiatives.

Solution

LCG worked with Los Hermanos to develop content and an overall strategy to increase following and engagement on social media platforms (Instagram, Facebook, and Twitter). The team worked to rebrand Tequila Los Hermanos as a tequila that celebrates brotherhood and sisterhood. LCG created a strategy and researched digital advertising methods to increase online sales by driving organic traffic to the site (social media ads, etc.).

LCG Team Composition

Consultant - Racquel Benson

Analysts - Lauren Fein, Arianna Meehan, Maggie Broomfield, Era Tial, Stella DiCicco, Brianna Kaffeseder, Nicholas Weeks

Business Results



Generated 75 pieces of content and 70 original photographs for future use



Documented 100 influencers for potential collaboration



Implemented engaging giveaways, recipes, and customer reviews to increase social media following

