

TESTIMONIAL Jose Cuervo



The mural has always been an integral part of Mexican culture, acting as a major form of expression and beautifying communities for generations.

Voting began on the Jose Cuervo "Tradicional Mural Project" Facebook app. Users voted for their favorite mural, read artist bios, view photos from the campaign's events, and learn more about the mural project by watching a special YouTube video. Voting ended a month later, where one artist would be crowned the winner of a \$15,000 grant, as well as a \$15,000 donation to a local organization of their choice.

Adriana Garcia from San Antonio, Texas was the winner of The Tradicional Mural Project. In addition to her grant, \$15,000 was donated to the Centro Cultural Aztlan, a local non-profit organization that promotes the arts and culture in San Antonio.

Congratulations Adriana!

Audience

Latino

Media Mix

Brand Trains
Urban Panels
Subway Posters

Market

New York City

Objective

The National Association of Latino Arts and Cultures (NALAC) and Jose Cuervo Tradicional's "Tradicional Mural Project 2012" gave 10 national artists the opportunity to pay homage to the influence of Latino heritage in the U.S., and keep the legacy of murals alive.

Rationale

Jose Cuervo aimed to reach New York City's prominent Latino community to raise awareness of the campaign. Using brand trains, urban panels, and subway posters, the displays stole the attention of passersby. Subway riders voted for the mural that best represented their state.