

## Tecate shifts strategy for Grand Prix sponsorship

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LONG BEACH, CA: In its eighth year as a sponsor of the Toyota Grand Prix of Long Beach, CA, the Mexican beer company Tecate is taking its PR in a more bilingual, "Americanized" direction. As part of that switch, Tecate Light will be the main brand for the sponsorship to bring a younger, more acclimated target audience. It will be accompanied with more English-language outreach.

"[With Tecate,] most of our outreach had to be in Spanish," said Carlos Boughton, Tecate brand director. Tecate's target audience is Mexican male immigrants who have been in the US for less than 10 years. "Tecate Light is a slightly different brand because the main target is more the bilingual or the English-speaking sons and grandsons of immigrants," he explained.

Tecate is reaching out to both Hispanic and English-language media to promote the company's association with the event, as well as trades, to "position the event and our association with the event in the minds of retailers and distributors," Boughton said.

The [Grand Prix](#) takes place in April, and as its launch gets closer, Tecate's message will focus on the retail offers and activities that will take place at the event. [Formulatin](#), the Hispanic division of Formula PR, is working with Tecate on the effort. Formula has been the PR AOR for four years.

"Tecate takes a 360-degree approach," said Michael Olguin, president of Formula. "They are all about activation above sponsorship and [driving] sales beyond attendance." In addition to discounts to Grand Prix events with the purchase of Tecate products, Tecate will host concerts, car simulator booths, and a Miss Toyota Grand Prix of Long Beach competition at the event.

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