



The Fair Shot Airstream trailer will be supporting Latino communities and helping immigrants gain citizenship | Photo source PRNewsfoto/Hornitos Tequila

Innovation > Advertising & Marketing > Tequila brand develops purpose-driven immigration campaign

TEQUILA BRAND DEVELOPS PURPOSE-DRIVEN IMMIGRATION CAMPAIGN

  ADVERTISING & MARKETING

Hornitos' Fair Shot initiative provides personal care items and household supplies to support the immediate needs of new US immigrants

Spotted: The US-based tequila brand Hornitos Tequila was founded by a Mexican family who came to the country in 1873. Now, to support other immigrants who hope to become American citizens, the company is launching an initiative called, “A Fair Shot.” The effort is being launched in collaboration with The League of United Latin American Citizens (LULAC) and We Are All Human (WAAH).

The Fair Shot initiative includes an Airstream trailer staffed and managed by WAAH, which will tour immigrant communities in Los Angeles, Houston and Chicago. They will provide essentials such as personal care items and household supplies to support the immediate needs of immigrants. WAAH will also be donating meals to restaurant and bar employees, who have been hit particularly hard by COVID-19.

In addition to material assistance, A Fair Shot will also provide a booklet on citizenship information developed by LULAC. In addition to its own funds, Hornitos will also be collecting online donations specifically for the project.

Rashidi Hodari, managing director of tequila at Hornitos’s parent company Beam Suntory, **explained** the rationale behind the initiative in a recent statement: “We recognize the path to citizenship is not an easy one, especially now with COVID-19 putting fundamental needs at risk for many aspiring citizens. A Fair Shot aims to reduce these barriers and renew a spirit of independence, resilience and hope on the journey, including for our extended family and partners in the restaurant and bar industry who seek legal citizenship.”

At Springwise, we have seen a number of projects that aim to help immigrant communities. These have taken on new importance during the coronavirus pandemic. Some non-profit innovations aimed at helping immigrants include a [networking platform](#) specifically for immigrants and a restaurant that focuses on providing [food](#) for the needy.

Explore more: [Advertising & Marketing Innovations](#) | [COVID-19 Innovations](#)

5th October 2020

Website: hornitostequila.com

Contact: hornitostequila.com/contact

Takeaway:

Becoming involved in social and political issues is one way for brands to develop closer connections and emotional bonds with their customers. Hispanic brands, in particular, often gain from demonstrating a connection with the history and culture of their community – research in 2018 by Nielsen found that 57 per cent of Hispanic consumers say they are more likely to purchase from brands that support causes that they care about. The hospitality industry not only employs large numbers from the Hispanic community, but it has been very hard hit by the coronavirus pandemic, making this type of initiative doubly welcome.