

GERSHONI REDEFINES THE INTERACTIVE EXPERIENCE FOR PATRONSPIRITS.COM AND THE FLAGSHIP BRAND, PATRONTEQUILA.COM

FOR IMMEDIATE RELEASE

SEPTEMBER 29, 2008 – Gershoni Creative, the first and long-term brand agency for the Patrón Spirits Company, announced today its latest launch of the next phase of Patrón’s interactive presence on the world wide web: Patrón Tequila (www.patrontequila.com) and Patrón Spirits Corporate (www.patronsprits.com).

With a unique understanding of Patrón’s complex identity and authentic voice, Gershoni has created an interactive home for the brand that innovates both in the consumer space and as business tools – using the best of the web to work for the company and consumer alike. The new sites represent Patrón Spirits’ global reach and revolutionary dedication to innovation and excellence in all it pursues.

“Patrón is truly a living brand, one around which constant conversations are happening,” said Gil Gershoni, founder and creative director of Gershoni. “The Patrón Tequila site was built to place the site visitor in the center of the party, a party where Patrón is fueling the conversation – but it’s still all about the individual who drives the experience..”

Patrón Tequila’s revolutionary new site is essentially “pageless” with a deep non-linear content matrix that “builds itself” as users interact with it. The site creates a highly personalized, dynamic user experience that’s rich in content. The flash environment pushes the boundaries of relational content, creating a smooth yet deep interactive experience.

“Through the dynamic design of the site – the ambient user-mixed sound, the playfully reactive conversation bubbles deep linking into content, and the unending flow of the non-linear experience as a whole – we were shooting for that moment where the invisible becomes visible. It reveals and delivers, there is a lot to explore in the site,” says Gil Gershoni.

This holistic communication strategy is rooted in Gershoni’s signature ability: to marry innovation with real-world business goals.

The re-launch of the Patrón Spirits Corporate site speaks to the depth of the company and the range of top shelf products it represents in the market. Besides being a portal to the Patrón Spirits Company and all of its products, Gershoni has worked with the company to create an interactive strategy that supports the brand’s exponential growth. The new site supports worldwide marketing and distribution featuring internal tools that manage unique interactive properties. Patrón Corporate includes a robust press site and Patrón Global, a customized support tool for Patrón’s global distributors. Living behind all of this is a unique Patrón-only intranet, streamlining communications and giving company stakeholders direct access to participate in the content that lives on the site.

“Each element has a highly usable and filtered system that the entire company engages with to streamline the multi-channel communication that drives a world class brand,” says Amy Gershoni, president of Gershoni. “This is interactive design at its best, serving branding needs and business needs in a cohesive experience that grows with the company and the consumer.”

“The unusual user experience provided by these sites is a vital component of the Patrón brand,” says Gil Gershoni. “We’ve gone the distance in articulating and expressing Patrón’s core value: that reaching for perfection is what makes life great, allowing us to reach Patrón’s audience in a way that is innovative and authentic.”

ABOUT GERSHONI

Gershoni is a Creative Agency helping brands claim their identity and find their voice in a noisy world. Gershoni’s branding philosophy is founded in the real, open expression of a brand’s true identity. Specializing in long-term partnerships, the firm helps clients navigate the evolving brand landscape through insightful strategy, breakthrough creative and authentic programs. With a unique understanding of the value of relationships, Gershoni advocates for and implements solutions that tap into the most powerful tools in business: communication, emotion, and human experience. www.gershoni.com

CONTACT INFORMATION — press@gershoni.com

