



Firm Captures American Marketing Association Award And Celebrates Successful Multicultural Campaign

Scottsdale, AZ ([PRWEB](#)) May 28, 2008 – With the sophisticated, urban setting of the Phoenix Art Museum as a backdrop, Corcoran Associates added to their awards during the annual American Marketing Association (AMA) dinner on Wednesday, May 21st.

This is an important award to add to the firm's credentials since it honors work on an integrated multicultural marketing campaign in a highly competitive industry. "To that end, Corcoran Associates' Scottsdale office took on an exciting challenge when they signed on our group," states Joseph Pep Katcher, President, CRUZ del Sol Tequila (CRUZ Tequila). "Because CRUZ Tequila is led by a successful business team, we have high expectations along with dynamic schedules that often cross time zones and cultures. Despite that, Corcoran's team has kept us focused on our goal of redefining the premium tequila market while resolving the behind the scenes issues so we could concentrate on the successful launch of our award-winning spirit."

"Examples of 'the behind the scene' activities include Corcoran's ability to broaden our companies visibility literally over night and to a global audience," adds Todd Nelson, Vice President, CRUZ Tequila. "Their public relations team has done this while working closely with us to tie our progress with current events and by leveraging technology. Specifically, today's technology which made it possible for our news to reach over 212,000 new potential customers within the Fortune 500 and in our targeted markets during the 4th Quarter of 2007. These results along with all of our collective efforts, have helped CRUZ tequila take our vision and turn it into a reality."

Bridging the gap from reality to awards, the American Marketing Association Phoenix Chapter is a professional association for individuals and organizations involved in the practice, teaching, and study of marketing. It sponsors the Spectrum Awards annually to recognize and celebrate the results of today's top marketing professionals.

"In summary, it is a great honor to receive this award for the second consecutive year," remarks Gerald F. Corcoran, Managing Partner, Corcoran Associates. "It demonstrates our team's ability to execute multilayered marketing strategies for our key clients. And I am very proud of everyone who contributed to its success."

About AMA

The American Marketing Association, one of the largest professional associations for marketers, has 38,000 members worldwide in every area of marketing. For over six decades the AMA has been the leading source for information, knowledge sharing and development in the marketing profession.

Established in 1958, the Phoenix Chapter of the American Marketing Association has more than 350 active members. AMA Phoenix provides ongoing professional development services, members only programs and networking events to a diverse mix of marketing professionals. To learn more about these organizations, please visit their web sites at: www.marketingpower.com and www.amaphoenix.org.

About CRUZ Tequila

CRUZ del Sol Tequila is the award-winning, flagship brand of Los Diablos International is headquartered in Scottsdale Arizona. The recognized principals of the company have a combined 50 years of global business experience that is focused on redefining the premium tequila market. As part of their commitment to give back to their community, CRUZ was proud to be a part of the Emerging Business Program for the 2008 Arizona Super Bowl XLII host committee and sponsored by Salt River Project (SRP). The company also takes an active role in contributing to quality non-profit organizations including

the Phoenix Thunderbirds Charities. Globally, CRUZ proudly donates seven percent of its profits to various national and international charities and strongly supports sustainability by using only eco-friendly recycled materials in its product packaging. To learn more about CRUZ Tequila and their quest to redefine the premium tequila market with their innovative spirit, please visit their website at: www.cruztequila.com

About Corcoran Associates

Corcoran Associates is a firm of business advisors and public relations experts with offices in North America and Europe. The award-winning firm provides business management and public relations guidance to a broad range of domestic and international clients that include global 2000 companies, medium sized businesses, and government organizations. Corcoran Associates' partnership of 22 years is a certified veteran owned, woman owned business that has joined the GSA Schedule with the Award of Contract GS-10F-0017R. To learn more about Corcoran Associates, please visit their website at: www.corcoranassoc.biz

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