

TIA MARIA TWO-OF-A-KIND: NEW PARTNERSHIP WITH BRIT POP STAR MAE MULLER



In the **U.K.** there's a new musical partnership for our **Tia Maria** brand: on the occasion of the launch this past **October 28th** of her single "**I Just Came to Dance**" the London-based pop star **Mae Muller** announced her participation in the new **Tia Maria** communication campaign. Pivoting on the concept of **Two-of-a-Kind**, it aims to put the two products – **Tia Maria Cold Brew** and **Tia Maria Matcha Cream** – center stage by highlighting the

versatility and duality of the liqueurs' signature cocktails.

Namely, **Tia Espresso Martini** and **Matcha-Tini**, which in tandem become **Two of a Tini**, or the ideal complete offer for setting in motion a great evening out with friends. It's perfect for enjoying that way thanks to the keen intense character of the respective ingredients, in the case of Cold Brew the **100% Arabian coffee** and in that of Tia Maria Matcha the **natural matcha**

tea extract. Sure enough, the videos the Brit artist is now sharing on her social media channels for the launch of her collaboration with the brand were shot in London night spots.

One video features an interview in which the pop star talks about her take on the **Two-of-a-Kind concept**, her bond with music and London, as well as her life both onstage and off.

"BETTER DAYS"

22000000

visualizzazioni youtube

Mae Muller rose up the charts with her recent singles *When You're Out* and *Better Days* (**22 million**-plus views on YOUTUBE).

Now with her song *I Just Came to Dance*, which is linked to the new Tia Maria campaign, the numbers will no doubt keep climbing on all platforms involved in the communication strategy.

To seal the special partnership with Tia Maria, on December 5th **Mae Muller** appeared in an exclusive event in **London** where she let loose onstage all the energy of her music – the same energy that's so very much in sync with Tia Maria's own **dynamic, versatile** vibe.

