

The grid consists of 36 individual advertisements for Sprite, arranged in 6 rows and 6 columns. The ads feature a variety of visual elements and text:

- Row 1:**
  - Close-up of a man's face looking up.
  - Hand holding a Sprite bottle with a sign: "PRÓXIMA PARADA: PARAY REFRESCATE".
  - Close-up of a car's air vent.
  - Hand holding a Sprite can with a sign: "PRÓXIMA PARADA: PARAY REFRESCATE".
  - Woman in a green top and jeans standing in front of a display of Sprite cans.
  - Woman wearing green sunglasses and drinking from a Sprite can.
- Row 2:**
  - Man and woman clinking Sprite cans.
  - Close-up of a Sprite can with condensation.
  - Hand holding a Sprite can with a sign: "ES VERANO. ¡REFRESCATE!".
  - Large green background with the Sprite logo and text: "ES VERANO. ¡REFRESCATE!".
  - Close-up of hands holding and opening Sprite cans.
  - Woman drinking from a Sprite can with a large splash of liquid.
- Row 3:**
  - Close-up of a Sprite can with condensation.
  - Man and woman drinking from Sprite cans.
  - Woman drinking from a Sprite can with a large splash of liquid.
  - Woman drinking from a Sprite can with a large splash of liquid.
  - Woman drinking from a Sprite can with a large splash of liquid.
  - Woman drinking from a Sprite can with a large splash of liquid.
- Row 4:**
  - Close-up of a Sprite can with condensation.
  - Man and woman drinking from Sprite cans.
  - Woman drinking from a Sprite can with a large splash of liquid.
  - Woman drinking from a Sprite can with a large splash of liquid.
  - Woman drinking from a Sprite can with a large splash of liquid.
  - Woman drinking from a Sprite can with a large splash of liquid.
- Row 5:**
  - Close-up of a Sprite can with condensation.
  - Man and woman drinking from Sprite cans.
  - Woman drinking from a Sprite can with a large splash of liquid.
  - Woman drinking from a Sprite can with a large splash of liquid.
  - Woman drinking from a Sprite can with a large splash of liquid.
  - Woman drinking from a Sprite can with a large splash of liquid.
- Row 6:**
  - Close-up of a Sprite can with condensation.
  - Man and woman drinking from Sprite cans.
  - Woman drinking from a Sprite can with a large splash of liquid.
  - Woman drinking from a Sprite can with a large splash of liquid.
  - Woman drinking from a Sprite can with a large splash of liquid.
  - Woman drinking from a Sprite can with a large splash of liquid.

Considero que busca transmitir los valores de: Energía, Amabilidad, compañerismo.

Muy creativo y un poco disruptivo

### Posteos de fotografías con ediciones creativas

4)

70%: Contenido de valor y comunidad — publicaciones que transmiten el estilo de vida Sprite (frescura, autenticidad, diversidad, humor). Ejemplo: mensajes sobre la soltería, el orgullo o la frescura cotidiana.

20%: Contenido social y compartible — reels y campañas con hashtags o desafíos (#SeamosClaros, #GuisoDeLentejas) que invitan a comentar, participar o compartir.

10%: Contenido promocional — menciones directas al producto, lanzamientos o posts donde la bebida es protagonista y se destaca su sabor o nueva presentación.

2.

La creatividad publicitaria que abunda, fusionan la vida cotidiana con elementos visuales de la marca muy bien y muy bien logradas las ediciones