

Chad Hunter
Product name: Corona Light
SPEC AD

HEADLINE: *Es verdad, no mentiras. Ahora, menos es mejor.*

SUBHEAD: It's true, no lies. Now, less is better.

COPY:

More money. More cars. More sex. You work hard for succeeding and for gaining. It's in our blood: the more, the better.

But now, less is better.

Corona Light is still that cool feel dripping with sweat right from the fridge behind the bar. Corona Light is still the slow burn in her eyes when the last taste of lime slides off her lips. Corona Light is still a good time that makes a painful Monday night feel like the weekend.

It's still the beach, the summer party and the last quarter of the game.
But it's less the calories, less the carbs and less the workout two days later.

More is better but you can now work for less.

Drink responsibly.