

Corona, *Just Lime*

Overview

Background

Market disruption was the starting point. Around the world, alcohol advertising rules kept changing: with bans on showing bottles, drinkers, taglines, even logos. These rules made it harder for Corona to appear in print.

So instead of changing the ad for every market, we created one that worked everywhere. A lime wedge, simple, legal, and instantly recognized. In a space full of bold headlines and branding, we printed silence. No logo. No product. Just ritual. It wasn't a workaround; it became a new way for global brands to stay consistent, even in tough times.

Idea

In an era where establishing product rituals is difficult, owning such a strong one allowed Corona to boldly launch a global campaign focusing entirely on the lime – or rather, half of it. This approach moves beyond typical alcohol advertising by centering on a rooted cultural practice instead of product shots or lifestyle visuals, demonstrating an unconventional approach within the category. By using a simple visual, a lime wedge on a white background, we created a campaign that traveled globally without translation, adaptation, or even branding, and worked under multiple legal limitations.

In a channel often filled with noise, this silence stood out, and was instantly understood. 'Just Lime' proved that when rooted in cultural behavior, advertising doesn't need to shout to connect. It needs to recognize what people already know.

Strategy

The core creative insight lies in the consumer behavior itself: the powerful and unique ritual of adding a lime to a bottle of Corona, whose meaning is instantly clear. The breakthrough came from reframing a legal obstacle as a strategic asset. Faced with fragmented alcohol regulations worldwide, we conducted global research and creative workshops to identify the one element of Corona that transcended language, packaging, and law: the lime. Consumer interviews confirmed it, people didn't need to see the bottle to recognize the brand; the ritual was enough. One image could live everywhere. The insight flipped the traditional toolkit on its head and gave us something rarer than global compliance: cultural immediacy through absolute simplicity. 'Just Lime' wasn't a workaround. It was the moment the constraint became the campaign.

Description

Facing increasingly strict global alcohol advertising regulations that vary significantly across regions, the core creative challenge was to establish a unified global communication for Corona that could achieve impactful brand recognition despite these limitations. The strategy focused on leveraging Corona's most iconic ritual, a lime wedge, as a universally understood visual element.

This minimalist outdoor and print campaign, centered on this single element, successfully achieved immediate brand recognition and recall across different markets without showing logo or product. This approach not only overcame legal restrictions but also reinforced the unique ownership of this ritual, ensuring consistent brand resonance worldwide and demonstrating the power of a simple image to maximize impact within the media and stand out.

Execution

The execution was as simple as the idea: We ran a single, unbranded image, half a lime wedge on white, across global OOH and print placements. No product. No logo. No tagline. Just the ritual. It was published in iconic and impactful billboards, bus stops, magazines, and newspapers across all regions, including markets with the strictest alcohol advertising laws. We looked for high exposed areas so the simple look stood out and people connected it to the brand easily in different places. We combined large scale billboards with formats that could be found on foot, near the brand's points of sale to create not only impact but also brand association near the stores.

The campaign was meant to go successfully through legal compliance allowing the same execution to run everywhere without adaptations. This ensured speed, cost efficiency, and maximum consistency across countries.

Outcome

Brand recognition surged in key regulated markets, with post campaign studies confirming high recall and positive sentiment towards the brand, even in the absence of traditional branding cues.

'Just Lime' generated a huge impact from a minimalist idea. The campaign reached over 31 million people and earned more than 6 million in media coverage.

The work also sparked conversation across global press, positioning Corona as a creative leader under constraint.

Internally, it shifted the brand's approach to global toolkits, proving that a universal visual code could outperform local adaptations. This strategic approach ensured sustained brand visibility and relevance, contributing to long-term brand strength in challenging environments.