

# Creative Brief

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## Project Title: Jarritos Website

### 1. Project overview

The goal of my website is to be informational but gleefully depict the story of jarritos and the many flavors offered today.

### 2. Resources

Copy is available at <https://en.wikipedia.org/wiki/Jarritos>, as well as <https://jarritos.com>.

### 4. Audience

This is a fun and lively site that ideally would be promoted commercially in any way. I think the audience ranges from all ages because its a very well loved soda by all ages.

### 5. Message

I think the message would be that jarritos are a good time! That they brings lots of joy, flavor, and culture into peoples homes.

### 6. Tone


I want a very lighthearted and spirited site is necessary for this topic. I think having a funky retro vibe would fit well across all ages.

### 8. Visual Style


There is also a very prevalent sticker "theme" across the site and similar designs and that could be a very fun way to integrate the bottoms themselves. All of their content is very high energy but clean so I want to follow along with that.




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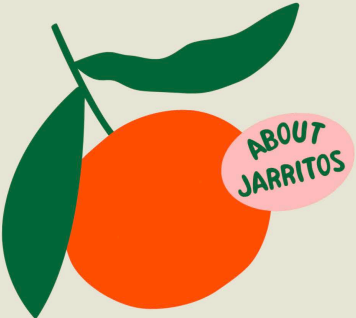
Strawberry  
Natural Flavor Soda



Tamarind  
Natural Flavor Soda



Grapefruit  
Natural Flavor Soda



# Merch

