

## Module 4 Part 2

### **Stories of benefit**

Corona reinstating your freedom and vitality

Imagine a lush Mayan paradise and in the midst of it all lies the fountain of youth. A man enters as a tired soul seeking to grasp his younger days and emerges as a man with vitality, elegance, and grandeur. What magical elixir does this fountain contain? Corona Extra- Freedom, in a beer.

### **Stories of the product**

Cortez's search for the City of Gold leads him to Mexico where he finds the ultimate treasure. Corona Extra. A city with chairs made of glistening bottles of Corona, rivers flowing with the refreshing taste of the delectable beer, and temples created to honor this heavenly golden treasure. Upon Cortez's return to Spain, his country becomes lush from the treasures of the city of gold-- Corona Extra, the quintessential symbol of splendor.

### **Stories of a user**

Richard Branson. The eccentric billionaire and workaholic is bombarded with papers and calls through a long grueling day at work. As the day comes to a close, he takes a moment and pops open a Corona. With the blink of an eye he is on his private island sipping away and enjoying every bit of his freedom. Take a moment and imagine your private beach... Wherever it is.