

Module 3 Part 1



Corona as a brand reminds me of easy living and freedom from responsibility and stress. Pop open a Corona on a Friday afternoon and enjoy the weekend without worry. Furthermore, Corona represents celebration; after turning in a project or capping off a semester of classes nothing else feels better but a Corona. It's light, easy, and freeing. I imagine myself on a beach enjoying every last drop of freedom (for now, that beach is just my patio).