

BEER & SPIRITS

Corona's Surprise Billboard Is Naturally Powered by the Sun

The ad has been designed to cast a shadow each evening to make the brand's bottle appear



Corona's bottle relies on the sun to appear at a set time each day on the billboard. Corona



By **Stephen Lepitak**

1 DAY AGO



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Beer brand [Corona](#) has turned to the power of the sun to activate its "Corona Natural Billboard," which has appeared in Brighton, England, using the sun's rays to help the iconic bottle appear on the activation.

To coincide with the beginning of British summer over the bank holiday week at the end of April, the brand continued its ["From the Natural"](#)

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Corona

Created by Wieden+Kennedy, the hidden message appears between 6:30-6:45 p.m. each night for those passing by to witness the messaging, which attempts to convey the role nature plays in creating the beer.

In a statement, Irini Komodikis, Corona's marketing director for Europe, said, "Corona believes that the best things are made from the natural world. From the natural ingredients we use to brew our beer through to our mission to help more people reconnect with nature, we're now even extending this thought into our advertising."

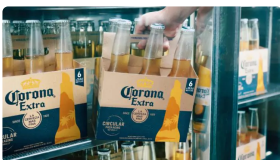
She added that the design of the billboard meant the brand had "relinquished control, allowing the power of the sun to take over, shining a light on the beauty and benefits of using 100% natural ingredients."

The billboard **is reminiscent of the BBC's Dracula activation**, released in January 2020 to promote its new series. It used the shadow of the setting sun and some strategically placed wooden stakes to make the main character appear on the poster itself.

The billboard was accompanied by a sunset acoustic gig live on the seafront, which was supported using solar-powered amps and will be on display until May 6.

Last year, in another example of its attempt to convey its natural ingredients, saw the AB InBev-owned beer roll out sustainable packs made from Barley straw fibers in Colombia as part of a pilot that could see the innovative packaging introduced globally.

The packaging required less energy and 90% less water to manufacture than virgin cardboard, Corona said, resulting in a "strong and durable" design that uses "fewer resources."



CORONA IS ROLLING OUT SUSTAINABLE PACKAGING MADE FROM BARLEY STRAW, USING 90% LESS WATER



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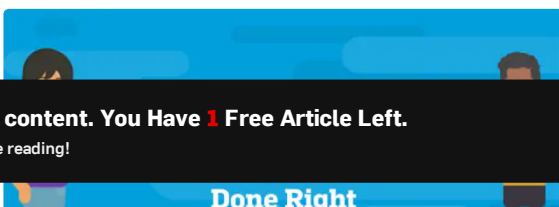
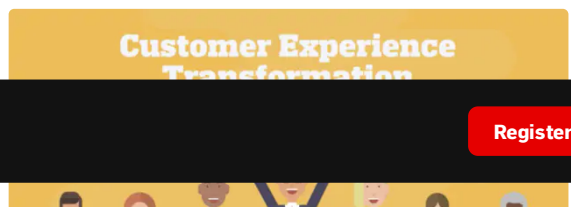
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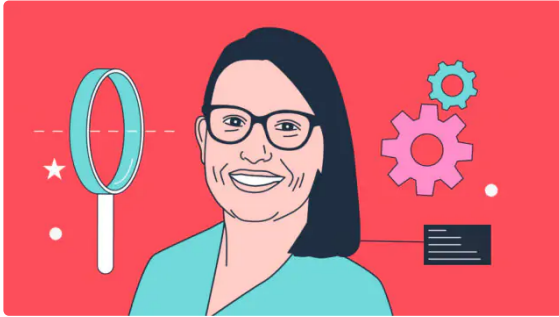
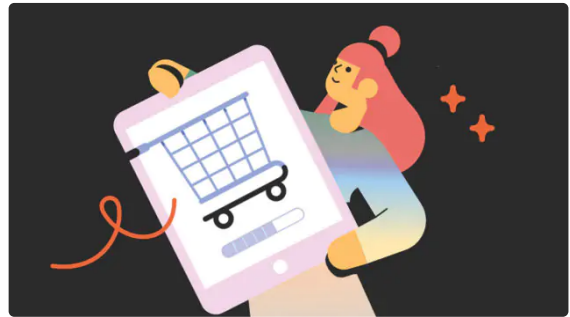
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