

My nephew sent me a link to this short video. It’s pretty cool. It is an ad taken out by Coca-Cola España to give people a little touch of optimism during this world-wide crisis we are living. The company promoted this ad summarized in three words: “Destapa la felicidad” — “Uncover happiness.” The ad focuses on answering the question, what would you say to someone who came into the world in a time like this? A question answered in this ad by a 102 year old man.

The video’s narration is in Spanish, but the images and message transcend language. Enjoy.

Sources:

YouTube.com

Expansion.com

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