

Mirage of thirst

Situation:

When the heat goes beyond all limits, we don't just feel thirsty, but our brain really melts. At this moment, Sprite, being a brand on guard of freshness, is simply obliged to react gracefully at the speed of light

Idea:

We created a print that convinces a feeling of a real mirage through an optical illusion and presented it in abnormal heat season



The perfect addition to the interior



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Melting of thirst?