Bage-

There is nothing scripted in this sector, since each brand chooses to spread its messages in the best possible way based on its objectives and the public it is targeting.

The first that we are going to see is a very creative advertisement, which in a simple graphic that perfectly represents the concept. It offers onion-flavored bagels, so it fuses both elements in a very visual way.

Alcachofa- Elter Drugs.

This ad warns the public about foodborne illness by comparing an unwashed artichoke to an explosive. By creating a visual metaphor, Elter Drugs can convey a strong food safety message.

Eufemismo- Use of sweetening to diminish the crudeness of the vulgarity of a composition

Zanahora-Piedronka

Pasta-Color that transmits calm, confidence and relaxes. It is identified by being the color of the sky and water, that makes it more familiar.

Banana-  [Calgary Farmers Market](http://www.calgaryfarmersmarket.ca/)

These are campaigns, the winter 2009 and the current one. In the first, they dress the fruits in "sweaters" of the same color as their skin, giving the connotation that they are warm.

Bombilla-Pera

The **light bulb** is usually associated with smart mind, bright ideas, creativity and knowledge, etc

Limón y nada, una marca de liminadas de la compañía Minute Maid, a la vez de Coca-Cola, se basó en una idea muy clara para entrar en el mercado: la simplicidad.