



Our lead character, Pedro, is at the heart of this story. Even though are 15 seconds, I want to create a dramatic arc that truly resonates with our viewers, with Coors Light playing a pivotal role in the resolution.



Pedro is a 30-something guy with bulging eyes that suggest he's naturally stressed. Soccer is his passion, but it also fuels his fanxiety, which can be both dramatic and hilarious to watch.

Pedro has an expressive face and a slightly out-of-shape build. He's not tall, but he's certainly not short on enthusiasm for his beloved team. He's the most emotional guy around, and his friends know it - and they love him for it.

