

Pepsi Light Abierto Mexicano de Tenis

TWO SENTENCES: Describe the intent of your project in 100 characters

Edición limitada de Pepsi Light que celebra el Abierto Mexicano de Tenis con diseño premium y refrescante.

PARAGRAPH

Para la edición 2026 del Abierto Mexicano de Tenis en Acapulco, se desarrolló una identidad visual especial para Pepsi Light que incluyó una lata conmemorativa, key visuals y un vaso para coctelería. El proyecto buscó integrar a Pepsi Light de manera natural dentro del ambiente exclusivo y deportivo del evento. Se reinterpretaron los códigos del tenis a través del lenguaje gráfico de la marca. El resultado fue una propuesta visual elegante, fresca y moderna, diseñada para destacar en un entorno donde el lujo, el entretenimiento y la experiencia son protagonistas.

THE CHALLENGE: Explain the problem/reason the project/product was developed.

El reto principal fue posicionar a Pepsi Light dentro de un evento de alto perfil y con una audiencia de nivel socioeconómico elevado, acostumbrada a activaciones de marcas premium. Pepsi debía integrarse de forma orgánica al mundo del tenis y a la experiencia del torneo sin perder su identidad visual. Además, era necesario crear una edición especial que sobresaliera frente a otras marcas presentes en el evento que mantuviera coherencia con los códigos gráficos de Pepsi Light y se adaptara a un contexto deportivo y sofisticado.

THE SOLVE: How did the final design concept meet these goals? Outline the solutions/benefits for customers and/or consumers.

La solución fue desarrollar un sistema visual inspirado en el tenis que dialogara directamente con los códigos de Pepsi Light. Se incorporó un amarillo vibrante, similar al de las pelotas de tenis, a la paleta tradicional azul y plata de la marca. El icónico “pulso” de Pepsi se reinterpretó mediante bloques rectangulares y líneas curvas que evocan las marcas de la cancha. Estos elementos se aplicaron tanto en la lata como en el vaso para coctelería y en los key visuals del evento. El diseño logró proyectar una imagen premium y refrescante que se integra naturalmente al ambiente del torneo y ofrece a los asistentes un producto conmemorativo atractivo y coleccionable.

THE INSIGHT: Explain why this is innovative/differentiating/award-worthy.

Este proyecto demuestra cómo una marca masiva puede elevarse a un contexto deportivo y exclusivo sin perder su esencia. La innovación radica en traducir el universo del tenis al lenguaje visual de Pepsi Light de manera sutil y elegante. Se

creó una identidad híbrida que funciona tanto como pieza gráfica como objeto de experiencia. Más que un simple cambio de empaque, se diseñó una experiencia visual coherente que acompaña momentos sociales, de consumo y de celebración dentro del torneo, y que fortalece el vínculo emocional entre la marca y un público exigente.

THE DESIGN: What specific aesthetic choices were made and why? (inspiration, typefaces, color, shapes, etc.)

El diseño se construyó a partir de una reinterpretación de los elementos del tenis. Se añadió un amarillo brillante a la paleta de Pepsi Light para aludir directamente a las pelotas de tenis, combinándolo con los tradicionales azul y plata. El “pulso” de Pepsi se transformó en rectángulos y líneas que imitan las marcas de la cancha, visibles tanto en la lata como en el vaso. Se utilizaron composiciones limpias y geométricas que evocan orden y precisión. En las activaciones se incorporó una tipografía caligráfica que comunica tradición y lujo, mezclada con la tipografía bold de Pepsi para lograr un equilibrio entre sofisticación y modernidad. Todo el sistema visual fue diseñado para transmitir un lujo relajado y accesible, acorde al espíritu de Pepsi Light y al ambiente del evento.

THE IMPACT: What were the measurable results? (Media coverage, social reach, etc)

Resultados pendientes

TWO SENTENCES: Describe the intent of your project in 100 characters

Limited-edition Pepsi Light celebrating the Tennis Mexican Open with a premium, refreshing design.

PARAGRAPH

For the 2026 edition of the Mexican Open in Acapulco, the design team developed a special visual identity for Pepsi Light, including a commemorative can, key visuals, and a cocktail glass. The project aimed to integrate Pepsi Light naturally into the exclusive, sports-driven atmosphere of the event. Tennis codes were reinterpreted through the brand’s graphic language. The result was an elegant, fresh, and modern visual proposal designed to stand out in an environment where luxury, entertainment, and experience take center stage.

THE CHALLENGE: Explain the problem/reason the project/product was developed.

The main challenge was positioning Pepsi Light within a high-profile event attended by a high-income audience accustomed to premium brand activations. Pepsi needed to integrate organically into the world of tennis and the tournament experience without losing its visual identity. Additionally, it was necessary to create a special edition that could stand out among other brands present at the event

while maintaining coherence with Pepsi Light's graphic codes and adapting to a sophisticated, sports-oriented context.

THE SOLVE: How did the final design concept meet these goals? Outline the solutions/benefits for customers and/or consumers.

The solution was to develop a tennis-inspired visual system that spoke directly to Pepsi Light's brand codes. A vibrant yellow, similar to that of tennis balls, was added to the brand's traditional blue and silver palette. Pepsi's iconic "pulse" was reinterpreted through rectangular blocks and curved lines that evoke court markings. These elements were applied across the can, the cocktail glass, and the event key visuals. The design successfully projected a premium and refreshing image that fits naturally within the tournament environment while offering attendees an attractive, collectible commemorative product.

THE INSIGHT: Explain why this is innovative/differentiating/award-worthy.

This project shows how a mass-market brand can elevate itself to an exclusive sports context without losing its essence. The innovation lies in translating the world of tennis into the visual language of Pepsi Light in a subtle and elegant way. A hybrid identity was created that works both as a graphic piece and as an experience-driven object. More than a simple packaging change, it delivered a coherent visual experience that accompanies social moments, consumption occasions, and celebration within the tournament, strengthening the emotional connection between the brand and a demanding audience.

THE DESIGN: What specific aesthetic choices were made and why? (inspiration, typefaces, color, shapes, etc.)

The design was built around a reinterpretation of tennis elements. A bright yellow was added to the Pepsi Light palette to directly reference tennis balls, combined with the traditional blue and silver tones. Pepsi's "pulse" was transformed into rectangular shapes and lines that mimic court markings, visible on both the can and the glass. Clean, geometric compositions were used to evoke order and precision. For on-site activations, a calligraphic typeface communicating tradition and luxury was introduced, blended with Pepsi's bold typography to achieve a balance between sophistication and modernity. The entire visual system was designed to convey relaxed, effortless luxury aligned with the spirit of Pepsi Light and the atmosphere of the event.

THE IMPACT: What were the measurable results? (Media coverage, social reach, etc)

Results pending.

LinkedIn Caption –

Design takes the court.

At the Mexican Open, Pepsi Light plays where sport meets lifestyle.

A limited-edition can and cocktail glass inspired by the lines of the game and the heat of Acapulco, made for the high intensity moments between points.

Because great tennis is about balance.

And great refreshment is too.

