

Compañía Cervecera de Puerto Rico (Marca de Bebida: Malta India)

Brewing Company of Puerto Rico (Beverage Brand: Malta India)

Lola's Lines Sample Re-Write

Original (word count: 45)

The Three Kings can't get enough of their Malta India, and neither can we! This holiday season we partnered once again with one of Puerto Rico's favorite drink to bring these loved characters back to life on a whole new Christmas adventure. Expect the Electric!

#BeElectric #TheElectricFactory #3d #VFX

Lola's Lines Re-write (word count: 37)

The Three Kings have an insatiable craving for Malta India. So do we! Partnering with Puerto Rico's decadent drink, we're excited to re-invigorate these beloved characters on an entirely new Christmas escapade. Join us & Expect the Electric!

[Add hashtags here]

Advantages:

1. Spelling error detected - original version uses 'drink' when it should be plural ('...one of Puerto Rico's favorite drinks...')

2. Shorter - think clean & concise message
3. Language - brings more *flavor* to imagery (ref #4, #5, #6)
4. Imagery - livelier (goes with the ad's message)
5. Positivity - using words like 'can't' & 'neither' are negative terms and the psychology behind that impacts what our brains register (ref #3)
6. Engagement - by adding 'Join us' you're inviting your customers to go along for the ride & the fun (ref #3)

Analysis of the psychology behind my re-write.

With bullet #3 am thinking *trayendo más sabor* (bringing more flavor) to the piece. Using insatiable vs. 'can't get enough of' we not only save three words but more importantly, Malta India appeals to the customer's association with the drink's **rich** flavor.

By describing the beverage as 'decadent' instead of simply 'favorite drink' we're referencing its enjoyable taste (again, 'flavor'). Re-invigorate serves a dual purpose: (1) by using the pre-fix, 're' it already implies something being done again (no need to write 'once again'), (2) 'bring these characters back to life' is replaced by the power verb 'invigorate.'

Replacing 'loved characters' with 'beloved characters' is grammatically coherent. Saying 'loved' sounds awkward.

The noun 'escapade' brings a notion of mischief and aligns with the ad.

Using 'entirely new' rather than 'a whole new' also brings added emphasis (it also rolls off the tongue better - when you pronounce the word 'entirely' you'll notice how your mouth almost **smiles**).

The original version has a grammatical error: 'one of Puerto Rico's favorite drink.' Since using the word 'one' as a reference to 'among many,' the sentence should read 'one of Puerto Rico's favorite drinks' with an S (making drink plural).

A final note on re-invigorate: while technically, the infinitive verb form is 'to reinvigorate,' it can work both ways, with the hyphen or without. That's up to your marketing team. If interested, check out <https://www.etymonline.com/word/reinvigorate>