

Discover Puerto Rico

San Juan's 500 Year
Anniversary Creative
Toolkit



Prepared by:

Discover Puerto Rico

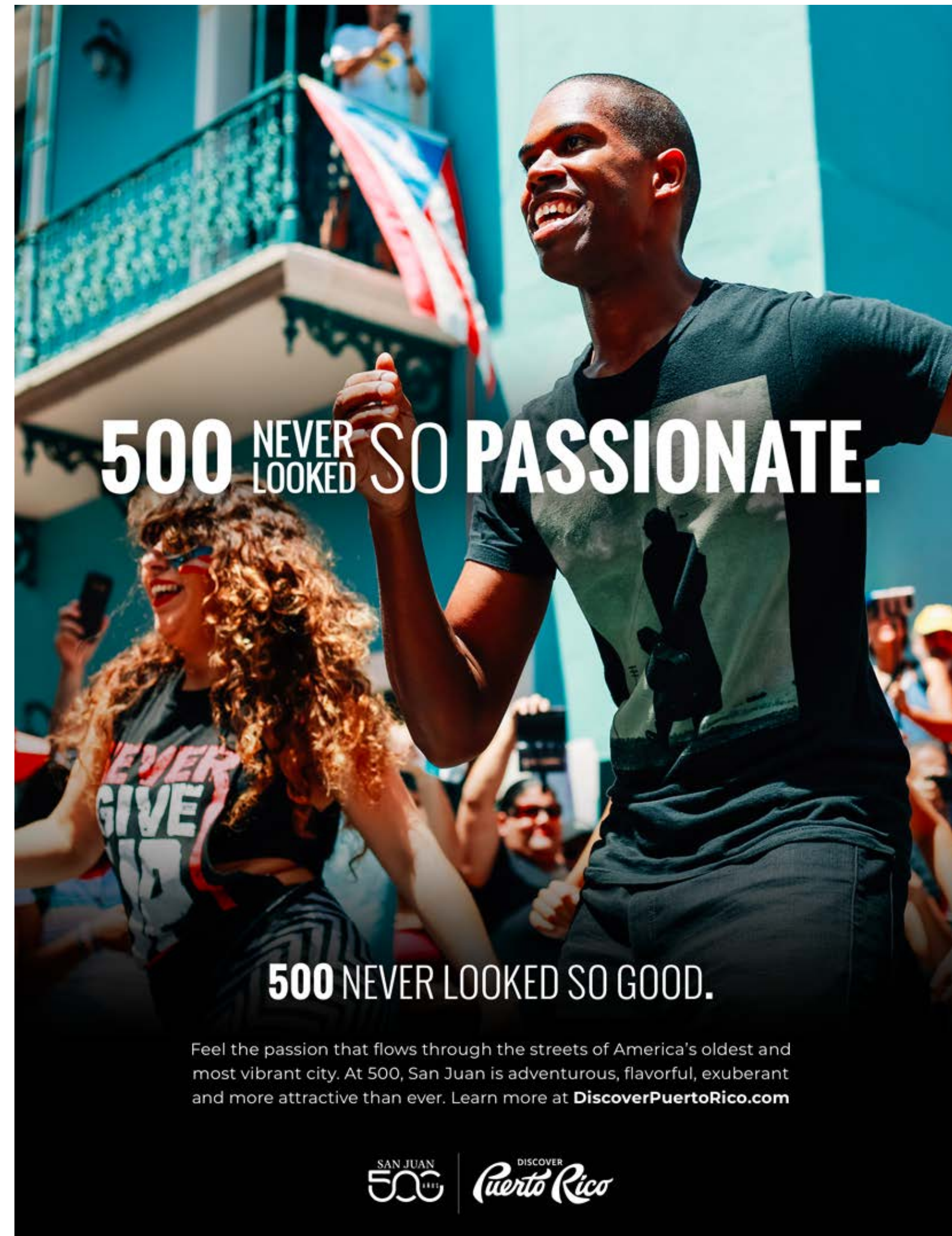
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October 6, 2021

Print Ads



500 NEVER LOOKED SO PASSIONATE.

500 NEVER LOOKED SO GOOD.

Feel the passion that flows through the streets of America's oldest and most vibrant city. At 500, San Juan is adventurous, flavorful, exuberant and more attractive than ever. Learn more at DiscoverPuertoRico.com

SAN JUAN 500TH | DISCOVER Puerto Rico



500 NEVER LOOKED SO DELICIOUS.

500 NEVER LOOKED SO GOOD.

Savor the mouthwatering culinary delights of America's oldest and most vibrant city. At 500, San Juan is adventurous, flavorful, passionate and more attractive than ever. Learn more at DiscoverPuertoRico.com

SAN JUAN 500 | DISCOVER Puerto Rico



500 NEVER LOOKED SO NEW.

500 NEVER LOOKED SO GOOD.

Soak up the sun-drenched luxury of America's oldest and most vibrant city. At 500, San Juan is adventurous, flavorful, passionate and more attractive than ever. Learn more at DiscoverPuertoRico.com

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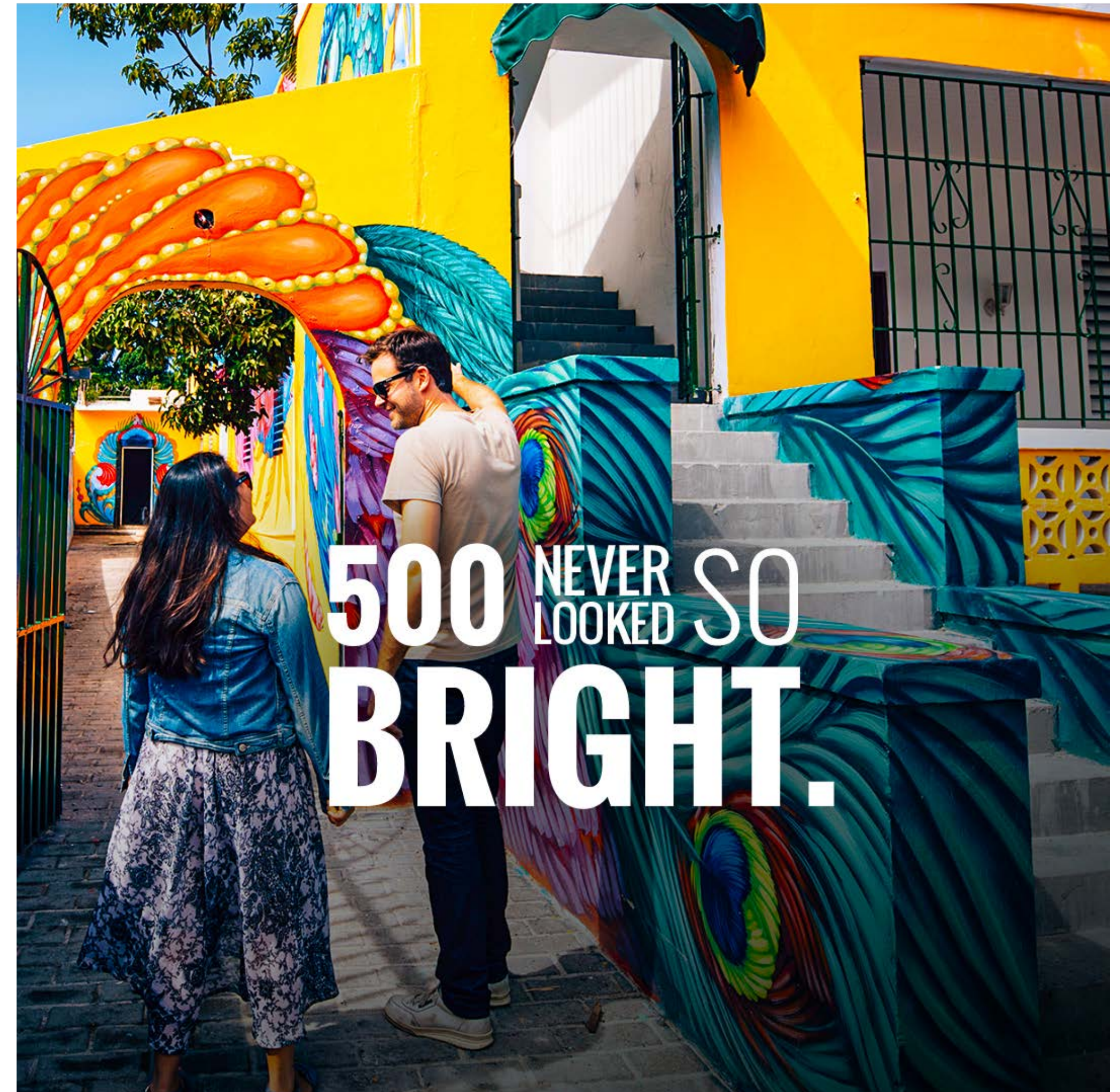
Instagram Post Ads

Post Copy (125 words)

500 Never Looked So Good. Surround yourself with the eye-popping art of America's oldest and most vibrant city.

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Post Copy (125 words)

500 Never Looked So Good. Let the rhythm move you on the streets of Old San Juan as America's most vibrant city turns 500.

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Post Copy (125 words)

500 Never Looked So Good. White sand beaches and red-hot nights. This is what 500 looks like in San Juan.

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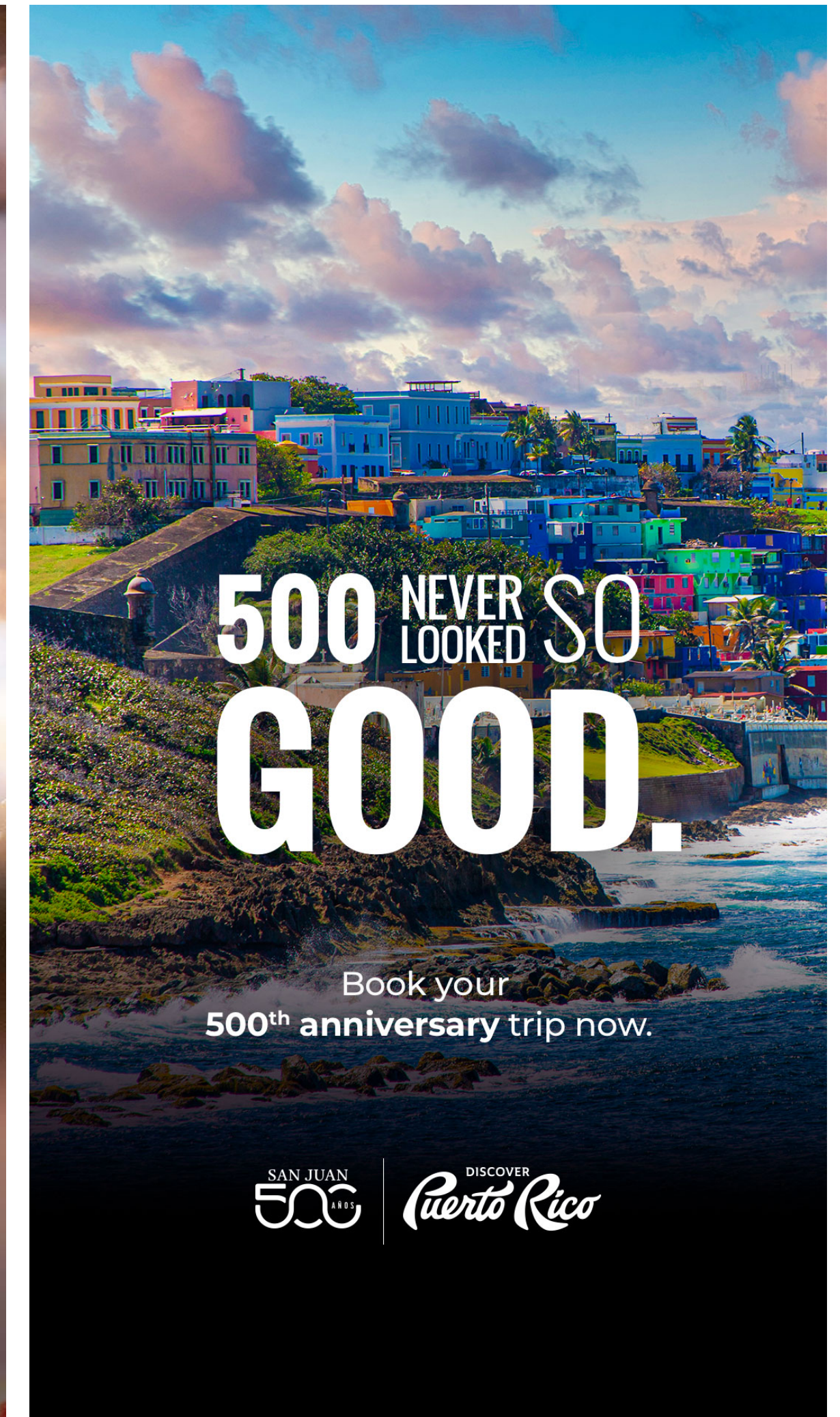
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Instagram Story



Video Storyboard

Video Storyboard Script

500 Never Looked So Good :15

We open on a couple dancing in the streets of San Juan, completely moved by the rhythm.

SUPER: 500 NEVER LOOKED SO PASSIONATE.

We cut to people people enjoying the city's brightly colored murals.

SUPER: SO BRIGHT.

We cut to an incredible plate of food ready to be served.

SUPER: SO DELICIOUS.

We cut to a shot of San Juan with the beauty of its architecture on full display.

SUPER: 500 NEVER LOOKED SO GOOD.

Cut to a series of shots of people enjoying everything San Juan has to offer.

SUPER: SAN JUAN 500 AÑOS & DISCOVER PUERTO RICO LOGOS

SUPER: BOOK YOUR 500TH ANNIVERSARY TRIP NOW.









Boilerplate Copy

Boilerplate Copy

Post Copy (50 words)

500 never looked so passionate. So delicious. So enticing. So festive. So bright. 500 never looked so good. Feel the passion that flows through the streets of America's oldest and most vibrant city. At 500, San Juan is adventurous, flavorful, exuberant and more attractive than ever. Learn more at DiscoverPuertoRico.com.

Post Copy (75 words)

500 never looked so passionate. So delicious. So enticing. So festive. So bright. 500 never looked so good. Feel the passion and rhythm that flows through the streets of America's oldest and most vibrant city. Savor mouthwatering culinary delights on every corner while you surround yourself with eye-popping festivals and radiant, living art. At 500, San Juan is adventurous, flavorful, exuberant and more attractive than ever. Learn more at DiscoverPuertoRico.com.

Post Copy (100 words)

500 never looked so passionate. So delicious. So enticing. So festive. So bright. 500 never looked so good.

Feel the passion and rhythm that flows through the streets of America's oldest and most vibrant city. Explore San Juan's rich history as you sample artisanal rums, locally grown coffee and mouthwatering culinary delights from world-renowned chefs.

Surround yourself with eye-popping architecture and radiant, living art at one of the city's many festivals, including the San Sebastián Street festival and world's longest holiday celebration. Or spend the morning with your toes in gleaming white sand and the afternoon snorkeling with tropical fish and sea turtles in the brilliant turquoise water at one of San Juan's beaches.

At 500, San Juan is adventurous, flavorful, exuberant and more attractive than ever. Learn more at DiscoverPuertoRico.com.



Thank You

