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Título: **AVISO PUBLICITARIO: SAVORY NESTLÉ**

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Cm2: 334,8
VPE: \$ 2.967.047

Tiraje: 16.150
Lectoría: 48.450
Favorabilidad: ☐ No Definida



The advertisement features a top-down view of a Nestlé Savory Cassata Bricks ice cream container and several scoops of ice cream in small white bowls. The container is blue and green, with a label that includes the Nestlé logo, the brand name 'Savory', the product name 'Cassata Bricks', and a 'HIGH IN SUGAR' warning. A green banner at the bottom left of the container area states 'POTE Y ETIQUETAS PP 100% RECICLABLES'. The ice cream scoops are arranged on a purple tray, showing various flavors including vanilla, chocolate, and fruit. A green banner at the bottom center of the image reads 'PACKAGING INNOVATION AWARD 2024 PRIMER LUGAR'. The Nestlé logo is in the top right corner, and the text 'Good food. Good life.' is at the bottom right. A black banner at the very bottom contains a 'HIGH IN' warning icon and the text 'ALIMENTO CON SELLO "ALTO EN", EVITA SU CONSUMO.' followed by the 'Ministerio de Salud' logo.

POTE Y ETIQUETAS PP 100% RECICLABLES

PACKAGING INNOVATION AWARD 2024 PRIMER LUGAR

ALIMENTO CON SELLO "ALTO EN", EVITA SU CONSUMO.

Ministerio de Salud