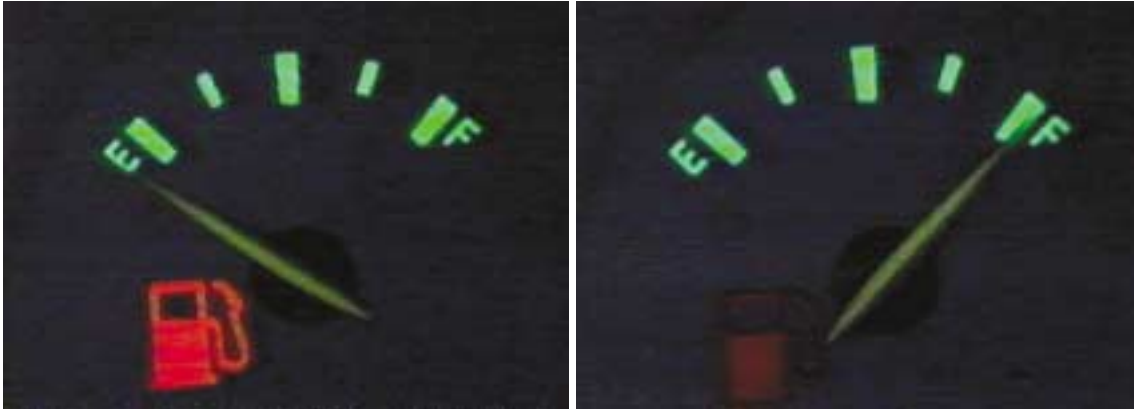


# Work 210.03

## Venezuela's ad offensive

The ad community in Caracas united to create 200 spots to denounce anti-capitalism, President Hugo Chavez and urge early elections (see full story on P. 4).



A gas gauge, a powerful symbol in oil-producing Venezuela, falls to empty as "the government tries to make us poor" then swings back to full with the prospect of elections.



"Failed" is stamped in red over images of Chavez's unfulfilled promises such as ending poverty and unemployment.



This anti-Chavez parody of MasterCard's famous global "Priceless" campaign ends with a twist: "For everything else, steal from a government fund."



Kids draw flag-waving families asking for peace—and elections now.



"Chavez vs. Chavez" spots unfavorably contrast the president's promises with his later actions.



Pro and anti-Chavistas find common ground in soccer.



Rival brands like Coca-Cola and Pepsi underline the theme, "We can think differently but live together without violence."