CLAIMS

Claim 1. A method implemented on a server of an official website for the automatic execution of a draw to select a winning business or winning businesses and for the broadcasting of advertisements, comprising:

- an option for uploading advertisements and an option for business registration;
- receiving and registering, by the server of the official website, the data of participating businesses, where the server verifies the information and the payment of the registration fee;
- automatically determining the winning business or businesses by the algorithm, based on the registered data;
- the advertising time for the winning businesses and the number of spots to be broadcast;
- the automatic reception and analysis of advertisements, where the server performs technical verifications of the video format;
- carrying out an automatic draw process and selecting one or more winning businesses;
- distributing and broadcasting the advertisements to display platforms including national television, private television, national radio, private radio, shopping centers, and public spaces;
- approval of the advertising spot content by the organizers, based on specific criteria.

Claim 2. The method according to claim 1, wherein the registration of businesses and the uploading of advertisements is carried out through the official website.

Claim 3. The method according to claim 1, wherein the official website includes the option for uploading advertisements and the option for business registration.

Claim 4. The method according to claim 1, wherein the server verifies the data of participating businesses submitted during the registration process.

Claim 5. The method according to claim 1, wherein the automatic draw is broadcast on a national television channel, private television, public venues, or shopping centers, either live or recorded.

Claim 6. The method according to claim 1, wherein each advertising spot has a maximum duration of 30 seconds.

Claim 7. The method according to claim 1, wherein participating businesses that do not have an existing advertising spot may be assisted by the organizer in the concept development and production of the spot.

Claim 8. The method according to claim 1, wherein the broadcasting of advertisements is carried out through the server of the official website, which communicates with screens and Video Wallets located in shopping centers and public spaces.

Claim 9. The method according to claim 1, wherein the automatic broadcasting of advertisements to display platforms is carried out according to the automatic draw process.

Claim 10. The method according to claim 1, wherein the approval of the advertising spot content is performed in accordance with the criteria defined by the internal regulations of the organizer.