

Like Ad 1

Male + Female (but more male)

Demo - ~~Ad~~ C1 x C2

As long as you've got a taste of the tropics

Psycho - Explorers Strugglers
Strugglers Explorers
Resigned

Age - 15 - 25 25 - 35

Greg, 32, Married, Single dad, Jimmy, Junior manager of sales at a nationwide building material company



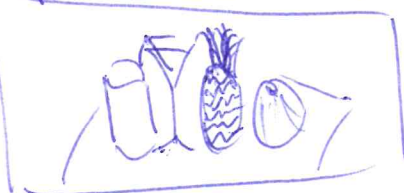
Take holiday set up in a garden
Like in martini glasses with cocktail umbrellas and ice
Pineapple + grapefruit on the side

Dude is in cheesy holiday shirt, swim shorts + flip flops



Guy comes in and sits down
Takes drink
"Ahhhhhhh"

Record scratch to living room with baby screen
Huffs and gets up



Like, tagline

Print: Car in deck chair with slogan

Why it looks like a real beach in a non-beach place, e.g. a guy gets as something