

Lite Ad 2

Demo - D + E

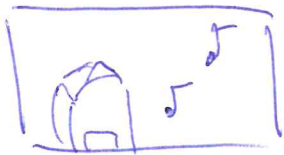
Psycho - Strugglers

Age - 15 - 20

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



Kids sat in high school - uniform, bored



One kid hears music (tropical) coming from his bag



He looks and sees a can of Lite in his bag



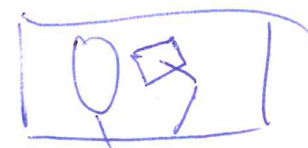
He picks up the Lite, the music gets louder as it gets closer to him
He opens the can, the music explodes out



A pineapple appears on his desk



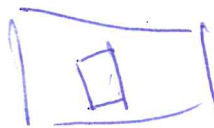
His friend looks round and his uniform is gone, replaced with a hawaiian shirt



He drinks the Lite



Sunglasses appear



Lite, as long as you've got a taste of the tropics