

PRODUCT: **TIGER BEER**  
TITLE: **NATURAL SELECTION**  
TIME LENGTH: **30"**

## **VISION**

We open on a guy in a bar talking to an attractive young girl. He is evidently pulling out all of the stops to impress her, but she is giving him a cool, disinterested look.

Another man passes by the eager suitor. We see him waltz by to take the arm of an older lady as she makes her way across the bar. He unleashes a winning smile and a wink.

Cut to the guy savouring a frosty tiger with relish.

We pull out to reveal he is drinking with the elderly lady, dressed to the nines and a group of mates. They have all brought their "mature" girlfriends.

Tiger Logo.

## **SOUND**

**VO:** When initiating courtship with a lady remember, pretty girls take time to impress.

The elderly and infirm often present a much easier conquest and can save you a lot of time.

Time that can be better spent drinking Tiger beer, brewed under a topical sun for maximum refreshment.

So break out the hunting skills me,

It's Tiger Time.