

PRODUCT: **TIGER BEER**

TITLE: **PETER'S HEAD**

TIME LENGTH: **45"**

VISION

We open on a young man in clinic. He is sat with the Doctor locked in deep conversation as they consult the screen of a computer. Upon the screen we see a selection of different face shapes.

Cut to Peter's face marked by plastic surgery guiding lines.

Cut to Doctor gently unravelling bandages from Peter's obscured head.

We see Peter inspecting his new head in a mirror. He has an elongated nose and a streamlined cranium. (his heads now He nods and smiles.

Cut to Peter walking down an inner city road with a happy smile. We see him entering a Tiger bar.

SOUND

MUSIC: Sentimental piano music

FVO: Peter is making a life choice.

He has chosen to undergo extensive facial surgery

And today the bandages are coming off.

Peter is pleased with results.

With his head re-engineered for minimum air resistance Peter will be able to shave a valuable 0.6 seconds off the walk to his local bar.

We see a golden pint of Tiger being poured into a glass. Peter takes the glass and heads over to join his mates.

We see the entire group have undergone equally dramatic operations. Eyeing the beer, Peter goes to take a swig only to discover the length of his new nose prevents his mouth from reaching the glass.

Tiger Beer Logo

Over the course of a week, that's a whole 4.2 additional seconds he can spent drinking Tiger beer, brewed in the tropics for maximum refreshment.

So let's think big and make the most of it

It's Tiger Time.