

PRODUCT: TIGER BEER
TITLE: THE COMMUTER
TIME LENGTH: 30

VISION

We open young man in the office car park as his colleagues exit the building. We see cars leaving as he dons a helmet and fits a harness.

We pull out to reveal him standing beneath a large wooden trebuchet. He cuts a cord and is fired high into the air across the city.

Cut to a line of cars stuck in heavy traffic. A bored driver looks up to see our commuter flying across the skyline.

The commuter lands outside a bar with a dull thud. He picks himself up, dusts himself off and enters the bar.

We move in tight as he takes a long, well earned gulp of beer. His mates, all wearing protective clothing, slap him on the back and they all clash glasses.

SOUND

VO: All that travelling back and forth to work can put a big dent in your drinking time. So get creative with the journey home.

Remember, every minute saved is another minute you can spend drinking Tiger beer, brewed in the tropics for maximum refreshment.

As they drink another commuter
crashes through the window.

Tiger Beer Logo

So buckle up city boy, the make
most of it.

It's Tiger Time.