

## **LIFT RADIO**

LIFT : 'HARD LEMONS 1' : 15s

MVO:

Soft lemons end up as wedges next to oysters in pretentious bars.

Hard lemons end up in cans of Lift.

Grab a Lift made with bite and experience the taste of hard hitting lemon.

LIFT : 'HARD LEMONS 4' : 15s

Soft lemons end up in scented candles on the floors of yoga studios.

Hard lemons end up in cans of Lift.

Grab a Lift made with bite and experience the taste of hard hitting lemon.

LIFT : 'HARD LEMONS 5' : 15s

Soft lemons garnish the cocktails served to the elderly on cruise ships.

Hard lemons end up in cans of Lift.

Grab a Lift made with bite and experience the taste of hard hitting lemon.