

Client - CUB
Brand - Carlton Dry
Title - Temple of Dry
Length - 30"

SFX: *Martial Arts inspired music throughout.*

Master: Welcome to the Temple of Dry, where you will free yourself of complication, and learn to be like the beer.

Like Carlton Dry, you must be smooth... you must strip away all bitterness... and strip away all-

Student: [Interjecting] Strip away clothing!

Master: Um...No. It is not that kind of temple.

Master: The beer is smooth. The beer is never bitter. Be like The Beer.

SFX: Gong sound

Master: Carlton Dry.
18 plus, drink responsibly

And get dressed Martin.

Client - CUB
Brand - Carlton Dry
Title - Smooth
Length - 15"

SFX: *Martial Arts inspired music and sfx throughout.*

Master: Like Carlton Dry, you must be smooth; Like the eagle that plucks a fish from a lake. Or that time you tripped but turned it into a little jog.

The Beer is Smooth

Be like The Beer.

SFX: *Gong sound*

Master: Carlton Dry.

18 plus, drink responsibly

Client - CUB
Brand - Carlton Dry
Title - Balanced
Length - 15"

SFX: *Martial Arts inspired music and sfx throughout.*

Master: Like Carlton Dry you must be perfectly balanced. Like the dragonfly perched upon a blade of grass. Or when carrying 6 schooners, on a slippery tray.

The beer is balanced

Be like The Beer.

SFX: *Gong sound*

Master: Carlton Dry.

18 plus, drink responsibly

Client - CUB
Brand - Carlton Dry
Title - Never Bitter
Length - 15"

SFX: *Martial Arts inspired music and sfx throughout.*

Master: Like Carlton Dry, you must never be bitter. Just as a flower does not resent the setting sun, so the Tinder should not be upset when ghosted.

The beer is never bitter.

Be like The Beer.

SFX: *Gong sound*

Master: Carlton Dry.

18 plus, drink responsibly

Client - CUB
Brand - Carlton Dry
Title - Balanced, Morning
Length - 15"

SFX: *Martial Arts inspired music and sfx throughout.*

Master: Like Carlton Dry, you must be perfectly balanced in mind and body. Like your balanced breakfast this morning, if you count sausage as a vegetable.

The beer is balanced.

Be like The Beer.

SFX: *Gong sound*

Master: Carlton Dry.

18 plus, drink responsibly

Client - CUB
Brand - Carlton Dry
Title - Never Bitter, Drive
Length - 15"

SFX: *Martial Arts inspired music and sfx throughout.*

Master: Like Carlton Dry, you must never be bitter. So breath in and fill your soul with calm positivity, as you sit in traffic, getting life lessons from a beer.

The beer is never bitter.

Be like The Beer.

SFX: *Gong sound*

Master: Carlton Dry.

18 plus, drink responsibly

Client - CUB
Brand - Carlton Dry
Title - Smooth, Drive
Length - 15"

SFX: *Martial Arts inspired music and sfx throughout.*

Master: Like Carlton Dry, you must be smooth, like the belly of the mongoose. Or the time you got 4 green lights in a row, during peak hour.

The beer is smooth.

Be like The Beer.

SFX: *Gong sound*

Master: Carlton Dry.

18 plus, drink responsibly

Client - CUB
Brand - Carlton Dry
Title - Never Bitter, Afternoon
Length - 15"

SFX: *Martial Arts inspired music and sfx throughout.*

Master: Like Carlton Dry, you must never be bitter. All snow eventually thaws, so why be upset because Steve said you have a funny shaped head? Steve does have a point.

The beer is never bitter.

Be like The Beer.

SFX: *Gong sound*

Master: Carlton Dry.

18 plus, drink responsibly

Client - CUB
Brand - Carlton Dry
Title - Balanced Afternoon
Length - 15"

SFX: *Martial Arts inspired music and sfx throughout.*

Master: Like Carlton Dry, you must be perfectly balanced. Like a mountain reflected in a lake. Or when you wear a shirt and tie but no pants on a Zoom call.

The beer is balanced.

Be like The Beer.

SFX: Gong sound

Master: Carlton Dry.

18 plus, drink responsibly