



Sunbites look on the light side

Description



BBDO and Lay??s created a sun-soaked soap bubble of an ad to illustrate how Sunbites help keep these sharp-clad ladies distinctly light on their feet, starring elegantly-coiffed screen queen MaÅ?gorzata Socha.

The dainty colour palette and sense of infectious fun needed an equally bright and buoyant accompaniment. What else but Cyndi Lauperâ??s biggest smash? We sourced them a bubbly cover version that jived just right with the feminine fun at the spotâ??s airy heart.

