



Lipton get fresh

Description



The long summer days might be long gone, but sometimes the most unexpected things can still light up a room. Lipton France came to us with a sweet and sunny spot for their new Earl Grey packaging, cannily sealed to keep things fresh and flavourful.

Prolific composer Louise Dowd's collaboration with Richard Salmon, "Chasing the Sun", brims over with big-hearted brightness - we sourced an instrumental version to match the spot's happy build, sparkling imagery and companionable mood. Tea's up!