

This one St Kilda Junction Melbourne taken down because end of campaign... group scene billboard Sydney..



Dismissed -

#10


**DRINK SPRITE.
LOOK SEXY.***

*YOU MUST BE SEXY FIRST.

STRAIGHT UP REFRESHMENT

8 THIRST FOR TRUTH

www.spriteoutdoor.com.au

The advertisement is set against a dark green, textured background that resembles condensation on a glass bottle. On the left, a small rectangular inset shows a woman with long dark hair wearing a patterned bikini, standing in shallow water. To the right of this inset, the text 'DRINK SPRITE. LOOK SEXY.*' is written in large, bold, white capital letters. Below this, in smaller white capital letters, is the phrase '*YOU MUST BE SEXY FIRST.'. In the lower right area, two bottles of Sprite are shown: a standard green plastic bottle and a smaller, clear plastic bottle. Below the bottles, the text 'STRAIGHT UP REFRESHMENT' is written in white. To the right of the bottles, the text '8 THIRST FOR TRUTH' is written in white, with a small yellow star icon above the word 'THIRST'. At the bottom right corner, the website address 'www.spriteoutdoor.com.au' is printed in small white text.

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