

Strongbow Hard Cider

Specs

Male. Matter of fact. Casual, conversational. Not announcer-y. Like a buddy with whom you'd want to enjoy a hard cider.

Copy (:15)

Apples are good.

A Strongbow Hard Cider? Better.

But Strongbow over ice is the best.

Enjoying Strongbow over ice with your slow-motion horse?
The bestest.

Strongbow. The world's #1 hard cider.