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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES

# DEWAR'S SCOTCH WHISKY PITCH

WITH SLIDES IN NO PARTICULAR ORDER, BUT ADDRESSING 'RENAISSANCE MAN' – A 21<sup>ST</sup> CENTURY POLYMATH  
- LET'S HOPE THIS MAKES A GREAT INITIAL IMPRESSION!





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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



SPEAKING OF  
GREAT  
IMPRESSIONS,  
WOULD YOU  
LIKE TO SEE MY  
BUSH?

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

Using a Marilyn Monroe look-alike.  
Would transfer to other media. My gag.

Text



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QUESTION: WHAT'S WORN  
UNDER A SCOTSMAN'S  
KILT?

ANSWER: NOTHING. IT'S  
ALL IN PERFECT WORKING  
ORDER.

AND THAT'S THE  
COMPETITION YOU'RE UP  
AGAINST IF YOU'RE  
AMERICAN.

STILL, YOU CAN ALWAYS  
DO YOUR BEST TO KEEP  
YOUR PECKER UP.

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

The joke is an old one about Scottish manhood. Now it has an added euphemistic reference to US virility.



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YOU'D  
SURELY  
PREFER A  
SCOTCH TO A  
WHITE  
RUSSIAN.

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

A lovely dig at Putin the poser that undermines a cocktail that uses vodka as well as Kahlúa or Tia Maria.



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# MORE SCOTCH THAN MEL GIBSON?

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

The joke is that he isn't, but he is irrevocably linked with Scottish manhood. And drinking a lot!



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NOT AWAY WITH THE FAIRIES



Text

# MORE SCOTCH THAN ROB ROY?

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

The joke is that he isn't. He's Irish. But he is irrevocably linked with Scottish manhood.



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NOT AWAY WITH THE FAIRIES



# MORE SCOTCH THAN MRS EUPHEGENIA DOUBTFIRE?

## NOW THAT'S THE SPIRIT

Text

### MOTIVATION:

The joke is that she isn't, but she is irrevocably linked with Scottish womanhood – and, really, manhood.



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NOT AWAY WITH THE FAIRIES



ISN'T IT  
SUPREMELY  
IRONIC THAT,  
WHEN YOU WANT  
TO SCREW UP  
SOME DUTCH  
COURAGE, YOU'LL  
DRINK A SCOTCH.

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

A passing reference to screwing.





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NOT AWAY WITH THE FAIRIES



YOU'D SURELY  
PREFER A SCOTCH  
TO A LONG SLOW  
COMFORTABLE  
SCREW AGAINST  
THE WALL?

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

A reference to a cocktail that uses sloe gin, vodka and Southern Comfort.

Text



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NOT AWAY WITH THE FAIRIES



YOU'D  
SURELY  
PREFER A  
SCOTCH TO  
SEX ON THE  
BEACH?

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

A reference to a cocktail that uses vodka – and Shauna Sand being caught having sex on a beach early in 2012.



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NOT AWAY WITH THE FAIRIES



SPEAKING OF  
SAND, YOU'D  
SURELY PREFER  
A SCOTCH TO  
SEX ON THE  
BEACH.

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

A reference to a cocktail that uses vodka – and Shauna Sand being caught having sex on a beach early in 2012.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



Text

MORE SCOTCH  
THAN CONNOR  
MACLEOD OF  
THE CLAN  
MACLEOD?

NOW THAT'S THE SPIRIT

**MOTIVATION:**

Irrevocably linked with Scottish  
manhood.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



Text

MORE SCOTCH THAN  
CONNOR MACLEOD  
OF THE CLAN  
MACLEOD, BORN IN  
1518 IN THE VILLAGE  
OF GLENFINNAN ON  
THE SHORES OF LOCH  
SHIEL AND  
IMMORTAL?

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

Irrevocably linked with Scottish  
manhood.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



WE AGREE.  
THERE CAN  
BE ONLY  
ONE.  
DEWAR'S.

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

Irrevocably linked with Scottish manhood. Uses a famous quote from 'Highlander'.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



YOU'D SURELY  
PREFER A STIFF  
ONE.  
MOST GIRLS  
DO, TOO,  
APPARENTLY.

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

A passing reference to both stiff drinks  
and erections.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



YOU'D SURELY  
PREFER A STIFF  
ONE.

MOST GIRLS DO,  
TOO, APPARENTLY.

OR IS IT ON THE  
ROCKS?

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

A passing reference to both stiff drinks  
and erections.





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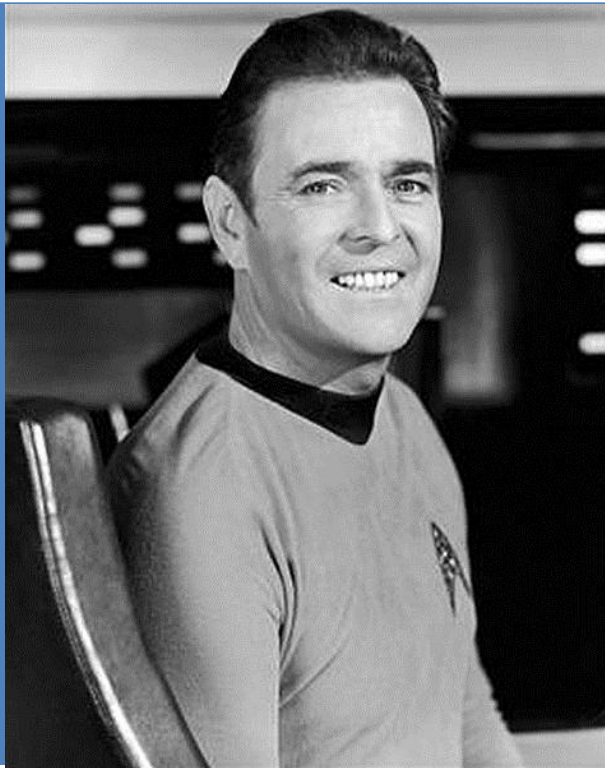
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# MORE SCOTCH THAN SCOTTY?

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

He is irrevocably linked with Scottish manhood.


Text



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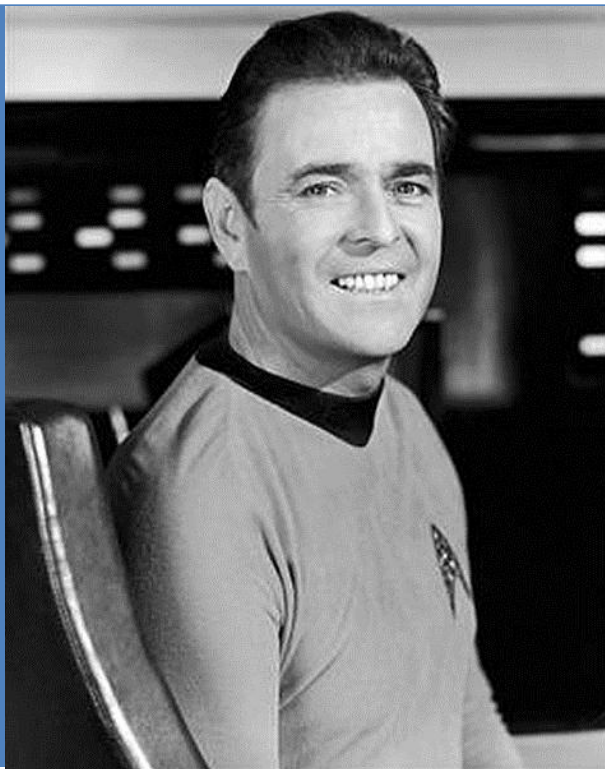
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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



MORE SCOTCH  
THAN  
MONTGOMERY  
'SCOT' SCOTTY?

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

He's irrevocably linked to Scottish  
manhood.

Text



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NOT AWAY WITH THE FAIRIES



# MORE SCOTCH THAN ROD STEWART?

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

The joke is that he isn't. For all the posturing he's English (his dad is a Scot). But he likes a drink.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



YOU MAY BE NO  
MORE SCOTCH THAN  
ROD STEWART IS.  
BUT, WITH YEARS OF  
APPLICATION, YOU  
CAN DRINK MORE OF  
IT THAN HIM.

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

The joke is that he isn't a Scot. For all the posturing he's English (his dad is a Scot). But he likes a drink.



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A MAN WHO'S A WAY WITH WORDS,  
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YOU CAN NEVER BE  
MORE SCOTCH THAN  
SIR SEAN CONNERY.  
BUT, BY PATIENTLY  
APPLYING YOURSELF,  
YOU CAN DRINK  
MORE SCOTCH THAN  
HIM.

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**


Irrevocably linked with Scottish  
manhood.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



YOU CAN NEVER  
BE MORE SCOTCH  
THAN SIR SEAN  
CONNERY. BUT  
YOU CAN DRINK  
MORE SCOTCH  
THAN HIM.

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

Irrevocably linked with Scottish  
manhood.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



Text

MORE SCOTCH  
THAN SIR PAUL  
McCARTNEY?

MULL IT OVER.

NOW THAT'S THE SPIRIT

**MOTIVATION:**

A reference to the former Beatle's massive hit 'Mull of Kintyre'. He's not a Scot. A pun too. One mulls over a drink.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



Text

MORE SCOTCH  
THAN SIR PAUL  
McCARTNEY AND  
THE ENTIRE  
CAMPBELTOWN  
PIPE BAND?  
MULL IT OVER.

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

A reference to 'Mull of Kintyre' and Paul McCartney's backing. He's not a Scot. A pun too. One mulls over a drink.





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YOU'D  
SURELY  
PREFER A  
SCOTCH TO A  
MOSCOW  
MULE.

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

A lovely dig at Putin's determination not to give up power. Is he the mule? It alludes to a cocktail that uses vodka .



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YOU'D  
SURELY  
PREFER A  
SCOTCH TO  
AN  
ORGASM?

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

A reference to a cocktail that uses  
brandy or cognac.



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NOT AWAY WITH THE FAIRIES



YOU'D  
SURELY  
PREFER A  
SCOTCH TO  
PARADISE?

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

A reference to a cocktail that uses  
brandy or cognac.



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NOT AWAY WITH THE FAIRIES



YOU'D  
SURELY  
PREFER A  
SCOTCH TO A  
FUZZY  
NAVEL?

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

A reference to a cocktail that uses peach schnapps and orange juice, sometimes with vodka . And grossness.



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NOT AWAY WITH THE FAIRIES



Text

YOU'D  
SURELY  
PREFER A  
SCOTCH TO A  
GIBSON?

NOW THAT'S THE SPIRIT

**MOTIVATION:**

A reference to a cocktail that uses gin.



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NOT AWAY WITH THE FAIRIES



YOU'D SURELY  
PREFER A  
SCOTCH TO  
ANY OLD  
HANKY-PANKY?

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

A reference to a cocktail that uses gin.



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NOT AWAY WITH THE FAIRIES



YOU'D  
SURELY  
PREFER A  
SCOTCH TO A  
WHITE LADY?

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

A reference to the sexy but eternally pale Nicole Kidman – and a cocktail that uses gin.



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NOT AWAY WITH THE FAIRIES



YOU'D  
SURELY  
PREFER A  
SCOTCH TO A  
BLOODY  
AZTEC?

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

A reference to a cocktail that uses vodka – and Mel Gibson's epic Aztec film *Apocalypse Now*.





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NOT AWAY WITH THE FAIRIES



Text

YOU'D  
SURELY  
PREFER A  
SCOTCH TO A  
SALTY DOG?

NOW THAT'S THE SPIRIT

**MOTIVATION:**

A reference to a cocktail made with vodka.



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NOT AWAY WITH THE FAIRIES



Text

YOU'D  
SURELY  
PREFER A  
SCOTCH TO A  
BLOW JOB?

NOW THAT'S THE SPIRIT

**MOTIVATION:**

A reference to a coffee liqueur.



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NOT AWAY WITH THE FAIRIES



YOU'D SURELY  
PREFER A  
YOUNG SINGLE  
TO THE  
INCREDIBLE  
HULK?

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

A reference to the Incredible Hulk being made with brandy or cognac. And sex.



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NOT AWAY WITH THE FAIRIES



YOU'D SURELY  
PREFER TO GO  
TO BED WITH A  
YOUNG SINGLE  
AND NOT AN  
OLD ETONIAN?

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

A reference to an Old Etonian (like David Cameron, the British Prime Minister) being made with gin. And sex.



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NOT AWAY WITH THE FAIRIES



YOU'D  
SURELY  
PREFER A  
SCOTCH TO A  
BUTTERY  
NIPPLE?

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

Actually a reference to a cream liqueur.  
Maybe another image!



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NOT AWAY WITH THE FAIRIES



YOU'D  
SURELY  
PREFER A  
SCOTCH TO A  
QUICK F\*CK?

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

Actually a reference to a cream liqueur.  
And Boris Becker's sex in a cupboard.



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NOT AWAY WITH THE FAIRIES



YOU'D SURELY  
PREFER A  
SCOTCH.  
AND TO BE  
STIRRED  
RATHER THAN  
SHAKEN.

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

A passing reference to James Bond's love of shaken-but-not-stirred vodka Martinis. Refers to states of mind too.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



Text

YOU MAY  
SOMETIMES  
NEED TO PUT  
SOME ICE ON  
IT.

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

A passing reference to both stiff drinks  
and erections.





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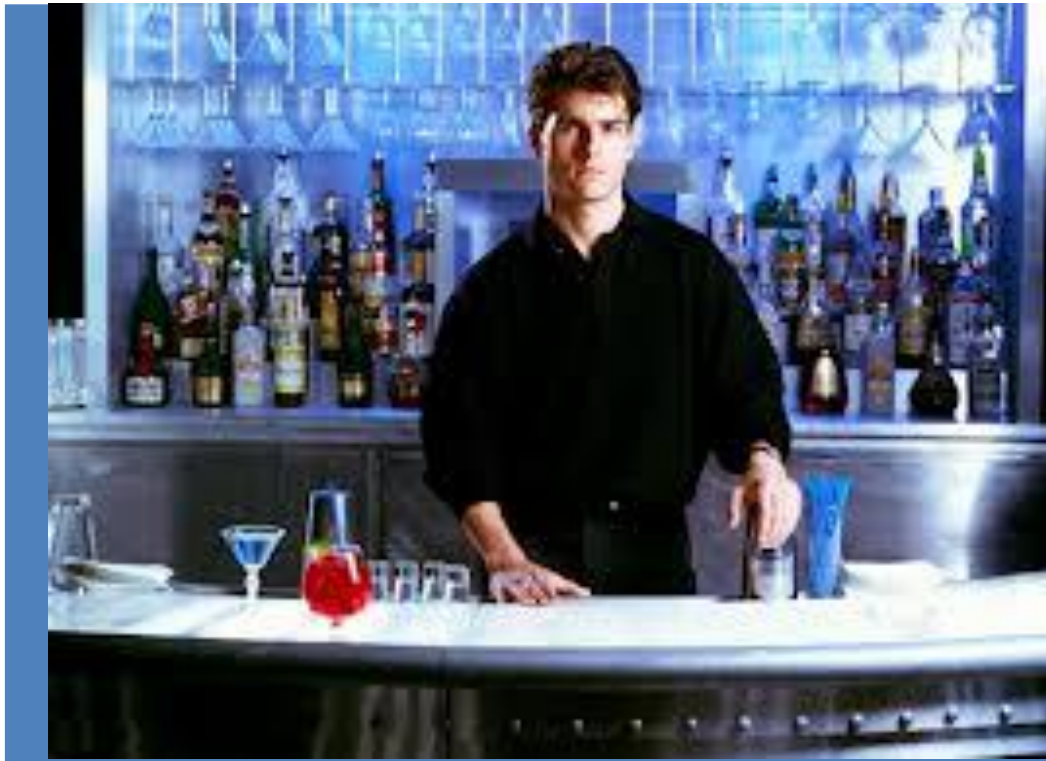
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Text

# ON THE ROCKS AGAIN?

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

A passing reference to whisky with ice  
– and Tom Cruise's marital crises



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# ON THE ROCKS AGAIN?

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

A passing reference to whisky with ice  
– and Mitt Romney's chances



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# ON THE ROCKS AGAIN?

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

A passing reference to whisky with ice  
– and Barak Obama's chances



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# ON THE ROCKS AGAIN?

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

A passing reference to whisky with ice  
– and Sarah Palin's chances



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NOT AWAY WITH THE FAIRIES



ON THE  
ROCKS?  
KEEP CALM  
AND CARRY  
ON.

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

A passing reference to whisky with ice,  
Arnold Schwarzenegger's marital crisis  
& a famous British World War 2 slogan.



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NOT AWAY WITH THE FAIRIES



# WHO NEEDS ANYONE SPORRAN YOU ON?

NOW THAT'S THE SPIRIT

## MOTIVATION:

A pun, referring to the Scotsman's sporran and 'spurring' (motivating).

Text



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NOT AWAY WITH THE FAIRIES



# OUT OF KILT(ER)?

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

A pun, referring to the Scotsman's kilt and 'kllter' (i.e. good condition).



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# SCOTCH THOSE RUMOURS.

## NOW THAT'S THE SPIRIT

Text

### MOTIVATION:

A pun, referring to dealing with implied scandal – possibly homosexual – with a drink.





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# SCOTCH THOSE RUMOURS.

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

Another approach. This was lifted from 'Carry on Up the Khyber'. For real men!

Text



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# WANT TO WET YOUR PIPES?

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

A reference to bagpipes and pouring  
drink down one's throat.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



Text

PROUD OF  
YOUR SCOTCH  
HERITAGE?  
THEN GIVE HER  
A MOUTHFUL.

NOW THAT'S THE SPIRIT

**MOTIVATION:**

A reference to pouring drink down  
one's throat. And oral sex.



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NOT AWAY WITH THE FAIRIES



PROUD OF  
YOUR SCOTCH  
HERITAGE?  
WANT TO PASS  
IT ON? THEN  
GIVE HER A  
MOUTHFUL.

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

A reference to pouring drink down one's throat. And oral sex.



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A MAN WHO'S A WAY WITH WORDS,  
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Text

SOMETIMES WE ALL NEED PATIENCE IF WE'RE GOING TO GET ANYWHERE. ROBERT THE BRUCE PATIENTLY WATCHED A SPIDER TRYING AGAIN AND AGAIN TO OVERCOME ITS FRUSTRATION. THAT TOOK CARE OF AN AFTERNOON. BUT DEWAR'S WILL WAIT 12 OR 16 YEARS BEFORE THEIR WHISKY IS TRULY READY TO DRINK. JUST REMEMBER THAT THE BEST THINGS IN LIFE ARE WORTH WAITING FOR.

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**


A thinly-veiled reference to sex that women may appreciate.



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Text

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IF WE'RE GOING TO GET  
ANYWHERE. ROBERT THE BRUCE  
PATIENTLY WATCHED A SPIDER  
TRYING AGAIN AND AGAIN TO  
OVERCOME ITS FRUSTRATION.  
THAT TOOK CARE OF AN  
AFTERNOON.  
BUT DEWAR'S WILL WAIT 12 OR 16  
YEARS BEFORE THEIR WHISKY IS  
TRULY READY TO DRINK.  
JUST REMEMBER THAT THE BEST  
THINGS IN LIFE ARE WORTH  
WAITING FOR.  
BUT THEY'RE PROBABLY NOT MEN.

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

With an extra line – a barbed dig at men  
women would love. This and the other  
could work as a pair. That's a new one!



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“I DRINK  
MOST  
DEWARS.”  
“NO, I DRINK  
MOST  
DEWARS.”

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

This is a multimedia idea. Maybe a viral email We'd re-dub the original. From 'Spartacus'. Shades of 'Life of Brian'.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



HANDS UP  
THOSE WHO'D  
RATHER HAVE  
A SCOTCH  
THAN A  
BRAZILIAN.

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

This could be a multimedia idea. Maybe  
a viral email





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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



IF YOU NEED  
DUTCH COURAGE  
TO HAVE A  
BRAZILIAN, THEN  
WHY NOT HAVE A  
SCOTCH?

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

This could be a multimedia idea. Maybe  
a viral email



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



EVER  
WONDERED  
HOW THEY DID  
THAT?  
WELL, WE'LL  
LET YOU IN ON  
A SECRET.

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

Revisionist history. For multimedia use.  
Drop a ludicrously fearless lone piper  
into well-known civil war scenes.



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NOT AWAY WITH THE FAIRIES



Text

EVER  
WONDERED  
HOW THEY DID  
THAT?  
WELL, WE'LL  
LET YOU IN ON  
A SECRET.

NOW THAT'S THE SPIRIT

**MOTIVATION:**

Revisionist history. For multimedia use.  
Drop a ludicrously fearless lone piper  
into well-known circle-the-wagons scene



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



**David T. Hewitson**

+  
A DASH  
OF  
SCOTCH  
=



EVER  
WONDERED  
HOW THEY  
DO IT?  
WELL, WE'LL  
LET YOU IN  
ON A SECRET.  
NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

This mickey-take, which should use US and Scottish athletes, could inspire a whole series.



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NOT AWAY WITH THE FAIRIES



+  
A DASH  
OF  
SCOTCH  
=  
=



EVER  
WONDERED  
HOW THEY  
DO IT?  
WELL, WE'LL  
LET YOU IN  
ON A SECRET.  
NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

This mickey-take, which should use US and Scottish athletes, could inspire a whole series.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



ORDINARY CATTLE.

+  
A DASH  
OF  
SCOTCH  
=



SCOTTISH HIGHLAND CATTLE.

EVER  
WONDERED  
HOW THEY  
DO IT?  
WELL, WE'LL  
LET YOU IN  
ON A SECRET.

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

This mickey-take hair (a concern for all young guys) could inspire a whole series.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



+  
A DASH  
OF  
SCOTCH  
=  
=



EVER  
WONDERED  
HOW THEY  
DO IT?  
WELL, WE'LL  
LET YOU IN  
ON A SECRET.

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

Again, this should use an American  
and a Scot.



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NOT AWAY WITH THE FAIRIES



+  
A DASH  
OF  
SCOTCH  
=



THE  
INSPIRATION  
CAME FROM  
SOMEWHERE.

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

Yes, totally subversive. A reference to St Andrew's crucifixion, which he insisted was different from Christ's.





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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



DOUR

+  
A DASH  
OF  
SCOTCH  
=



DO-ER

THE  
INSPIRATION  
COMES FROM  
SOMEWHERE.

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

Yes, a pun. Andy Murray is usually a miserable git – a typical dour Scot. But he's started winning. Why?



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NOT AWAY WITH THE FAIRIES



BARCLAYS  
EUROPEAN TOUR

**DOUR**

+  
A DASH  
OF  
SCOTCH  
=



**DO-ER**

**THE  
INSPIRATION  
COMES FROM  
SOMEWHERE.**

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

Yes, a pun. Colin Montgomerie, with the Ryder Cup.



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DOUR

+  
A DASH  
OF  
SCOTCH  
=  
=



DO-ER

THE  
INSPIRATION  
COMES FROM  
SOMEWHERE.

NOW THAT'S THE SPIRIT

**MOTIVATION:**

Yes, a pun. Sir Chris Hoy, Olympic cycling champion.

Text



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	<p>+ A DASH OF SCOTCH = DO-ER</p>		<p>THE INSPIRATION COMES FROM SOMEWHERE.  NOW THAT'S THE SPIRIT</p>
 <p>DOUR</p>		 <p>DO-ER</p>	

Text

**MOTIVATION:**

Yes, a pun. Sir Alex Ferguson,  
Manchester United manager.



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+  
A DASH  
OF  
SCOTCH  
=



DEWAR'S IS  
A-COMING.  
ARE YOU  
GOING TO  
FIGHT IT?  
OR LAY DOWN  
AND DRINK IT?

**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

Sorry, chaps. I don't have the programs for this. But you get the idea. Corrupt the Dukes of Hazard.



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+  
A DASH  
OF  
SCOTCH  
=



THE  
INSPIRATION  
CAME FROM  
SOMEWHERE.

NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

Suggesting the Scots are hard  
because of the whisky.



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A MAN WHO'S A WAY WITH WORDS,  
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A typical day in the USA,  
1920 – 1933.



A typical day in Scotland  
1920 – 1933.

# THERE'S A LESSON FROM HISTORY TO BE LEARNED HERE.

## NOW THAT'S THE SPIRIT

Text

### MOTIVATION:

A reminder of the foolishness of the prohibition. Enough to make grown men weep even today!



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A MAN WHO'S A WAY WITH WORDS,  
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SCOTLAND'S NOT JUST  
FAMOUS FOR ITS WHISKY.  
THERE WERE MANY GREAT  
SCOTTISH MISSIONARIES  
INCLUDING DOCTOR  
LIVINGSTONE.

IF HE WERE ALIVE TODAY  
WOULDN'T YOU JUST LOVE  
TO ASK HIM WHAT HIS  
POSITION WAS ON  
WOMEN?

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

Yes it's a very rude gag masquerading  
as a search for knowledge. We could do  
more of these.

Text





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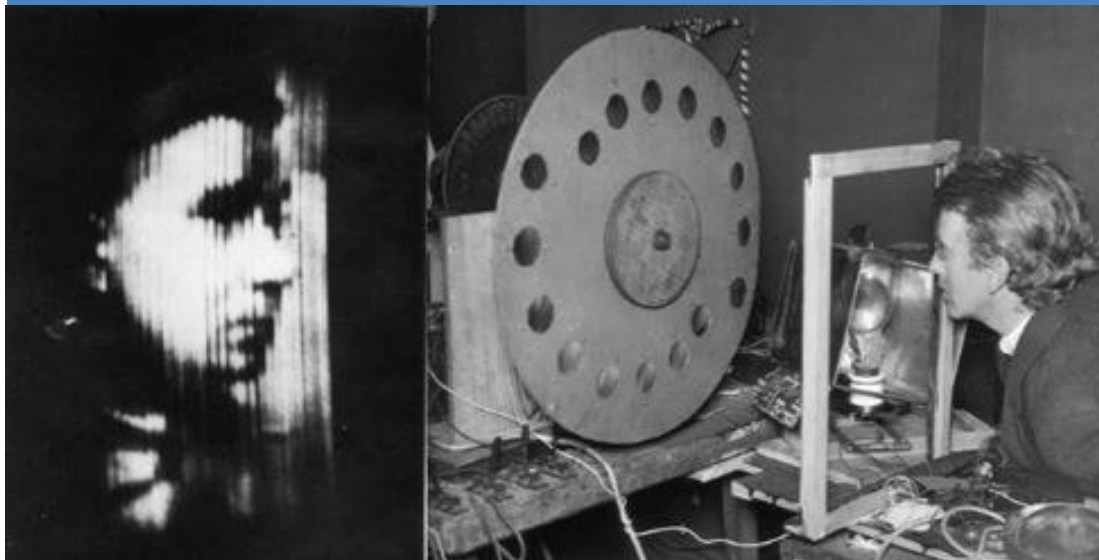
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JOHN LOGIE BAIRD, INVENTOR OF TV (AND NOT TO BE CONFUSED WITH YOGI BEAR, FOR WHOM TELEVISION HAD TO BE INVENTED).

Text

SCOTLAND'S NOT JUST FAMOUS FOR ITS WHISKY. THERE WERE MANY GREAT SCOTTISH THINKERS.

THE INSPIRATION COMES FROM SOMEWHERE.

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

Yes it's about a search for knowledge.  
We could do loads more of these.



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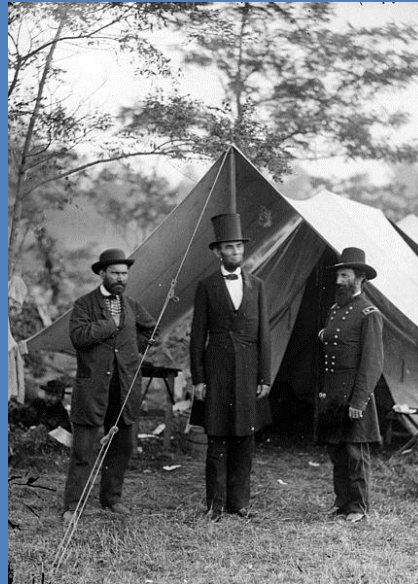
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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



ALLAN PINKERTON IS FAMOUS FOR HIS DETECTIVE AGENCY. 'WE NEVER SLEEP' WAS HIS MAXIM. CLEARLY THE GUY NEVER HAD HALF A BOTTLE OF DEWAR'S. HE'S SHOWN HERE ON THE LEFT - ARRESTING 'HONEST ABE' LINCOLN AFTER WHAT TURNED OUT TO BE AN UNFORTUNATE MISUNDERSTANDING.

Text

SCOTLAND'S NOT JUST FAMOUS FOR ITS WHISKY. THERE WERE MANY GREAT SCOTTISH THINKERS.

THE INSPIRATION COMES FROM SOMEWHERE.

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

Oh this was a bit of fun! Yes it's about a search for knowledge. We could do loads more of these.



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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



ROBERT THE BRUCE ONCE SAT ALONE\* IN A CAVE WATCHING A SPIDER. INSPIRED BY ITS DETERMINATION TO CREATE A WEB, HE THEN REDOUBLED HIS OWN EFFORTS AND WON SCOTTISH INDEPENDENCE AT BANNOCKBURN. (\* OBVIOUSLY HE WAS ALONE. IF THERE'D BEEN A MRS BRUCE THEN SHE'D HAVE INSISTED THAT HE REMOVED IT. AND SCOTLAND WOULD STILL BE UNDER THE HEEL OF THE ENGLISH - A BIT LIKE THE CANADIANS ARE.)

Text

SCOTLAND'S NOT JUST FAMOUS FOR ITS WHISKY. THERE WERE MANY GREAT SCOTTISH THINKERS.

THE INSPIRATION COMES FROM SOMEWHERE.

NOW THAT'S THE SPIRIT

**MOTIVATION:**

Poking fun at how women could have interfered with history. And Canadians. Yes it's about a search for knowledge. We could do loads more of these.



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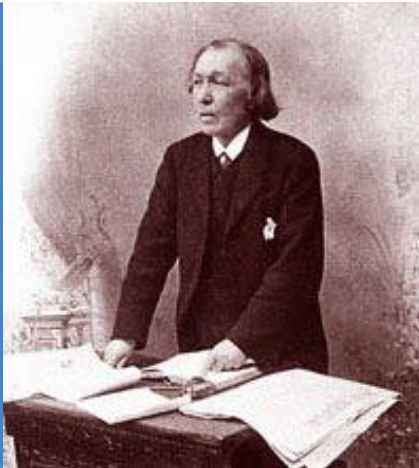
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THERE'S NOTHING A GIRL LIKES MORE THAN POETRY. BUT PERHAPS YOU SHOULDN'T LOOK TO WILLIAM TOPAZ MCGONAGALL FOR INSPIRATION. BELIEVED BY MANY TO HAVE BEEN THE WORLD'S WORST POET, HE IS PARTICULARLY FOR HIS POEM ABOUT THE TAY BRIDGE DISASTER.

IT ENDS 'I MUST NOW CONCLUDE MY LAY, BY TELLING THE WORLD FEARLESSLY WITHOUT THE LEAST DISMAY, THAT YOUR CENTRAL GIRDERS WOULD NOT HAVE GIVEN AWAY, AT LEAST MANDY SENSIBLE MEN DO SAY, HAD THEY BEEN SUPPORTED AT EACH SIDE WITH BUTRESSES, AT LEAST MANY SENSIBLE MEN CONFESSES, FOR THE STRONGER WE OUR HOUSES DO BUILD, THE LESS CHANCE WE HAVE OF BEING KILLED.' IT IS NOT KNOWN IF QUEEN VICTORIA EVER THREW FISH AT HIM. BUT MOST OF HIS AUDIENCES DID.

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**NOW THAT'S THE SPIRIT**

Text

**MOTIVATION:**

This guy was brilliantly crap. Yes it's about a search for knowledge. We could do loads more of these.



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CHARLES EDWARD STUART, BETTER KNOWN AS BONNIE PRINCE CHARLIE, WAS THE 18<sup>th</sup> CENTURY YOUNG PRETENDER TO THE THRONES OF ENGLAND, SCOTLAND AND IRELAND. HE WAS IMMENSELY WELL-LIKED BY SUPPORTERS WHO HID HIM EVERYWHERE, AFTER HE LOST AT CULLODEN, DESPITE A MASSIVE PRICE ON HIS HEAD. HE IS FAMOUS FOR DRESSING UP AS AN IRISH MAID TO TAKE A SMALL BOAT TO FLEE TO THE ISLE OF SKYE, INSPIRING 'THE SKYE BOAT SONG' AND GIVING SCOTS EVERYWHERE A HISTORIC PRECEDENT AND LEGITIMATE EXCUSE FOR TRANSVESTITE BEHAVIOUR.

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ALEXANDER GRAHAM BELL, INVENTOR OF THE TELEPHONE (SIMPLY SO HE COULD RING ROUND HIS LOCAL BARS TO ENSURE THEY STOCKED DEWAR'S).

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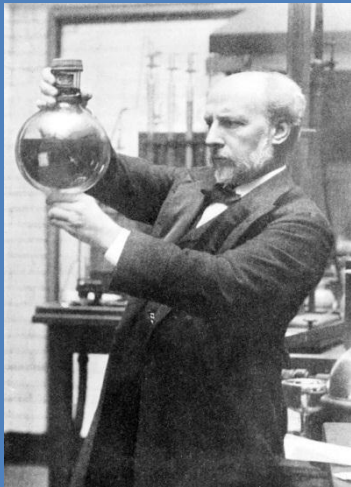
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JAMES DEWAR, INVENTOR OF THE THERMOS FLASK  
(WHICH HE COULD NEVER HAVE INVENTED IN A VACUUM)

Text

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ROBBIE BURNS, THE MARKETING GENIUS WHO CONVINCED PEOPLE ALL AROUND THE WORLD THAT A HAGGIS IS EDIBLE.

Text

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**MOTIVATION:**

A great gag about the poet and what happens on Burns Night. Yes it's about a search for knowledge. Or perhaps misinformation. We could do loads more





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SIR ARTHUR CONAN DOYLE, CREATOR OF SHERLOCK HOLMES.  
SADLY HE LEFT NO CLUE AS TO THE SOURCE OF HIS INSPIRATION.

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**MOTIVATION:**

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WILLIAM GED, INVENTOR OF STEREOTYPING. HE SAID THAT. BUT WE THINK THAT HE WAS JUST DOING THE SAME AS EVERYBODY ELSE.

Text

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**MOTIVATION:**

A great gag about stereotyping. Yes it's about a search for knowledge. Or perhaps misinformation. We could do loads more



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JOHN PAUL JONES, CAPTURED AT A TIME  
WHEN HE HAD NOT YET BEGUN TO DRINK.

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**MOTIVATION:**

A great gag about a hero's most famous hour. Yes it's about a search for knowledge. Or perhaps misinformation. We could do loads more.

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ANDREW CARNEGIE, WHO WAS BORN 2 YEARS AFTER JOHN DEWAR  
CREATED HIS FAMOUS WHISKY. WHICH IS SURELY NO COINCIDENCE.

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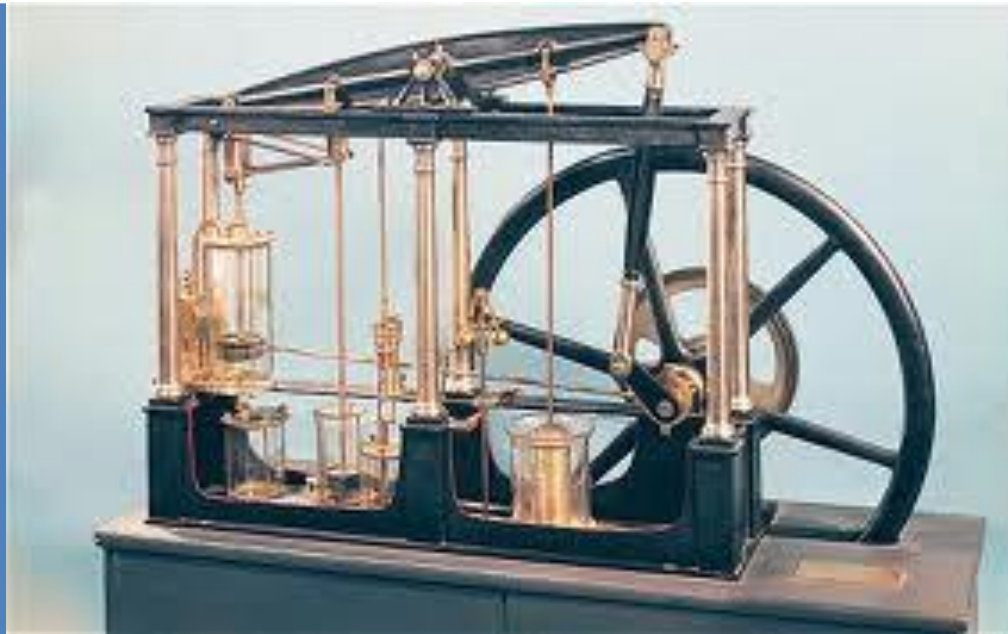
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JAMES WATT IS RENOWNED FOR HIS STEAM ENGINE. BUT HE ALSO INVENTED BLEACHES AND THE COPIER, WITHOUT WHICH YOU'D NOT BE ABLE TO CREATE A FACSIMILE OF YOUR FANNY AFTER THE OFFICE CHRISTMAS PARTY.

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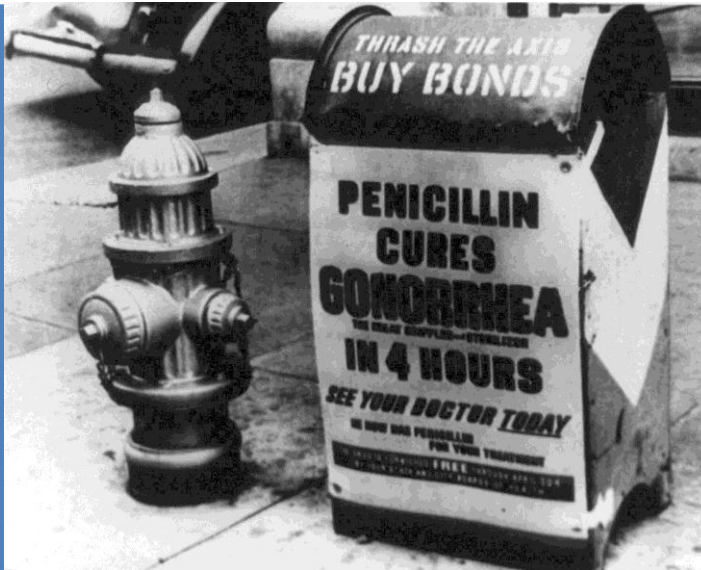
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ALEXANDER FLEMING IS FAMOUS FOR HIS DISCOVERY OF PENICILLIN, SAID BY SOME TO BE THE DEVELOPMENT OF THE MILLENNIUM. HE'D SERVED AS A CAPTAIN IN THE FIRST WORLD WAR, AND SEEN HOW INFECTIONS KILLED MERCILESSLY. NOT EVERYONE SAW PENICILLIN'S POTENTIAL, THINKING IT WAS JUST CLAP-TRAP.

Text

**MOTIVATION:**

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THE 9<sup>TH</sup> MARQUESS OF QUEENSBERRY IS FAMOUS FOR INVENTING THE RULES OF MODERN BOXING, REQUIRING THE USE OF PADDED GLOVES, 3-MINUTE ROUNDS & LIMITS ON THE TYPES OF BLOWS ALLOWED. SADLY EVEN THIS WASN'T SUFFICIENT TO TEMPT OSCAR WILDE INTO THE RING WITH HIM.

Text

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**MOTIVATION:**

A reference to a famous court case. Yes it's about a search for knowledge. Or perhaps misinformation. We could do loads more.



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ADAM SMITH IS FAMOUS FOR HIS BOOK 'THE WEALTH OF NATIONS'. BANKERS STILL FOLLOW HIS ADVICE, APPARENTLY UNAWARE THAT HE ONCE PUT BREAD AND BUTTER INTO A TEAPOT, DRANK THE CONCOCTION, AND DECLARED IT TO BE THE WORST CUP OF TEA HE'D EVER HAD. MEANWHILE, ON A FACTORY TOUR, THIS GENIUS MANAGED TO WALK INTO A URINE-FILLED TANNING VAT.

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**MOTIVATION:**

Yes it's about a search for knowledge. Or perhaps misinformation. But this is totally true. We could do loads more.

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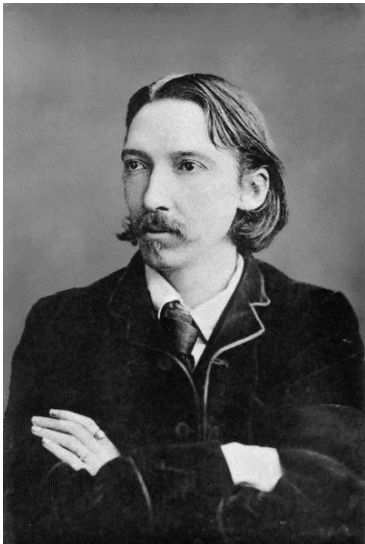
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ROBERT LOUIS STEVENSON IS FAMOUS FOR 'TREASURE ISLAND', 'KIDNAPPED' AND 'THE STRANGE CASE OF DR. JEKYLL AND MR HYDE'. HE COLLAPSED AND DIED WHEN OPENING A BOTTLE OF WINE. WHO KNOWS WHAT ELSE HE WOULD HAVE WRITTEN HAD IT BEEN A BOTTLE OF DEWAR'S.

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AIR CHIEF MARSHAL HUGH DOWDING RAN THE RAF'S FIGHTER COMMAND DURING THE BATTLE OF BRITAIN. CHURCHILL DESCRIBED THAT AS 'BRITAIN'S FINEST HOUR', SAYING 'NEVER IN THE FIELD OF HUMAN CONFLICT HAS SO MUCH BEEN OWED BY SO MANY TO SO FEW'. ODDLY HE BELIEVED IN FAIRIES.

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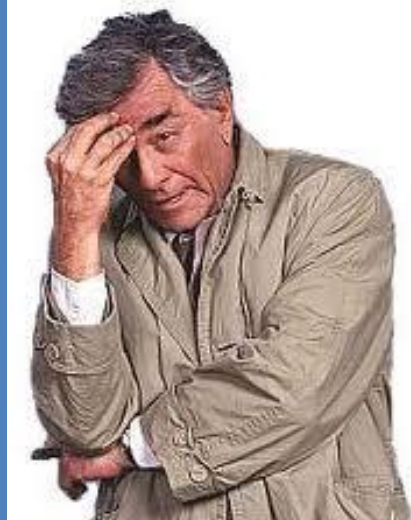
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IN 1823 CHARLES MACINTOSH INVENTED WATERPROOF FABRICS BY STICKING TWO LAYERS OF WOOL CLOTH TOGETHER WITH RUBBER AFTER THE LATTER HAD BEEN DISSOLVED IN COAL-TAR NAPHTHA. WITHOUT HIM LIEUTENANT COLUMBO MIGHT NEVER HAVE EXISTED. AND WE WOULDN'T HAVE FLASHERS.

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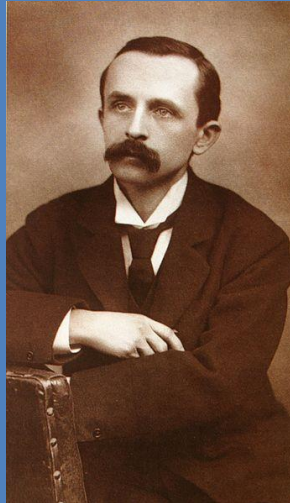
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JM BARRIE WROTE 'PETER PAN, OR THE BOY WHO WOULDN'T GROW UP', QUITE POSSIBLY ABOUT THE BIG BROTHER WHO DIED AT 14 AFTER FALLING THROUGH THE ICE WHILST SKATING. BEFORE THE WRITER DIED HE GAVE 'PETER PAN' TO LONDON'S GREAT ORMOND STREET HOSPITAL WHICH, TO THIS DAY, USES THE REVENUES TO ENSURE THAT MANY SICK CHILDREN DO INDEED GROW UP.

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ROBERT STEPHENSON IS FAMOUS FOR HIS LOCOMOTIVE. IT WASN'T THE FIRST, BUT IT WAS THE PRODUCT OF JOINED-UP-THINKING. THE OPENING OF THE NEW RAILWAY WAS MARRIED FOR SOME BY THE ROCKET RUNNING OVER A MEMBER OF PARLIAMENT.

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'CAPTAIN WILLIAM KIDD, FAMOUS 17<sup>TH</sup> CENTURY PIRATE. HE IS SAID TO HAVE REPLIED, WHEN ASKED WHY HE & HIS MEN WERE PIRATES, "BECAUSE WE ARRUGH!"

Text

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SCOTLAND'S NOT JUST FAMOUS FOR ITS WHISKY. THERE WERE MANY GREAT SCOTTISH EXPLORERS, INCLUDING JOHN RAE, WHO WERE PROBABLY FORTIFIED BY IT.

HE COVERED 1,200 MILES IN TWO MONTHS WEARING SNOWSHOES, AND THE INUIT CALLED HIM 'AGLOOKA' (HE WHO TAKES LONG STRIDES).

SO JUST HOW FAR IS IT TO THE NEAREST BOTTLE OF DEWAR'S?

**NOW THAT'S THE SPIRIT**

**MOTIVATION:**

Yes it's a call to action. Simple. We could do lots of these.

Text



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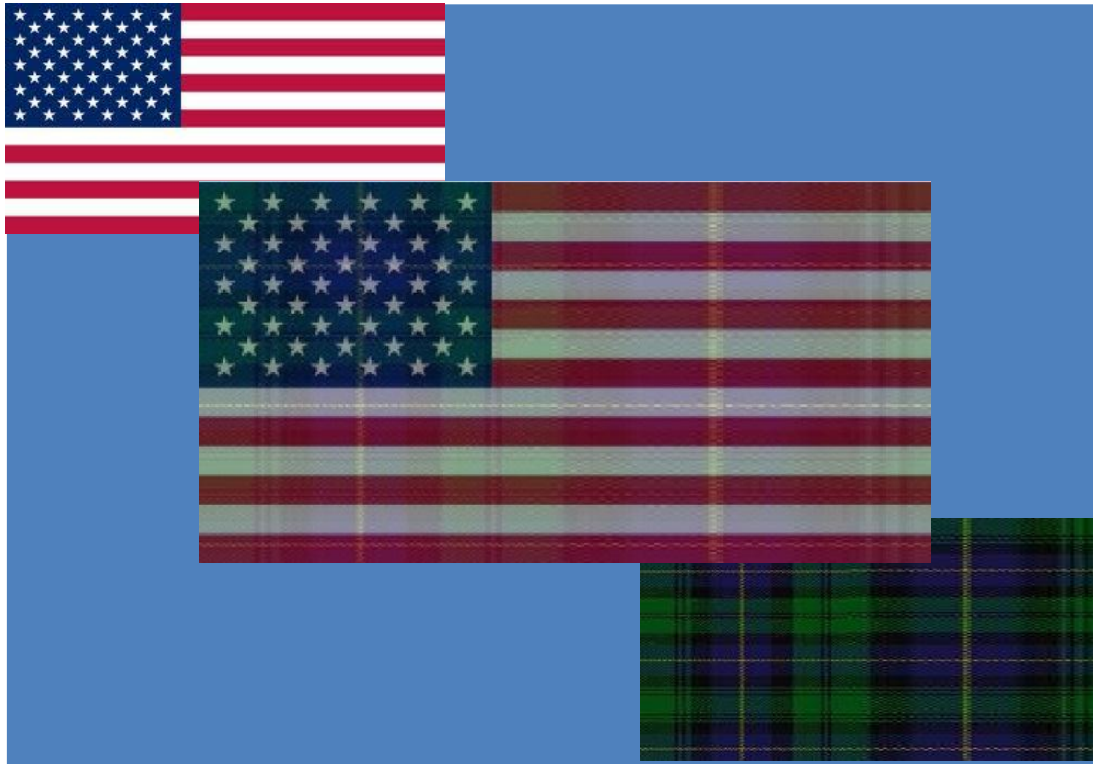
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DEWAR'S IS  
A-COMING.  
ARE YOU  
GOING TO  
FIGHT IT?  
OR LAY DOWN  
AND DRINK IT?  
NOW THAT'S THE SPIRIT

Text

**MOTIVATION:**

This is an idea that could run and run. Flags of Our Fathers etc. Sorry for the crap morph. It uses the Dewar Highland tartan. Should be the right. one





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**MOTIVATION:**

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A MAN WHO'S A WAY WITH WORDS,  
NOT AWAY WITH THE FAIRIES



LET'S DRINK TO  
OUR FELLOW  
RENAISSANCE  
MAN.

NOW THAT'S THE SPIRIT

**MOTIVATION:**

Develop a graphic like this. With a bar maybe.

Text



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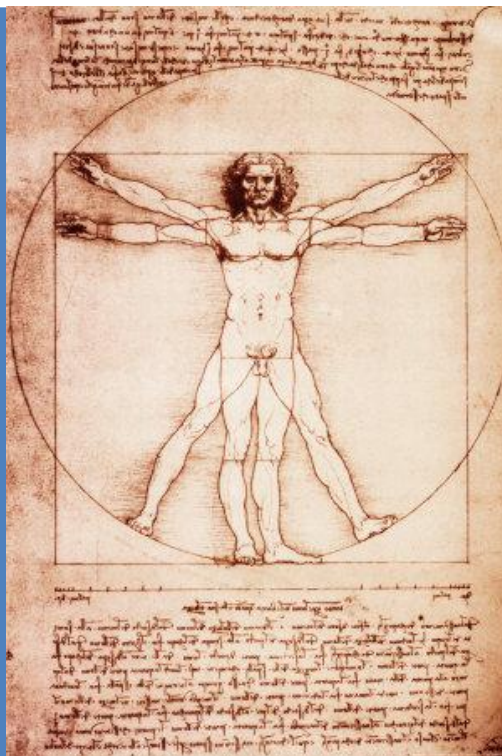
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**MOTIVATION:**

Develop a graphic like this. With handwritten whisky cocktail recipes and possibly faffing further with it.



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**MOTIVATION:**

Shoot and insert new hands then  
Photoshop them in. With a bottle of  
Dewar's and a glass.