Haywards 5000 Soda

Present Idea – Possessing an idea on an average man trying to achieve success.  
Their stories of struggle in the field of reporter and an enterprenaur.

New idea -

We can include the other ways [except the alcoholic use of the soda] to increase the sale.  
We should include a brand ambassador

Haywards 5000 is the language of friendship amongst men who are proud of their masculinity and have a great time with their peers.

We include the story of friends who started a business and grown up to remarkable heights.  
They helped each other and and got success.  
We can use the friendship of Shahrukh Khan and Salman khan and how their friendship helped them to reach such level of success ,despite of their fights.  
“story line- kids playing in hot weather ,started with Shikanji(lemonade) and then the soda part can be described”

Can tie up with other alcoholic brands and show the use of soda.