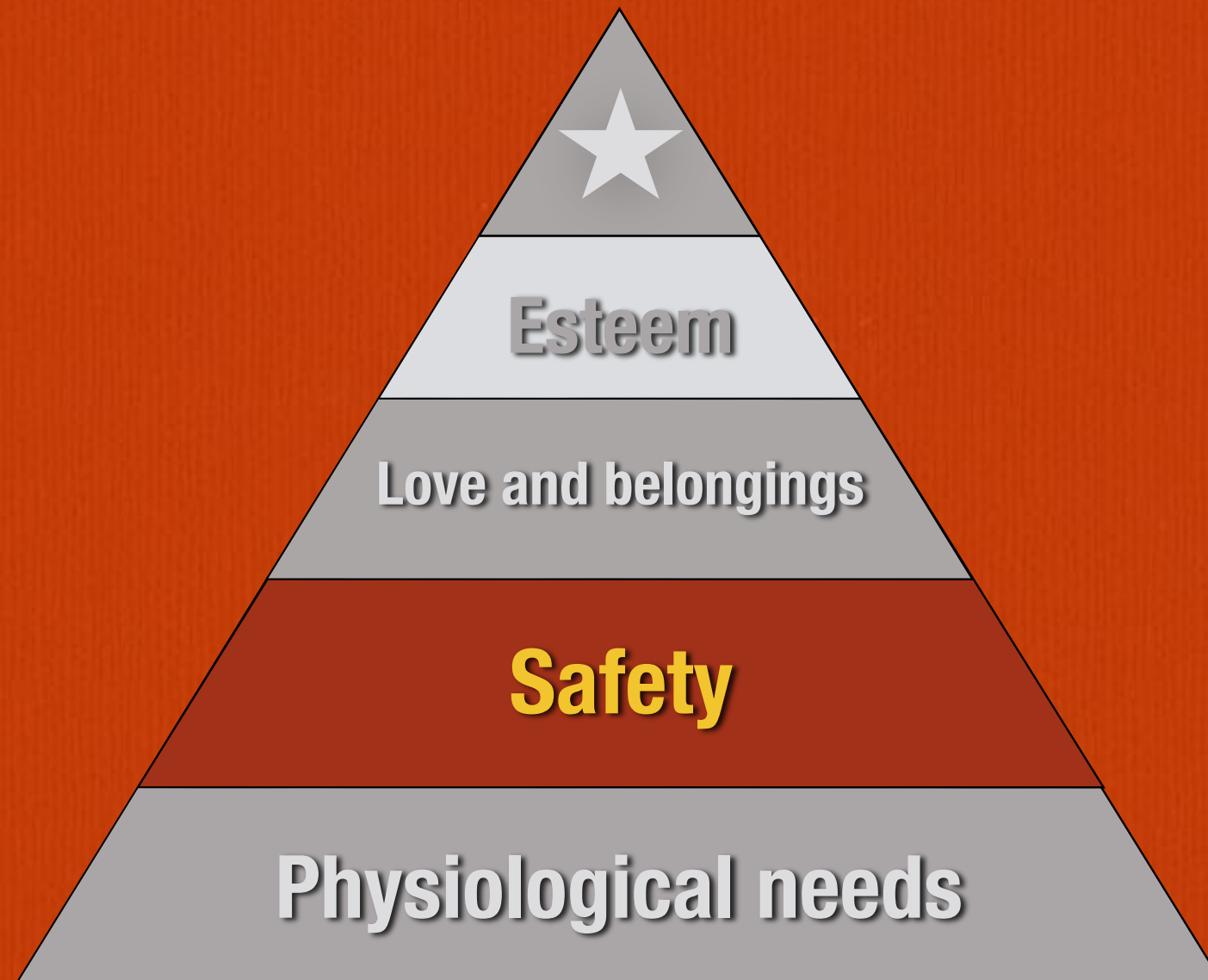




Need for water



The poster shows a thirsting man with his camel in the desert. He has nothing to drink, so it looks like the man is dreaming of a lemonade, a Cooled Big Nice lemonade. So literal translation would be: "Buy Drink or die".



Safety

Second level
of Maslow's pyramid