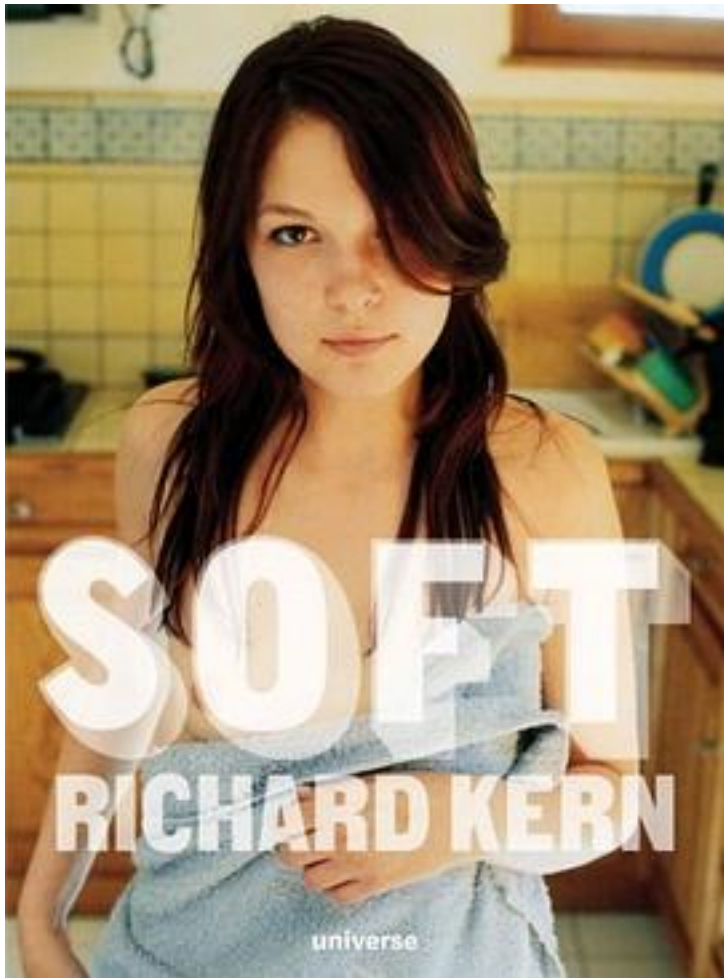


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The objective of advertising is to change the behaviour of the consumer so they purchase more of the product. That, at any rate, is the theory. But Jimmy Lyle may

have taken things a bit too far with his controversial strategy for the UK launch of Kwench! When the new orange soft-drink hits the streets, it triggers a series of events he could not have anticipated. Certainly he never dreamed it would plunge him into the twilight world of synchronised swimming. Nor did he think it would end in murder

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