Original Copy

The advertisement is set in the style of the big mouth cartoon in terms of landscape design and character design. It opens up with red terrain, goofy devil-type monsters partying and running around, some with chainsaws. Their eyes are all red and they are pouring Liquid Deaths into their mouths. The camera zooms into a table overflowing with buckets of different flavors of liquid death.

A man walks up to the table, and he looks back and forth from the drinks to the devils, hesitant at drinking the Liquid Death. In walks the cartoon Pete Davidson. He steps up to the man,

"Don't be scared, it's just water," He says, handing him a can.

The man opens the can and pours some into his mouth. His eyes turn red.

"It murders your thirst." Pete Davidson grabs his own can and cheers him before taking his own sip.

"They like murdering here," They walk off into the party together.

Print Ad Copy

Since the original copy was for a television or Superbowl commercial, spinning it into a print ad will produce some changes. Keeping with the animation theme, we can use the same cartoon character with a red background simulating hell, maybe some devils in the background to really drive the point. He/she would just be printed, sipping on a Liquid Death. This would probably be for magazines like Rolling Stones, Inked, Variety.

Two different headlines:

"Drink more water, it takes the edge off"

"Sip, sin, save the planet"

Copy:

Sip, Sin, Save the planet

Our evil mission is to eliminate plastic waste. Liquid Death cans are made out of aluminum, which can be infinitely recycled, so you can ditch the plastic bottle. Crack open a cold, sparkling, flavored, or still water, knowing you're putting the best into your body. Straight from mountain to can, Liquid Death murders your thirst, so keep sipping, sinning, and saving the planet.

Another medium would be a billboard. One of their marketing tactics during an in-person event was to use a coffin and have liquid death inside of it. I think using a print of that for a billboard or flipping the print ad on its side would work.

This one would have shorter copy due to it being a billboard. It would most likely be just a headline with a link to the website somewhere on the board and possibly a sub-headline/call-to-action.
Additional headlines:

"Here lies the death of your thirst"

"Until Liquid Death do us part" and the ad concept would be something along the lines of a person and their thirst getting married, and it would include a sub-headline that would be: "that won't take long. Open a can today and murder your thirst"

"A party without the hangover" - succumb to the pressure of drinking if it's Liquid Death. Don't be scared, it's just water."

A lot of their current headlines can also be used as sub-headlines for these billboards that lead in to a call-to-action.