

RRRROO



TURNKEY - CAR SHARING



the ssr

Whomment





The ssss7

Up moment

The hero shot reveals the 7up bottle inside the fridge, surrounded by other condiments. The bottle, with condensation and a smoky chill, mirrors the sizzling food from earlier. As the fridge door opens, the girl takes it out and looks at it, giving a sigh of relief.



We realize now that her quest was for the 7up bottle. However, we still wonder about the significance of the sizzling "ssss" sounds heard throughout her journey. This subtle visual attempt brings the association home. This mystery will soon be revealed.



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Sssss7up...