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SEARCHING FOR  
A NEW HOME  
IS A BIG DEAL.  
WE GET IT.  
THAT'S WHY WE'VE  
MADE THE PROCESS  
AS EASY AS POSSIBLE.  
WE CALL IT  
ONE-STOP SHOPPING.  
IT'S A WAY TO  
GET YOU FROM  
WHERE YOU ARE  
TO WHERE YOU WANT  
TO BE.  
WE CALL IT  
ONE-STOP SHOPPING.  
IT'S A WAY TO  
GET YOU FROM  
WHERE YOU ARE  
TO WHERE YOU WANT  
TO BE.









# SSSSSSSSSS







A split screen showcases the sizzling sounds from both the food and the 7up bottle, alongside scenes of the family enjoying a BBQ. This perfectly summarizes the campaign's intention, highlighting the seamless connection between the refreshing "ssss" of 7up and the delightful experience of a family barbecue.

spin science



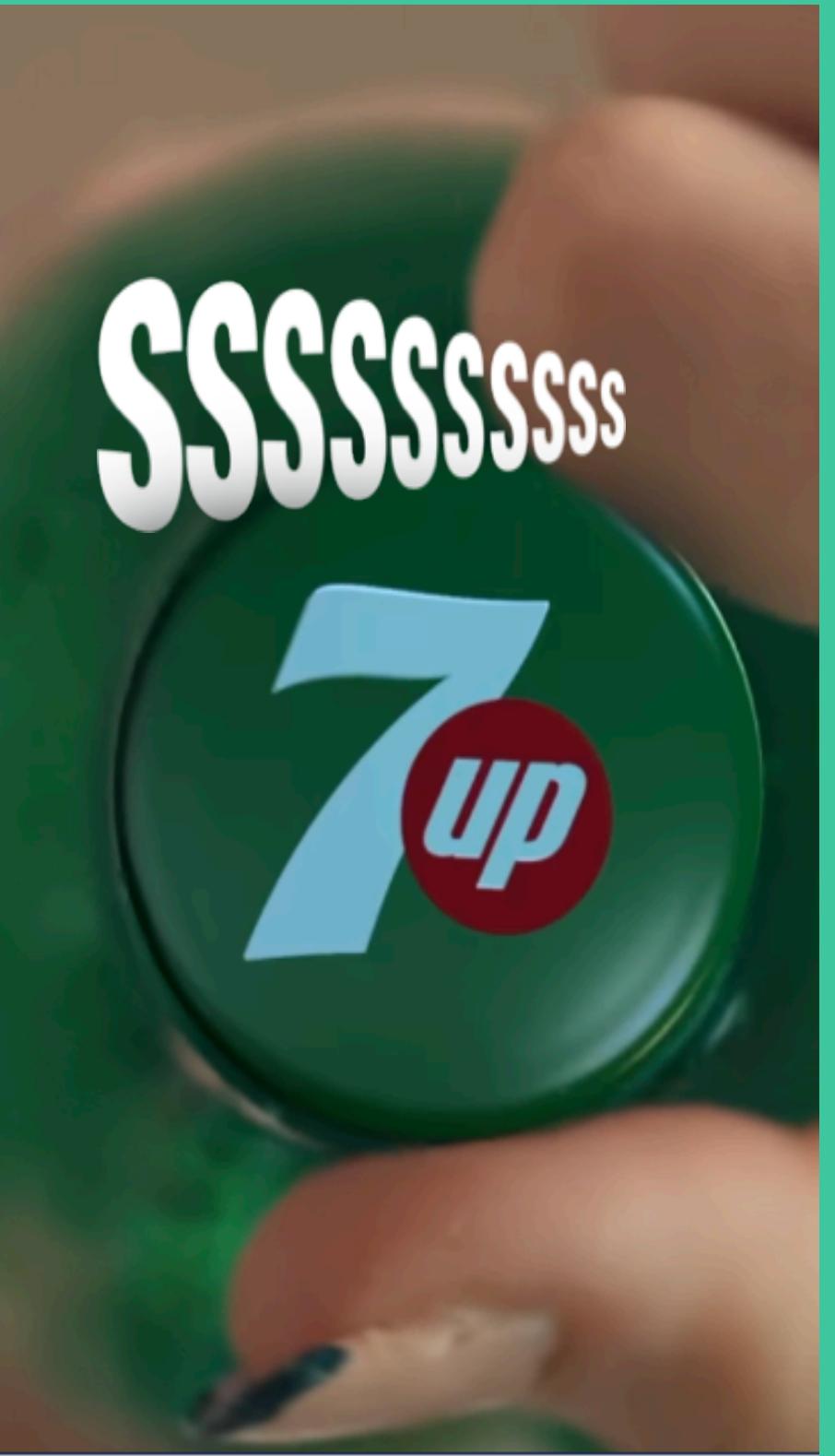






# Spilt Screen

A split screen showcases the sizzling sounds from both the food and the 7up bottle, alongside scenes of the family enjoying a BBQ. This perfectly summarizes the campaign's intention, highlighting the seamless connection between the refreshing "ssss" of 7up and the delightful experience of a family barbecue.



# ssss7up...



An interesting idea could be for the food transitions to use a circular plate with sizzling food that dissolves into a sizzling glass of 7up. The glass, with its circular shape like the plate, creates a visual and auditory link as both elements sizzle together.