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no
Mixtura

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Sabor a Frutas









no
Mixture

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no
Mixture

no
Mixture











THE KEEPS

TRANSLATION NOTE - GLOSSARY MISSING FROM SCREEN

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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.

