

# THE SUPERDUPER REFRESHER

A TREATMENT BY:  
FRAN PAPARELLA





# SENDING HEAT TO HOLIDAY

(PLEASE SEE KEYNOTE  
PRESENTATION IN PLAY MODE)





# INTRO

Hello – and thank you for inviting us to be part of this campaign.

Getting our hands on scripts with this level of potential is genuinely exciting.

There's already a strong, proven idea at the core, and what really motivates us is the opportunity to take it one step further.

The previous campaign worked because it was bold, visual and playful. This new chapter does exactly that – but with the volume turned up.

We're pushing the absurdity a little more. We're making the refreshment bigger, colder, and impossible to ignore. And most importantly, we're reinforcing the idea that with 7UP, the climate doesn't just change – it flips.



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**This time, we're not  
dealing with the heat.  
We're saying goodbye to it.  
We're sending it on  
holiday.**



**7UP doesn't politely cool things down.  
It transforms the moment, the space, and  
the mood – turning extreme heat into an  
absurdly refreshing experience.  
Because in the middle of a Saudi summer,  
what really matters is being able to chill –  
effortlessly and with extra fizz.**



# THE BIG IDEA MOOD

HUMOR  
ABSOLUTELY  
REFRESHING  
& ABSURD



# TONE & MOOD



**This campaign fully embraces a bold, American-style sense of humor – the kind of advertising we love because it's unapologetic, exaggerated, and built to entertain first.**

**There's a clear DNA here that lives in the world of iconic brands like Doritos, Bud Light and Mountain Dew: commercials that don't whisper, they shout. Films that grab your attention instantly, lean into absurdity, and invite you to rewatch them just to catch all the details you missed the first time.**

**In this world, 7UP doesn't just refresh people – it refreshes reality.**

**Everything is intentionally pushed further. The cold arrives as a physical force, triggering graphic, absurd transformations that turn everyday situations into moments of controlled chaos.**

**It's big, visual, playful, and proudly over the top – but always precise, always designed.**

**The colder it gets, the better it feels.**



# TONE & MOOD

This exaggerated universe is reinforced by an instantly recognizable, iconic music choice – **Ice Ice Baby** – acting as both a cultural wink and an emotional trigger. From the very first beat, it sets the tone: fun, confident, and impossible to ignore.

At the center of every transformation is the product.

The ritual. The fizz. The ice.

**7UP is always the catalyst – the spark that flips the climate and unleashes the absurd.**

This isn't subtle refreshment. This is full-volume, fizzy refreshment, built to be bold, rewatchable, and unforgettable.



ALCOHOL



# ABSOURDHUMOR

FRANCISCO J. PAPARELLA | IMPACT BBDO | BIG KAHUNA FILMS





LOOK  
&  
FEEL

VISUAL  
LANGUAGE





# LOOK & FEEL

## VISUAL LANGUAGE

Visually, this film needs to feel unmistakably 7UP from the very first frame.

Over the years, the brand has built a strong and recognizable global visual language – one where green lives at the perfect level of saturation, freshness always feels cool rather than flashy, and the world has a slightly washed, airy quality that instantly signals refreshment.

That's the space we want to live in.

We want to work within this established color palette, using it as a foundation, while pushing one key contrast to the extreme: heat versus cold.

Before 7UP enters the scene, the world feels overheated – warmer tones, heavier light, subtle desaturation, and a sense of visual fatigue. The environment looks drained, slowed down by the heat.

The moment 7UP appears, everything shifts.

# LOOK & FEEL

## VISUAL LANGUAGE

**Cool greens pop. Whites and icy blues take over.**

**Contrast increases. The image becomes more vivid, playful, and alive.**

**This climatic flip isn't just narrative – it's visual.**

**Color grading becomes a storytelling tool, clearly marking the transition from heat to chill.**

**From a camera perspective, we want the film to feel dynamic and tactile:**

- Close-ups that celebrate fizz, ice and condensation**
- Confident, clean compositions**
- Movement that amplifies energy once the cold takes over**

**The end result should feel fresh, cool, vibrant and playful – a world you instantly want to step into.**

**A visual experience that doesn't just show refreshment, but looks and feels refreshing.**



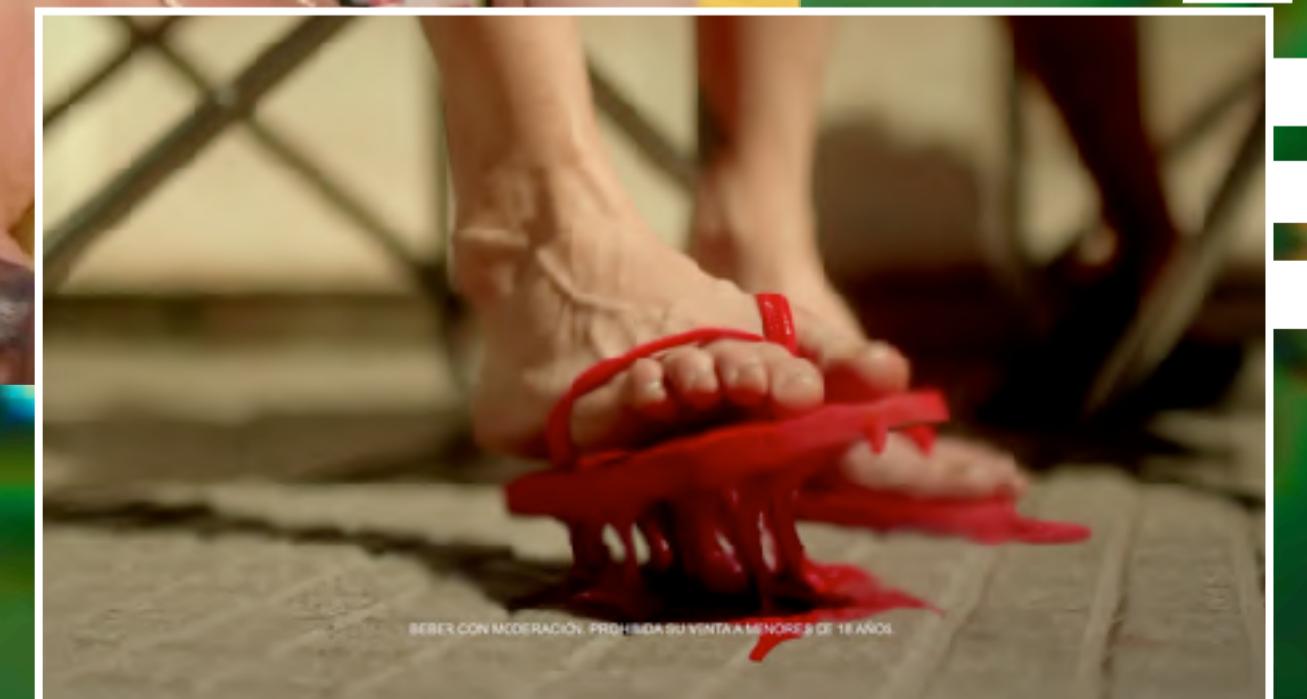
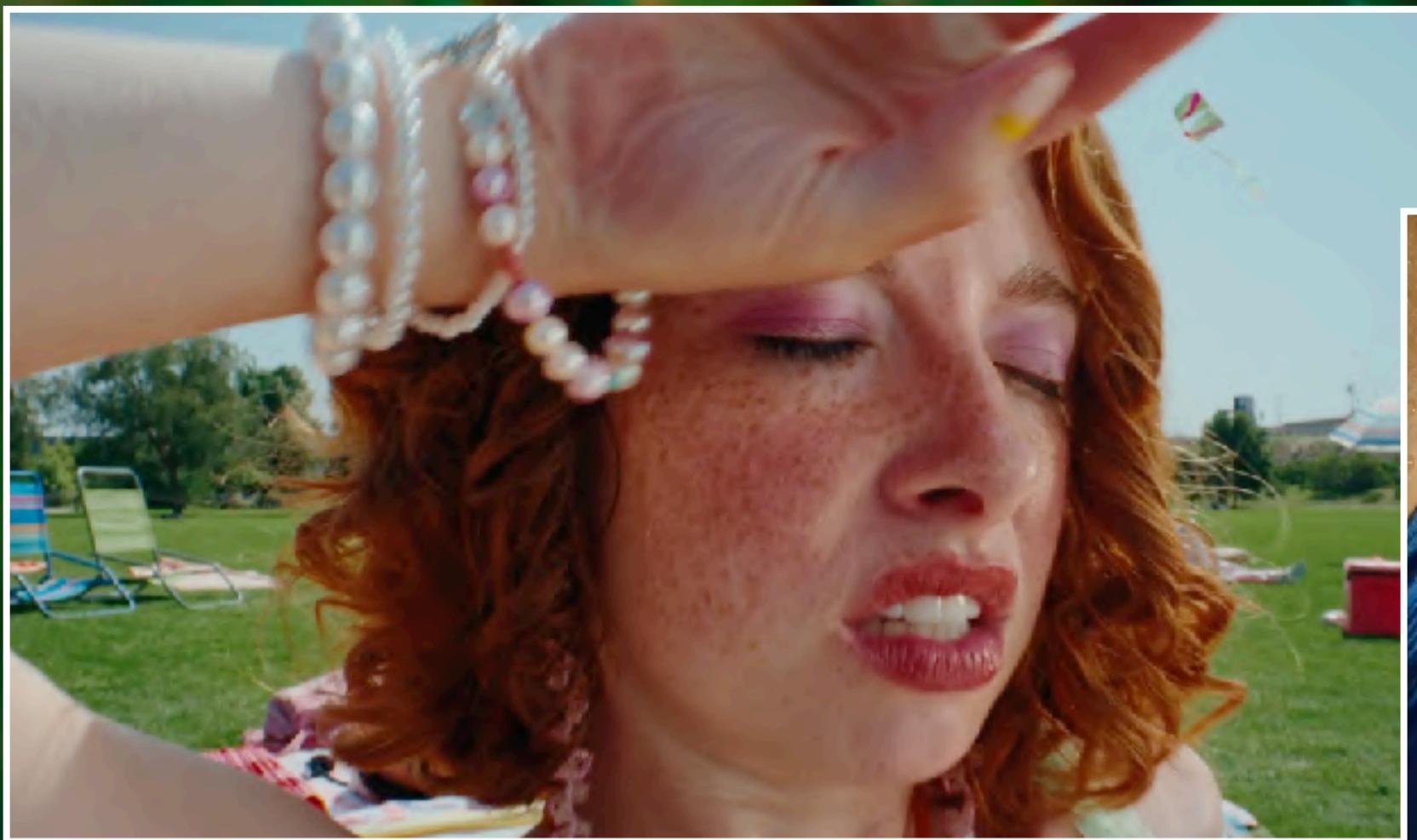
# LOOK & FEEL

# GENERAL MOOD BOARD



LOOK &  
FEEL

MOOD  
BOARD  
HEAT



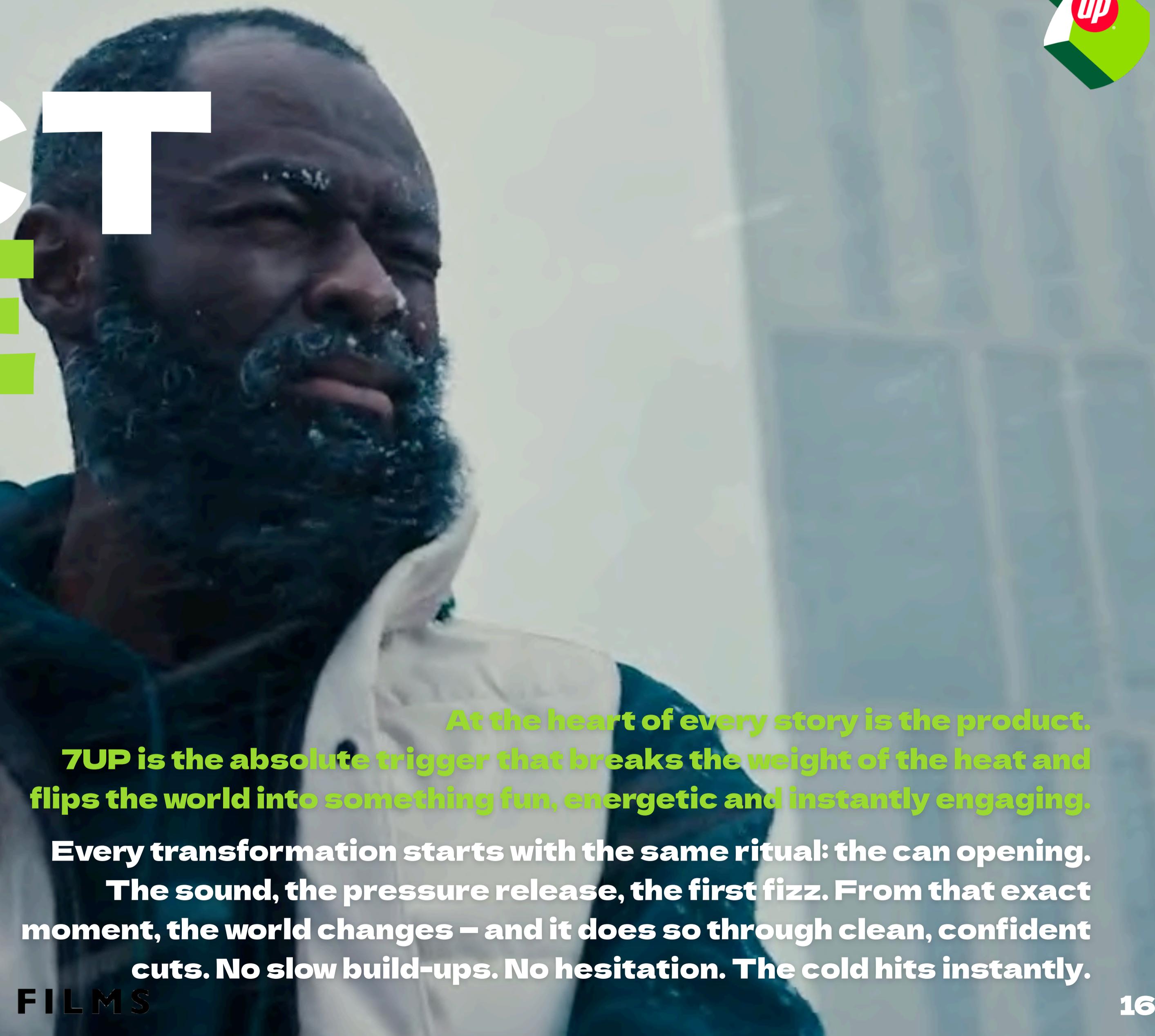
LOOK &  
FEEL

MOOD  
BOARD  
COLD





# THE PRODUCT AS THE CATALYST



**At the heart of every story is the product.**

**7UP is the absolute trigger that breaks the weight of the heat and flips the world into something fun, energetic and instantly engaging.**

**Every transformation starts with the same ritual: the can opening.**

**The sound, the pressure release, the first fizz. From that exact moment, the world changes – and it does so through clean, confident cuts. No slow build-ups. No hesitation. The cold hits instantly.**

# CATALYZER



PARELLA | IMPACT BBDO | BIG KAHUNA FILMS



PRODUCT  
CATALYZER





# DRINKINGS

Drinking moments feel casual and effortless, but always highly appetizing. Cameras stay close to the cans, almost attached to them, celebrating condensation, bubbles and ice. Coolers and ice boxes are never just props – they're part of the visual spectacle, designed to feel hyper-cool, graphic and irresistibly refreshing.



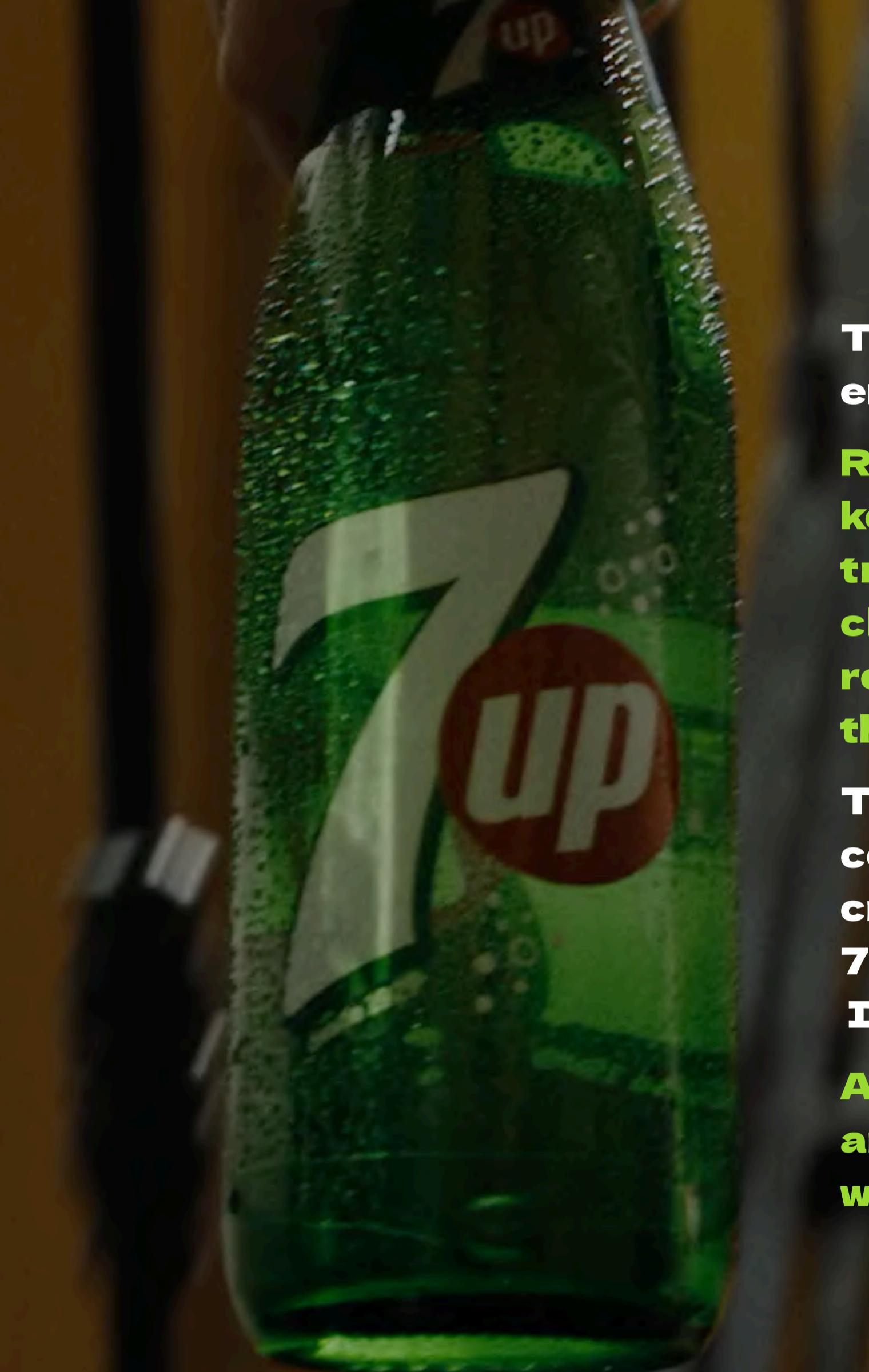


# PACK SHOTS + DRINKS





# FINAL PACK SHOTS



**The product shots at the end of each film stay fully embedded within the story world.**

**Rather than isolating the pack in a generic setting, we keep it grounded in the same environment we've just transformed. The cans and bottles appear fully chilled, surrounded by snow, ice and fizz, with a recognizable moment from the story living softly in the background.**

**These final images act as a payoff – visually connecting the refreshment back to the narrative that created it.**

**7UP isn't just shown as cold.**

**It's shown as the reason everything else became cold.**

**A clean, powerful end frame that elevates the product and locks it firmly into the experience we've just witnessed.**

# PACK SHOTS



# PRODUCT SHOT IDEA FOR MOJITO



UP  
CLOSE UP  
FROM FRIDGE

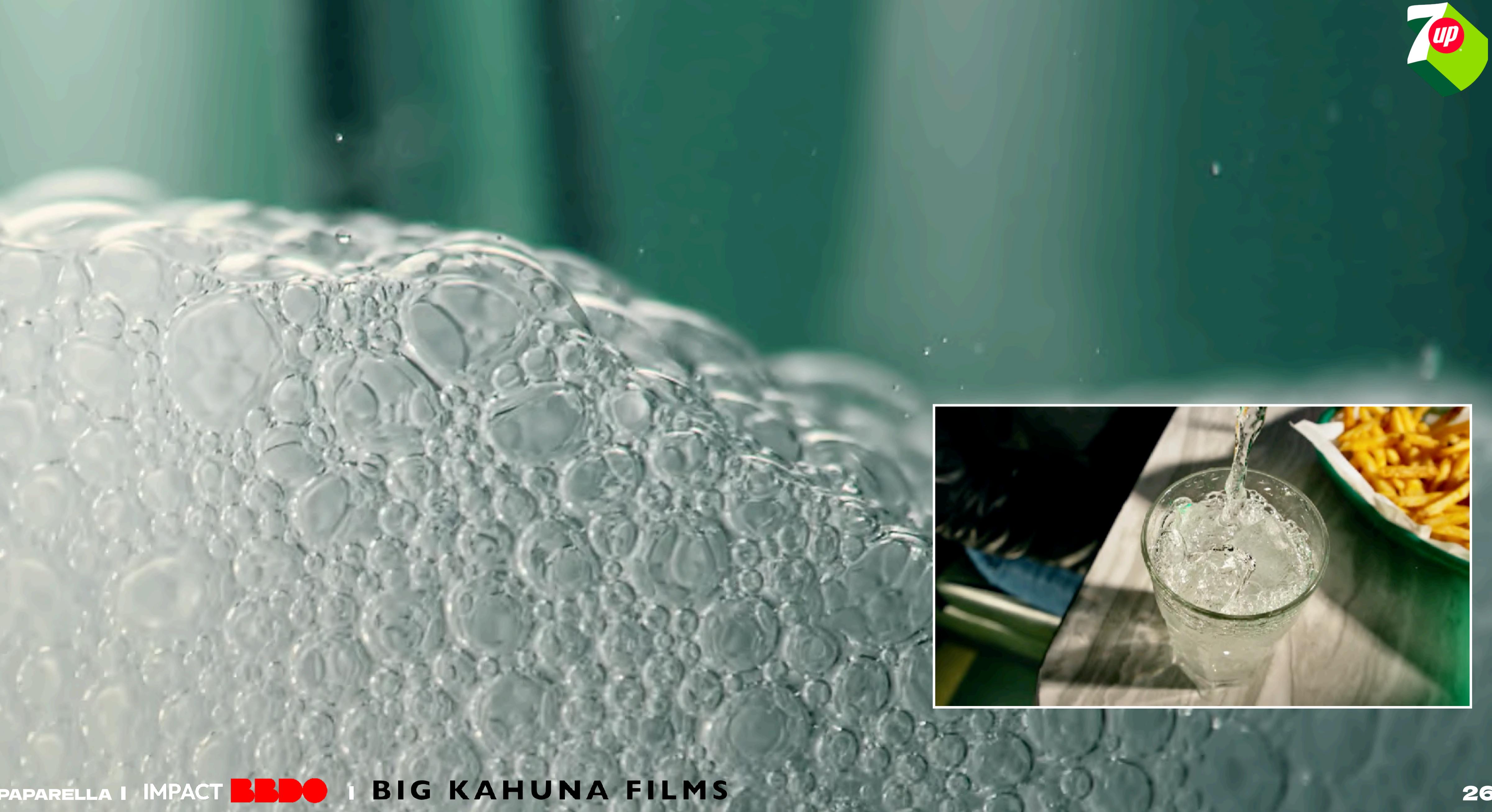


# 7UP



COOLER  
IN CAR

7UP



# GRIPS CAMERA TO CANS



GRIPS CANS



GRIP BOTTLE



# PRODUCT RIGS



COOLER & FRIDGE

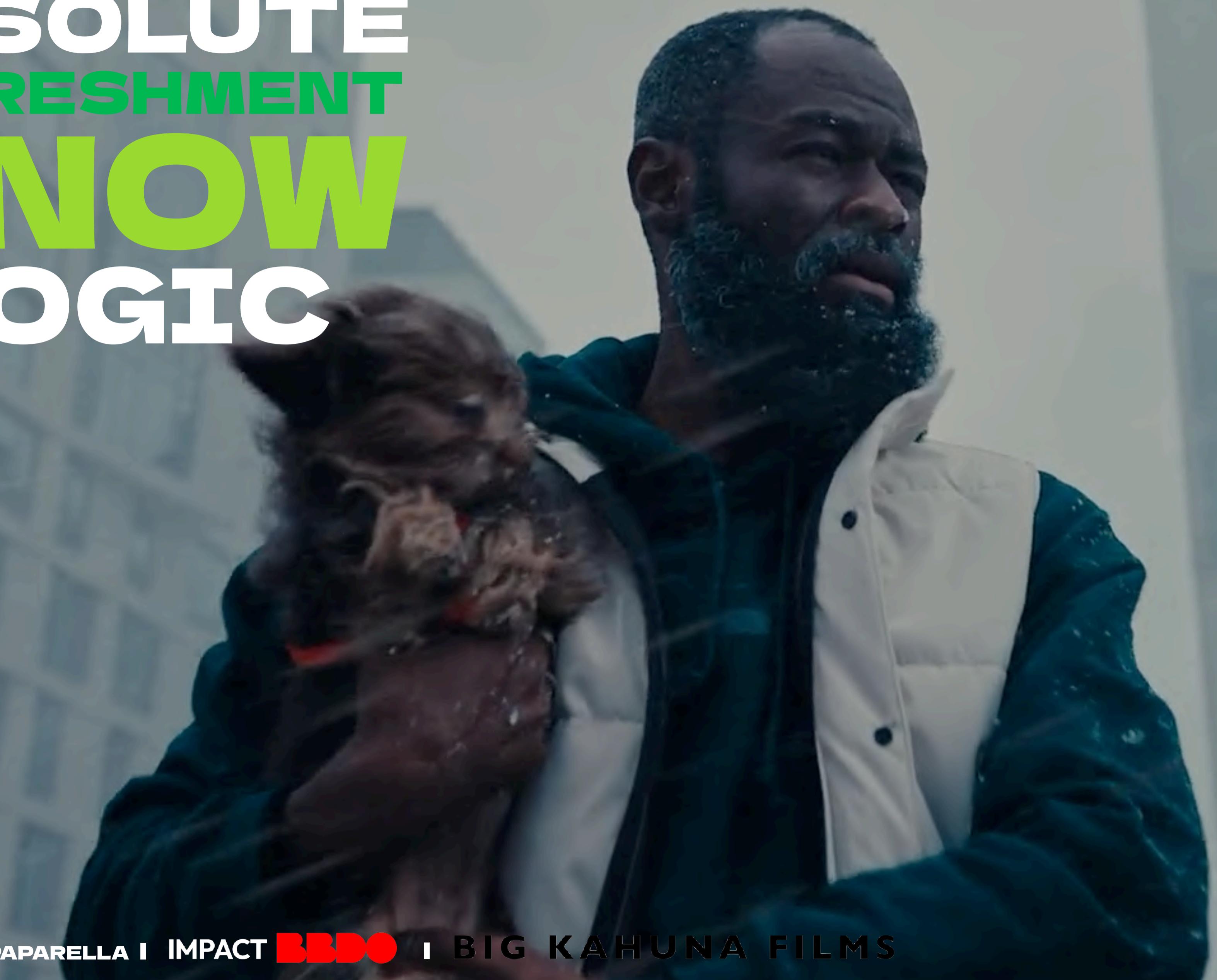




ABSOLUTE  
REFRESHMENT  
SNOW  
LOGIC  
VFX + PRACTICAL  
EFFECTS



# ABSOLUTE REFRESHMENT SNOW LOGIC



**Snow is the physical language of refreshment in this campaign.**

**We build on the established snowman logic – characters partially frozen, with ice and frost integrated into beard, hair and wardrobe – and push it further by letting the cold fully take over the environment.**

**From a production standpoint, this world is created through a deliberate blend of practical effects, VFX and AI-driven postproduction.**



**On set, we want real moments to happen in front of the camera. Practical snow on floors, frozen props, makeup and wardrobe treatments give the cold a tangible presence and bring a certain handmade magic to the scenes**

**-The kind of effect that feels more playful and surprising because it's physically there. These moments nod to a Michel Gondry- style approach, where reality itself becomes part of the visual trick.**

# **ABSOLUTE REFRESHMENT SNOW LOGIC**



# ABSOLUTE REFRESHMENT SNOW LOGIC



Whenever possible, key gags will be executed practically – for example, our character's face physically rolling inside a snowball, shot for real – creating images that feel uncanny, joyful and immediately believable.

VFX and AI then expand the world. In-haze snow, falling particles, environmental ice build-up and larger-scale effects – like an air conditioner blasting snow around a car already flooded with ice – are designed in post to add depth, atmosphere and scale. AI tools help shape textures, movement and density, always in service of realism with a humorous edge.

The goal is a seamless blend where practical effects, VFX and AI coexist naturally – creating snow moments that feel technically impressive, visually rich and genuinely fun.

REALISTIC VFX



FRANCISCO J. PAPARELLA | IMPACT BBDO | BIG KAHUNA FILMS

7up



# ON THE ROAD WITH ABU HAMDAN

At the center of the campaign is Abou Hamdan, returning as the main character and becoming the face of this world.

He's the catalyst – the one who brings absolute refreshment wherever he goes. With a simple action, opening a 7UP, he flips overheated, boring moments into something fresh, energetic and fun.

Alongside his friends, and tapping into his DJ skills, Abu Hamdan turns flat gatherings into vibrant experiences. Music, cold and energy appears instantly. Confident, relaxed and effortlessly cool, our goal is to position Abu Hamdan as a recognizable icon of the brand and the campaign in Saudi Arabia – the character audiences associate with refreshment and good vibes. He doesn't explain the change. He makes it happen.

# ABOU HAMDAN





# SUPPORTING CHARACTERS

FRIENDS &  
FAMILY





**Abu Hamdan is always surrounded by a close group of friends and family who naturally move with him through every situation.**

**They're not just there to watch – they're part of the transformation. When the cold hits, they embrace it immediately, with relaxed, positive reactions. The acting feels casual and genuine, as if joining the moment was the most natural thing to do. Wherever Abu Hamdan leads, they follow – fully on board and ready to have fun.**



**The world around him feels balanced and inclusive. Female characters are integrated organically as family members, friends and passersby – from a mother or cousin at home, to women in a nearby car in traffic, or part of the group at the party. The goal is a gender-neutral presence that feels natural, never forced, and never leaning too heavily toward the masculine.**

**Final casting will be shaped in close collaboration with Abou, allowing flexibility to build the right mix based on chemistry, performance and cultural fit.**



# NARRATIVE STRUCTURE

Each film follows a clear and efficient three-act structure, designed to be instantly readable, highly visual and perfectly paced within a 20-second format.

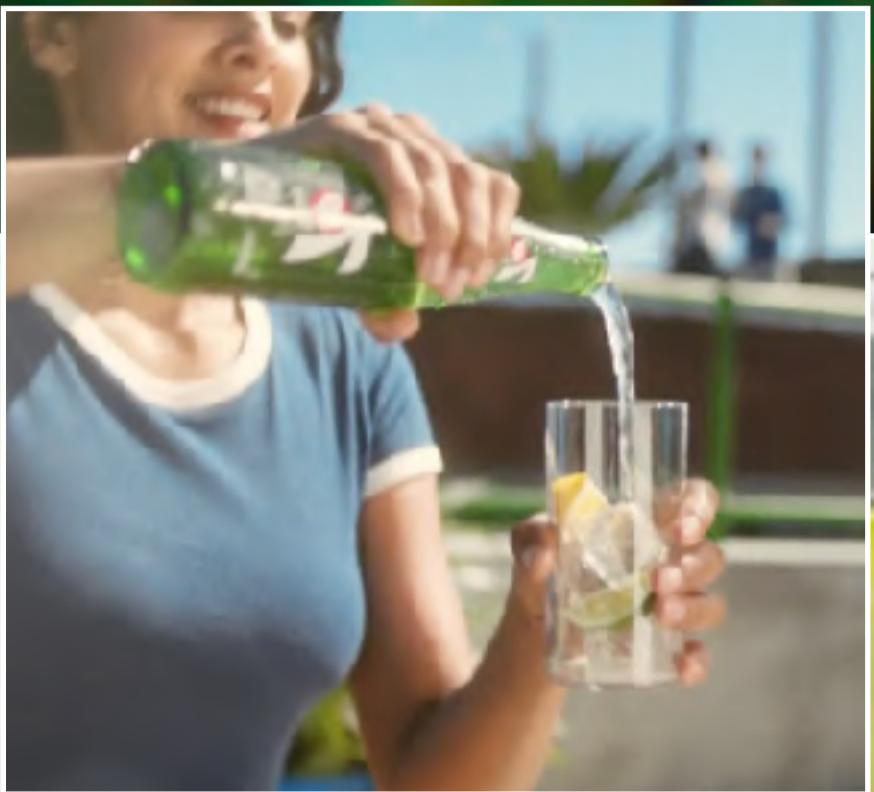


# 1 Heat Moment

We open in a world completely taken over by heat. The temperature is not subtle – it's exaggerated, almost oppressive. Small visual gags help sell the feeling: an iguana exhausted with its tongue out, air conditioners dripping and failing, streets that feel heavy and still. The air itself seems to burn, with subtle heat distortion and flares licking the lens, making the environment feel uncomfortable and slowed down.

This first act is all about making the heat impossible to ignore.





## 2 The 7up moment

**Then comes the interruption.  
The can opens. The sound hits. The fizz  
releases.**

**This is the clear catalyst of the story. We  
don't linger – the transition is immediate  
and decisive. The moment 7UP enters  
the scene, we cut straight into the  
transformation. No gradual cooling, no  
in-between states. The product flips the  
switch.**



## 3 Refreshment Ripple

**From that point on, the refreshment takes over everything. Snow, ice and cold energy appears in the scene in an absurd, playful way.**

**The environment reacts instantly and fully, turning everyday situations into frozen, joyful chaos.**

**Within the 20 seconds, the rhythm is carefully balanced, but the weight clearly leans toward the product and its effects. The longest, most memorable moments live in the refreshment phase – celebrating the cold, the fizz and the visual spectacle created by 7UP.**

**The structure is simple, bold and repeatable – making the product the undeniable hero of every story.**

# STRUCTURE

FRANCISCO J. PAPARELLA | IMPACT BBDO | BIG KAHUNA FILMS





# THE THREE SECOND RULE

We follow the three-second rule as a core storytelling principle across all films.

The product needs to appear immediately, so the audience instantly understands they are watching a 7UP commercial. This early visual anchor sets the tone and allows everything that follows to play more freely.

For that reason, every story opens with a product-first shot – always placed naturally within the environment. Inside a cooler. Inside a car. Inside a fridge at home. A short, close, almost out-of-context moment that clearly establishes the brand before the narrative begins.

A close-up, slightly blurred image of a 7up can. The can has a red and white label with the word 'FOOD' in large red letters and 'LICHT' in smaller letters below it. The background is dark and textured.

**This approach is directly inspired by the previous campaign, where the product appears upfront and then disappears briefly while the story unfolds – only to return later as the clear catalyst of transformation.**

**Once the product is introduced, we move into the familiar structure: the heat is established, the can opens, and the world instantly flips into refreshment.**

**By identifying the product early, we create clarity from the start and allow the story to develop in a more cinematic, confident way – without ever losing brand recognition.**

# STORY TELLING APPROACH

Here we're presenting our first take on how we imagine bringing these films to life.

Each piece introduces new ideas, visual gags and camera movements designed to make the stories more dynamic, entertaining and highly watchable. Our goal is to create content that feels snackable, works naturally across social platforms, and stays memorable long after the first view.

These ideas are meant as a starting point – an initial creative approach that captures the direction and energy of the campaign. As with every project, they're built to evolve, sharpen and improve throughout the process.

We see this as the first step of an ongoing conversation, where craft, collaboration and experimentation will continue to elevate the work.



# THE AVALANCHE

# SCENE 1

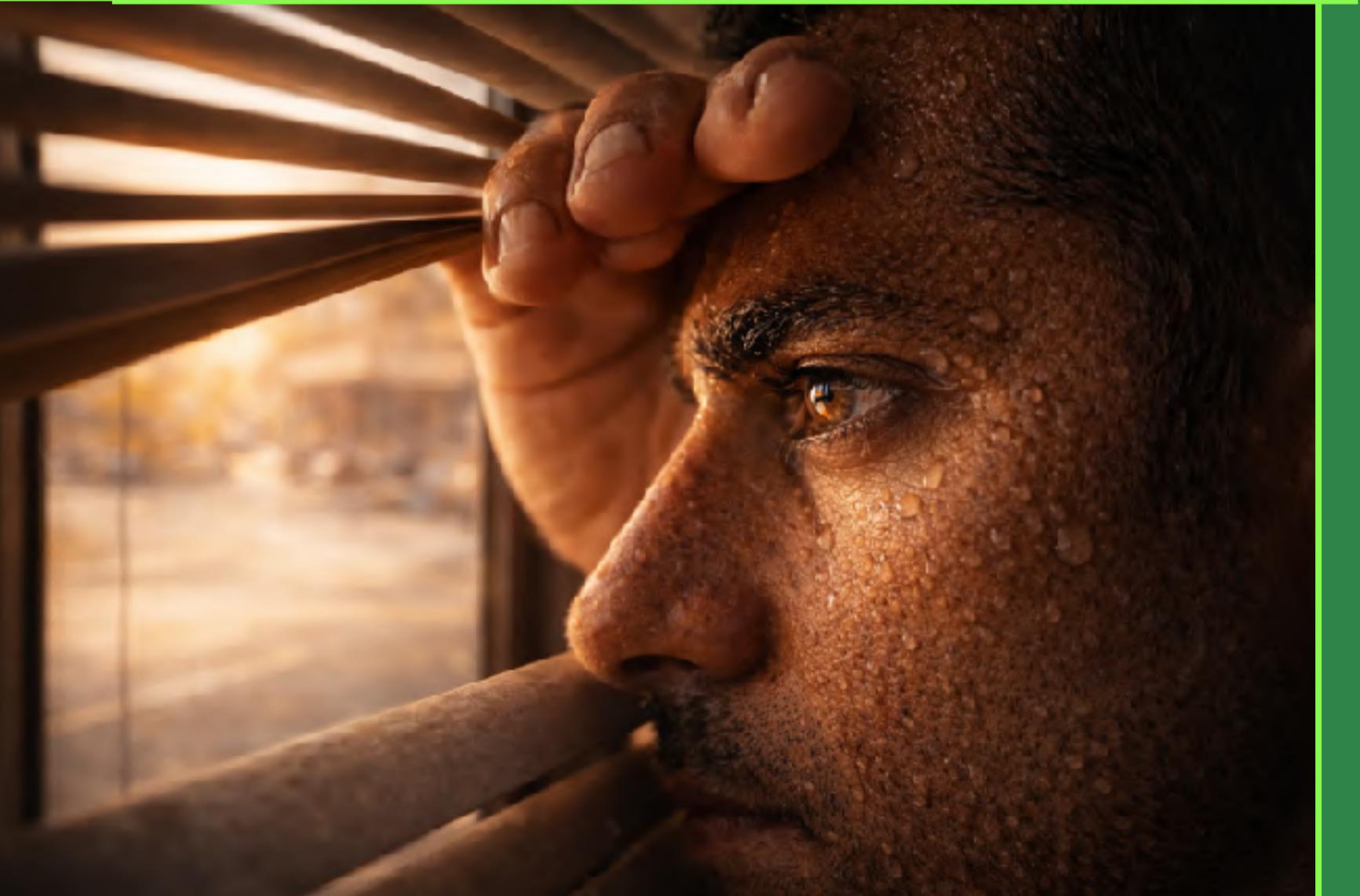
**We open with a can of 7UP inside the fridge, completely frozen.**

**We open on a wide shot of Riyadh's streets, completely deserted.**

**The heat is overwhelming – harsh and oppressive, like the glare of an oasis under the sun. A brave passerby attempts to cross the street.**

**Cut to a close-up of his sandal sticking to the asphalt.**

**Through a window, we see Abou's eyes peering through an American-style blind. The heat is visible on his skin.**





## SCENE 2

**Cut to the interior of the apartment.**

**Abou's friends and family are completely drained by the heat – sweating, collapsed on the couch, lost in their phones. Her cousin tries to cool herself with a handheld fan.**

**On the TV, a news anchor reports on the worst heatwave in Riyadh's history. The air conditioner struggles to survive, violently rattling and leaking water down the wall, barely holding together.**

# SCENE 3

Without hesitation, Abou stands up and walks toward the refrigerator.

From a fridge POV, we see Abou opening the door to reveal an ice-cold, perfectly refreshing can of 7UP, the fridge is throwing a beautiful ice haze.

He grabs the can, the camera goes from the fridge to him, gripped to the can.

He pops open the 7UP.

Cut to her cousin's reaction as she slowly lowers her sunglasses – a clear "what just happened?" moment.



# SCENE 4



**Cut to a drinking shot with a dolly zoom toward Abou, now fully transformed into a snowman – frozen hair, icy clothes, covered in frost.**

**THE ICE ICE BABY song kicks in!**

**He turns toward the AC unit. It is now blasting snow in an absurd, unreal way.**

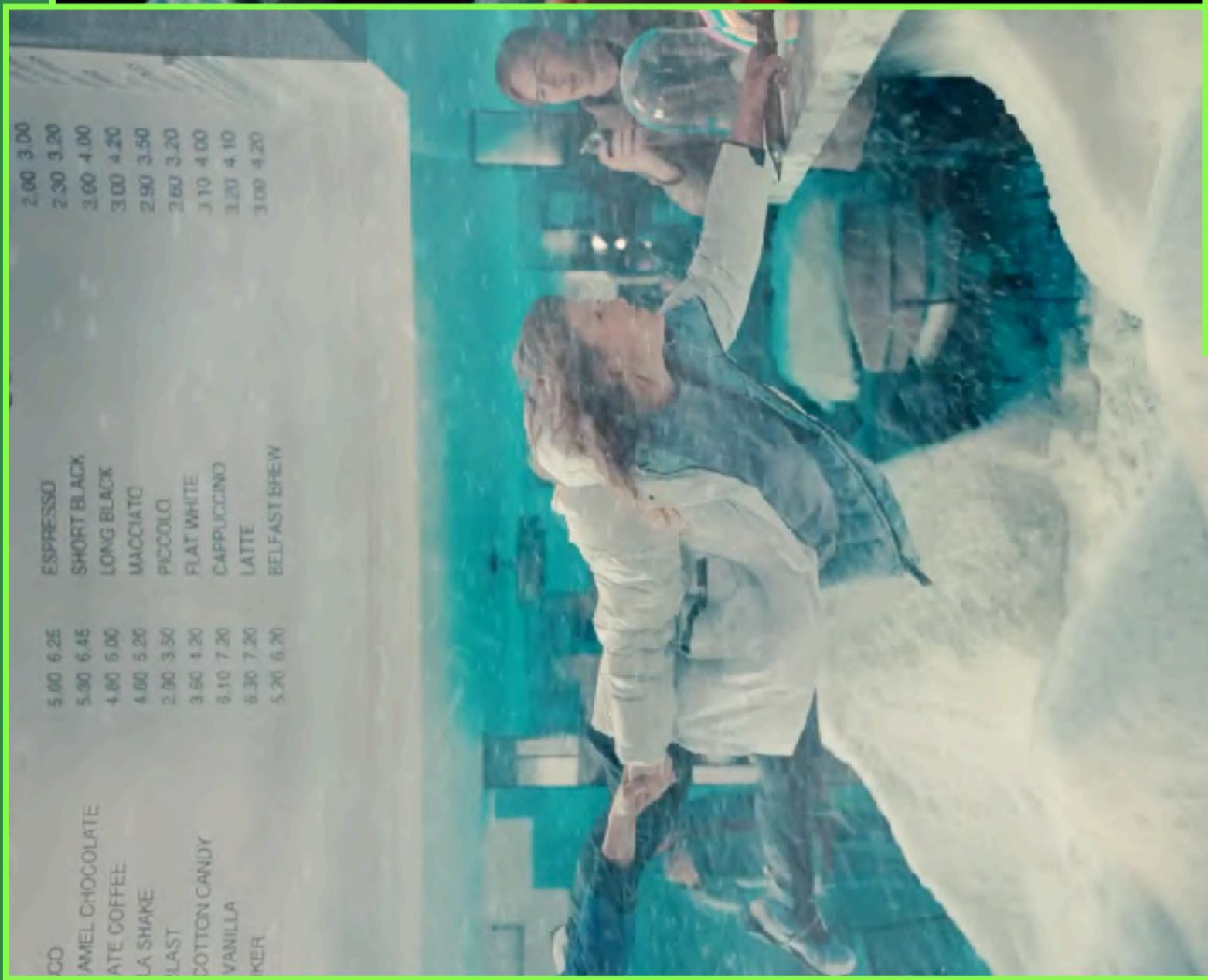
**We widen the frame to reveal the living room completely flooded with snow. The AC has triggered a full avalanche. Abou jumps onto the couch with his family as the snow pushes them straight toward the door.**



# SCENE 5

**Cut to a POV from the couch as it bursts through the doorway, carried by the avalanche. Abu rides it like a sled – totally chill – taking another sip of his 7UP.**

**We widen to see the couch being fully expelled outside. Snow continues pouring out of the door, now covering the entire street.**



# SCENE 6

**A 7UP delivery skidoo passes in front of frame.**

**We use it as a wipe into the final shot.**

**Cut to a pack shot: the can covered in snow, set against the now snow-filled street in the background.**

**SUPER: Say goodbye to the heat and chill with 7UP.**





# THE TRAFFIC

# SCENE 1

**We open on a can of 7UP floating in ice inside a cooler.**

**Cut to a detail shot of a lizard on the pavement – tongue out, exaggeratedly sweaty from the heat.**

**Cut to a dolly out revealing Abou's face behind the wheel, completely stuck in traffic. As the camera opens up, we reveal a full traffic jam in Riyadh. His friends are packed in the car with him, all sweating heavily.**

**The car feels cool but old – no air conditioning at all. Windows down. Heat fully invading the interior.**



# SCENE 2

**Cut to a POV from inside the cooler, packed with ice and 7UP cans. Abou's face leans into frame.**

**A grip hand reaches in, grabs a can and pulls it out.**

**Immediate close-up of the can popping open.**

**Cut to a reaction shot of one of the friends in the back seat, who had his head outside the window. He reacts instantly and looks toward Abou.**

**The ICE ICE BABY song kicks in!**

**We cut back to Abou finishing a sip, the camera tight on him – he's already fully transformed into a snowman.**

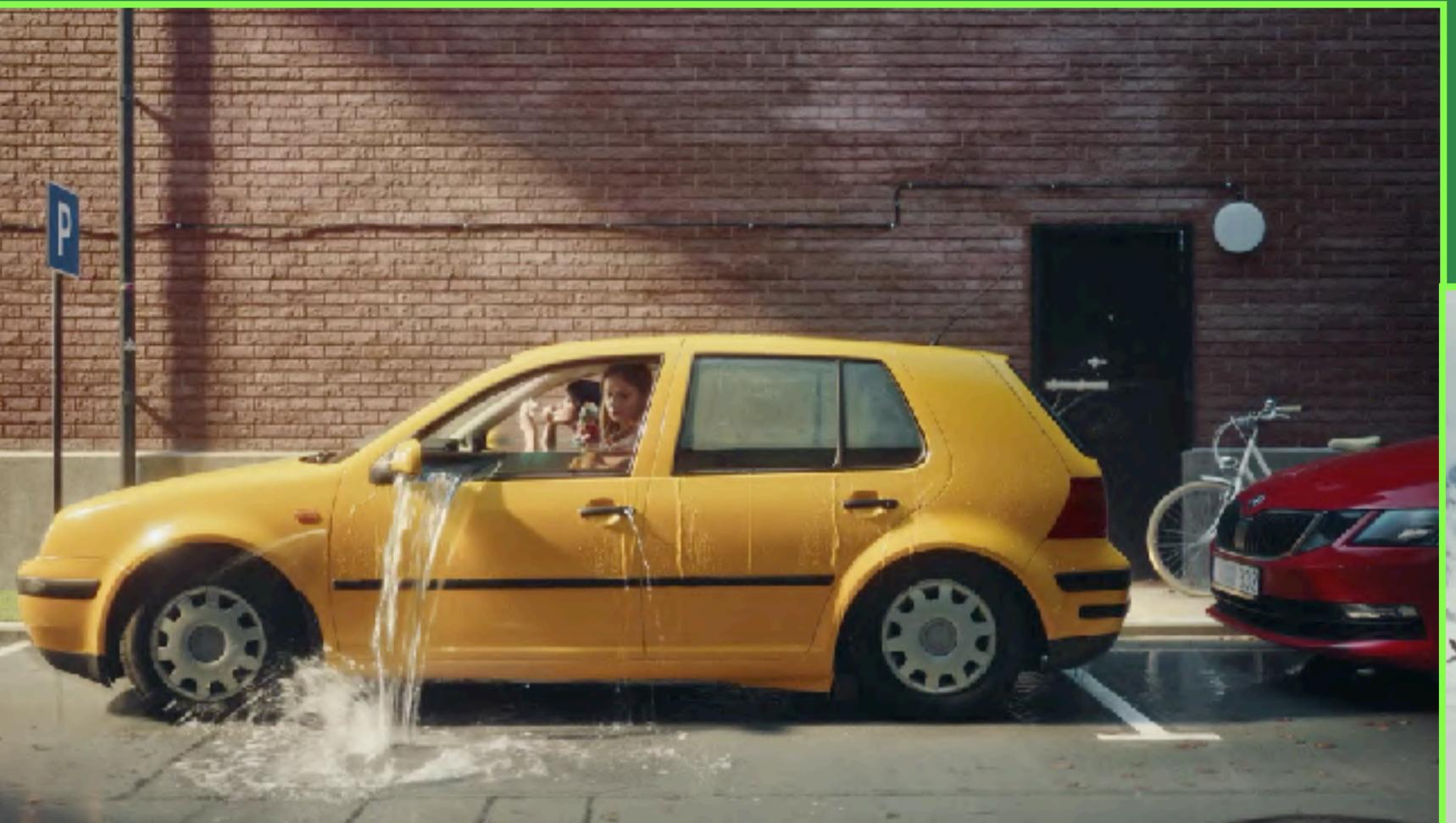


# SCENE 3

**Front-on shot of the car. All the friends are now frozen, the entire vehicle covered in snow. Snow continues pouring out of the cooler, with 7UP cans spilling out, even pushing through the open windows.**

**On a direct cut, the car is now a giant rolling snowball, breaking free from the traffic jam.**

**Inside the snowball, Abou – completely chill – takes another sip of his 7UP.**



## FRAMING REFERENCE



## SCENE 4

**Cut to a wide shot from a low camera angle. The lizard snowboards straight toward camera, wearing ski goggles. Behind it, the massive snowball rolls toward us.**

**Cut to a lateral shot as the snowball passes through frame by itself. We use it as a wipe into the final shot.**

**Cut to a pack shot of the can in a fully frozen environment.**

**SUPER: Say goodbye to the heat and chill with 7UP."**



# MOJITO

# SCENE 1

We open with a quick shot of a 7UP Mojito can wrapped in cold haze inside a refrigerator.

Cut to a group of friends playing Jackaroo inside a café store in Riyadh. Everyone is visibly overheated. One of them wipes sweat off his face with a handkerchief and wrings it out – water dripping excessively.

Abou doesn't waste a second. He steps into the store with total determination.





## SCENE 2

**He heads straight to the refrigerator section. Cut to a POV from inside the fridge as the door opens. Abou grabs a 7UP Mojito can, the camera almost glued to the can as it's pulled out.**

**He pops it open. The camera moves in a clean, cool circular dolly around the can.**

**Cut to the store owner at the counter, completely surrounded by fans, reacting to the moment.**



# SCENE 3

**Cut back to Abou, finishing his drinking shot – now fully transformed into a snowman. This time with a twist: he's dressed in a Latin-inspired style, including a flower necklace around his neck – all of it completely frozen.**

**Abou looks at himself as if to say, “I like this.”**  
**He steps out of the store.**

**Outside, he reacts in surprise. His friends – previously melting from the heat – are now dressed as Cuban musicians, playing “Ice Ice Baby” with a salsa-style rhythm.**

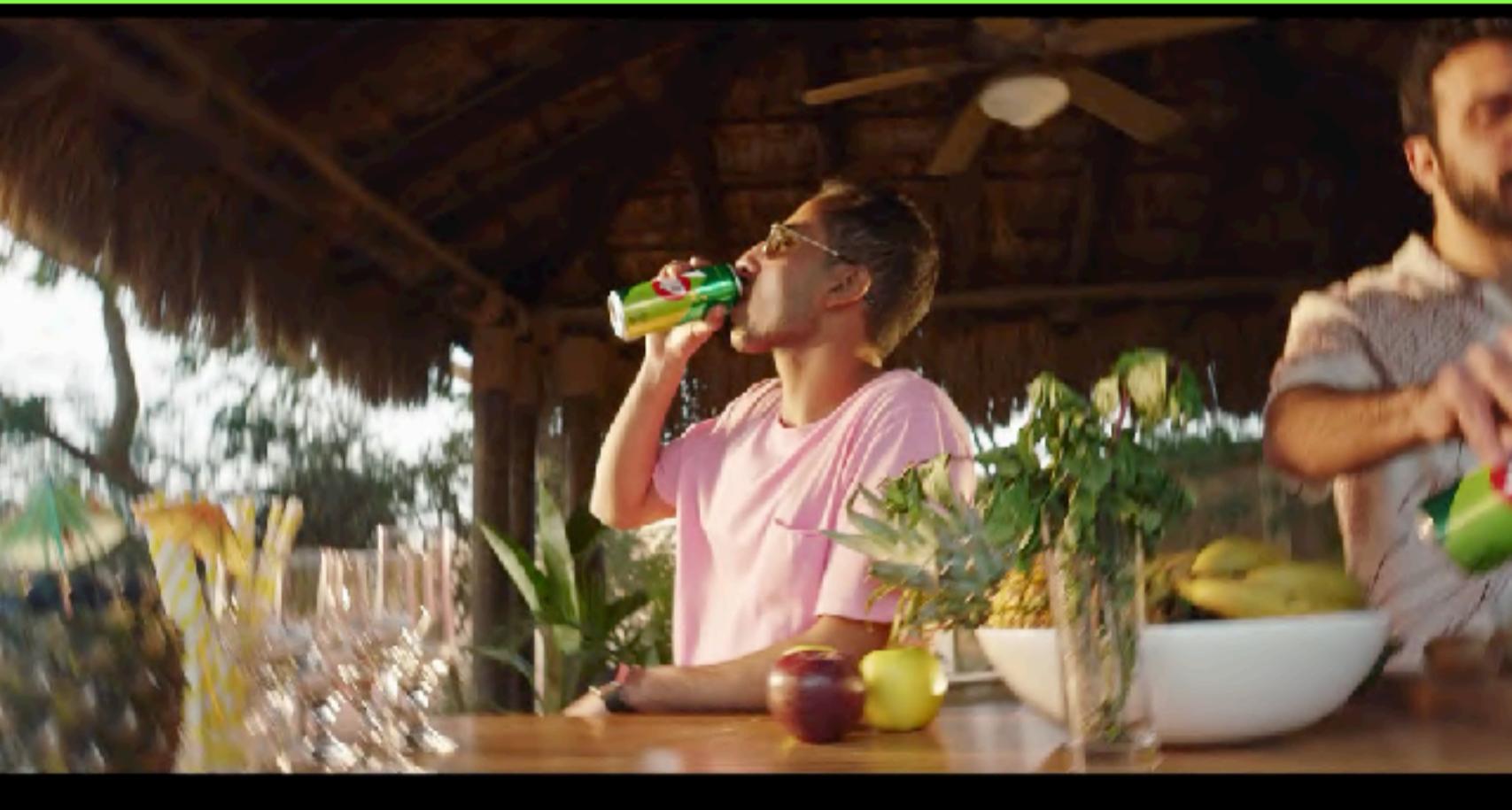


# SCENE 4

**Cut to a close-up of one of the musicians playing his trumpet – snow bursts out from inside the instrument.**

**We widen the shot to reveal the entire space transformed into a Cuban-style bar, frozen at the same time. Musicians shake maracas, sending snow flying everywhere.**

**Abou does a small salsa step to the rhythm and drinks of his 7UP Mojito.**



# SCENE 5

An old Cuban-style car crosses frame.  
We use it as a wipe to transition into the  
final shot.

Cut to a pack shot the 7UP Mojito can  
smashing through a slab of ice with  
lemons and mint leaves frozen inside.

**SUPER:** Experience the refreshing  
taste of summer  
with the new 7UP Mojito – lemon and  
mint.



WITH MINT AND LEMON



EXTRA  
FIZZ

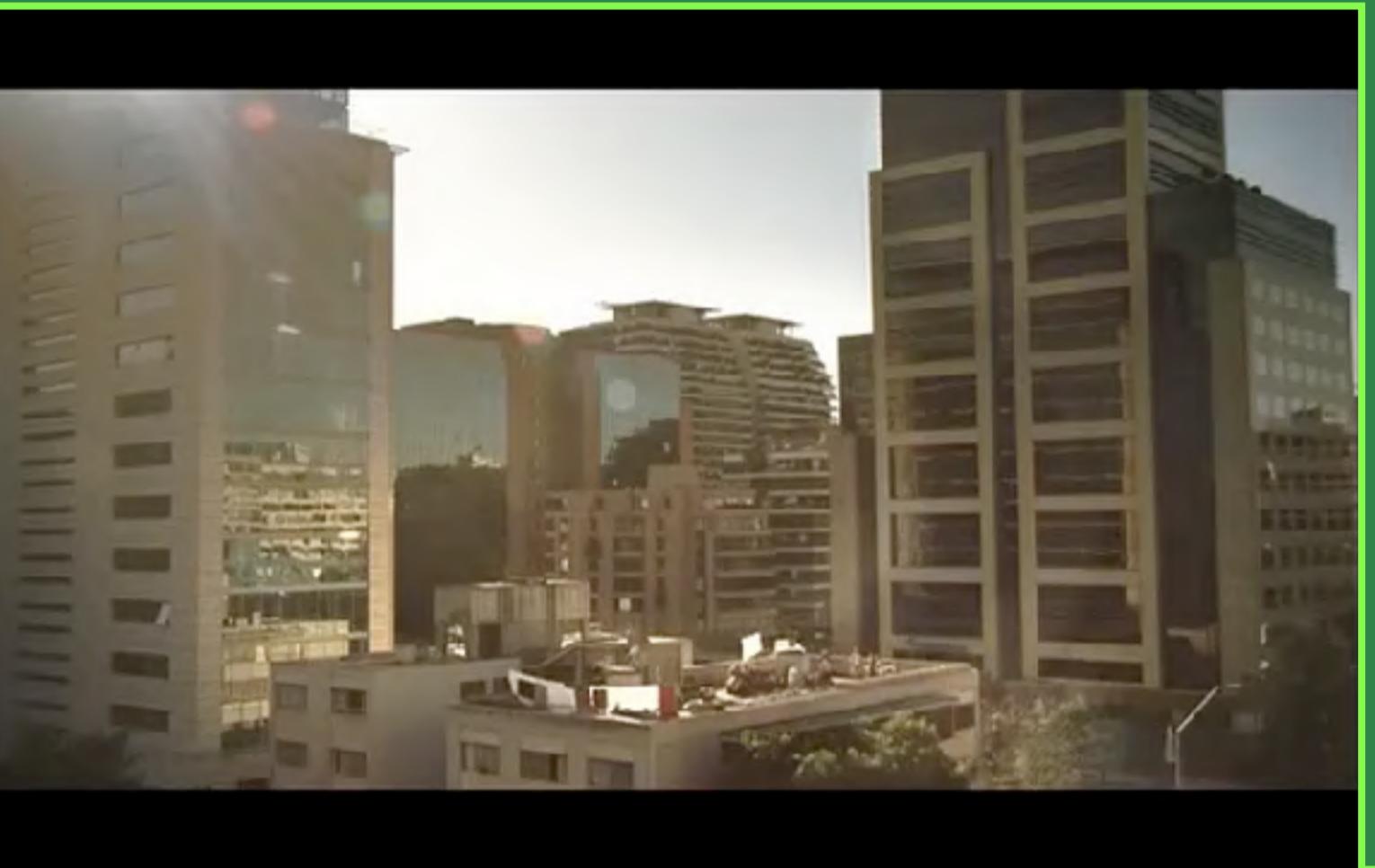
A close-up photograph of a 7up can. The can is covered in condensation, with water droplets visible on its surface. A green straw is partially visible, protruding from the top of the can. The background is dark and out of focus.

# SCENE 1

**We open on a fast top shot of a cooler packed with ice and 7UP Extra Fizz.**

**Cut wider to reveal a rooftop gathering. Everyone is completely overwhelmed by the heat.**

**A girl lifts her phone off her stomach, revealing a clear tan mark left behind.**



# SCENE 2

**Abou doesn't hesitate. He reaches straight into the cooler – the camera glued to his hand as it pushes through the ice and pulls out a can of 7UP Extra Fizz.**

**He pours it into a glass filled with ice and we see the extra fizz activate.**

**Cut to a close-up from inside the glass – bubbles dancing everywhere, enhanced by juicy, appetizing sound design.**

**Cut to one of the friends who has a schnauzer sleeping on his lap. Both of them react, surprised, as they look toward Abou.**

**CAMERA GRIP TO HAND**



# SCENE 3

**Cut to Abou finishing his drinking of 7UP Extra Fizz – now fully transformed into a snowman.**

**He lowers the glass and places it on a table already covered in snow. wipes his hand across the surface, revealing an ice turntable underneath.**

**He drops the needle.  
“Ice Ice Baby” kicks in – remixed, blended with fizz and bubble sounds.**

**Cut to another glass of 7UP Extra Fizz, where the bubbles seem to dance in sync with the music.**



**BUBLES DANCING**

# SCENE 4



**Cut back to the friend with the schnauzer. Now both he and the dog are covered in snow, with small icicles forming. The dog wags its tail, shaking snow everywhere.**



**We widen the frame to reveal the entire rooftop frozen over. Ice and snow cover the space. Friends dance, drink and enjoy the moment.**



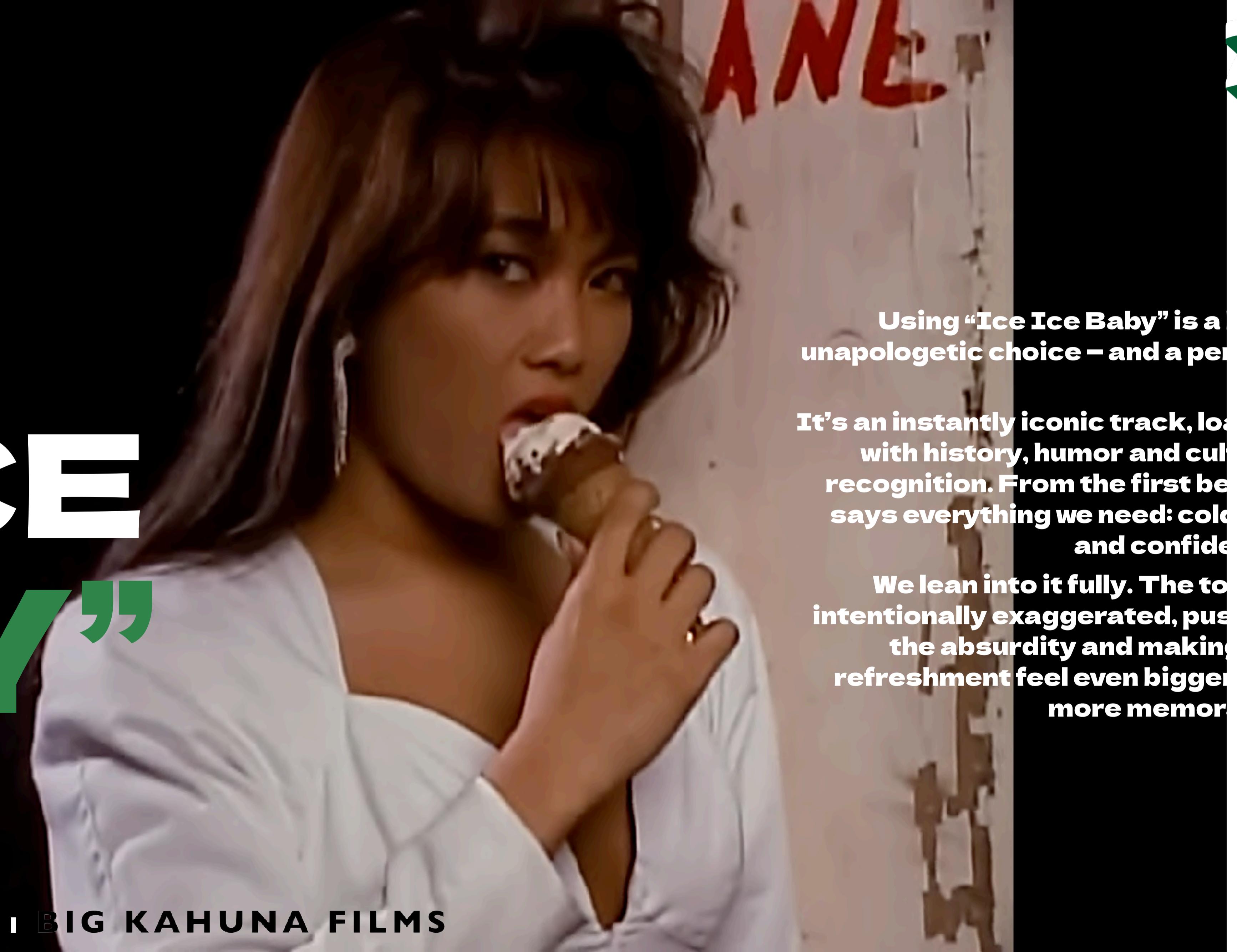
**Abou keeps DJing and dancing.**

**Cut to a top shot of the turntable, with a 7UP Extra Fizz can spinning on it. The rotating disc becomes a wipe into the final frame.**

**Cut to a pack shot of 7UP Extra Fizz, completely frozen.**

**Super: "The new 7UP Zero Extra Fizz. More soda. More chill."**

# Use of “ICE ICE BABY”

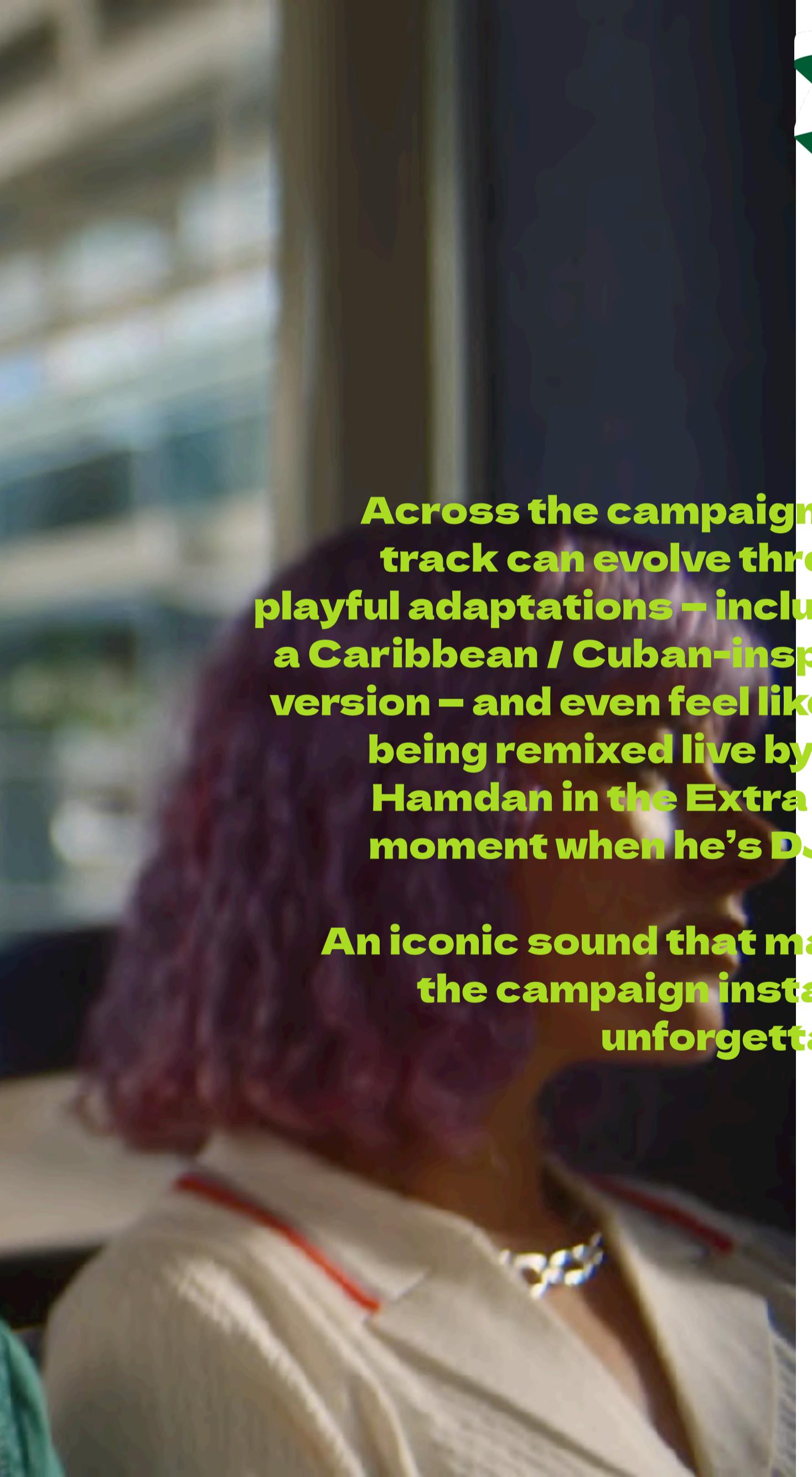


Using “Ice Ice Baby” is a unapologetic choice – and a per

It’s an instantly iconic track, loaded with history, humor and cultural recognition. From the first beat, it says everything we need: cold, refreshing, and confident.

We lean into it fully. The tone is intentionally exaggerated, pushing the absurdity and making the refreshment feel even bigger and more memorable.

JOSE



**Across the campaign, the track can evolve through playful adaptations – including a Caribbean / Cuban-inspired version – and even feel like it's being remixed live by Abu Hamdan in the Extra Fizz moment when he's DJing.**

**An iconic sound that makes the campaign instantly unforgettable.**



# THANKS!!!

Thanks again for inviting us into this campaign and trusting us with such a strong starting point. We're bringing these ideas to the table as an open conversation – a foundation to build on together, challenge, refine and elevate through pre-production. We truly believe there's something special here: a campaign with the potential to grow, evolve and turn into a set of truly iconic pieces.

Happy to keep pushing this forward as a team.  
Any questions, thoughts or ideas – we're on it, 24/7.

FRAN PAPARELLA