

The concept below is my own. Fido Dido's answers are all straight from Fido's identity. This was intended for an email re-launch campaign. I developed it during my brief stay with Impact BBDO as copywriter in 2003.



The advertisement is framed by a green border. At the top left is the 7UP logo. A comic strip at the top shows three panels of a man looking increasingly distressed, followed by a fourth panel where he is being splashed with a can of 7UP. Below the comic strip is a dialogue between a human and Fido Dido. To the right of the dialogue is a large, detailed illustration of a 7UP can being splashed with water. At the bottom left, a cartoon character is shown running while holding a 7UP can. The bottom right contains the slogan 'Keep Cool.. Think Clear'.

HUMAN: I have problems!!!
FIDO DIDO: Keep cool.
HUMAN: I don't know what to do anymore!
FIDO DIDO: Think clear.
HUMAN: I'm going crazy!
FIDO DIDO: Chill out.
HUMAN: Everything is so complicated!
FIDO DIDO: Keep it simple.
HUMAN: I think I'm weird.
FIDO DIDO: It's cool to be you!
HUMAN: I want to do things but they're hard!
FIDO DIDO: Dare to be different.
HUMAN: I'm not like everyone else!

FIDO DIDO: Normal is boring.
HUMAN: I need refreshment.
FIDO DIDO: Drink 7UP!

**Keep Cool..
Think Clear**