



Everything under the sun. And then some.



Brief

7-Eleven is more than just food. But online, most people first discover it through snack hauls.

This campaign expands that horizon, positioning the brand as a place where you can find anything.



Insight

The internet speaks in formats. And with 7-Eleven, we have an iconic one: the food haul.

The brand doesn't need to reinvent itself to stay relevant. It needs to play with what the internet already loves to become a part of the culture.

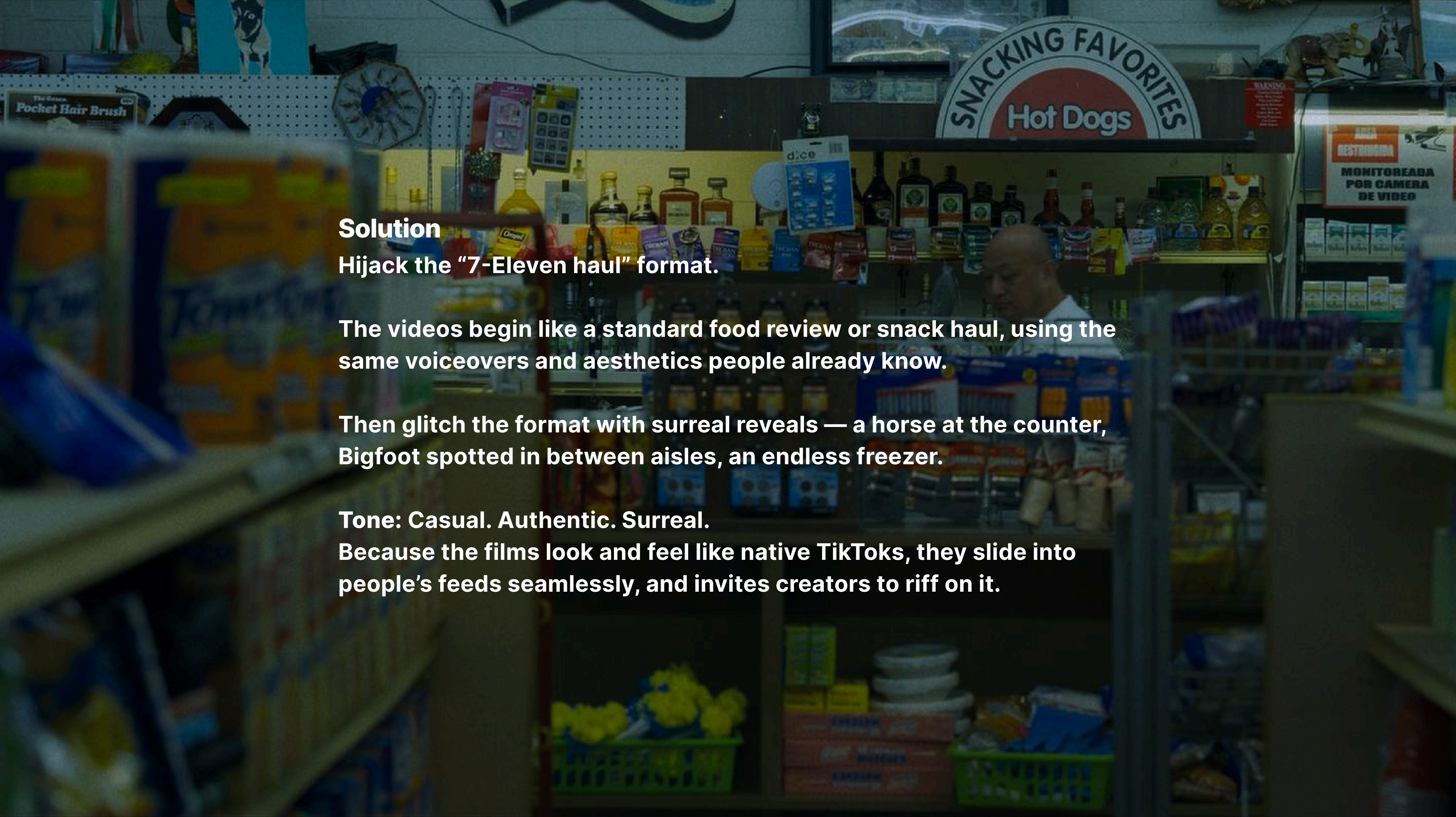


Solution
Hijack the “7-Eleven haul” format.

The videos begin like a standard food review or snack haul, using the same voiceovers and aesthetics people already know.

Then glitch the format with surreal reveals — a horse at the counter, Bigfoot spotted in between aisles, an endless freezer.

Tone: Casual. Authentic. Surreal.
Because the films look and feel like native TikToks, they slide into people’s feeds seamlessly, and invites creators to riff on it.



Video

INT. STORE — EVENING
A hand grabbing seven different food offerings from the store.

Shows the baked good with 7-Eleven branding.
The person takes a bite out of it.
[Beat]

The protagonist, mouth full, in awe looking off screen.

They pick up the phone and flip the camera around to the cash register.

Someone at the counter casually buying a live horse.
The cashier leans over to scan the tag on the horse’s ear. No one bats an eye.

The 7-Eleven logo fades in.
Tagline: “Everything under the sun. And then some.”

Audio

TikTok AI woman voice:
Rating seven 7-Eleven foods I’ve never tried before.

One, the sugar donut...

Wait... what?

Cashier:
Rewards card?

[SFX: Whirr, synth tone, register sounds]

- Template**
- Hook: Start like a standard TikTok haul with that monotone/cheerful VO (e.g., “Here’s everything I ate at 7/11.”).
 - Food Shots: Quick cuts of the offerings.
 - Glitch: Protagonist stops — sudden camera whip.
 - Absurd Reveal: Something impossible at the counter/aisle.
 - Deadpan Normalcy: Cashier/customer acts like it’s totally normal.
 - Fade in Logo + tagline.



Style:

- Avoid glossy ad polish. The humor comes from looking like “real content” that someone could have uploaded.
- Sound Design: TikTok AI voices for VO, with ambient store sounds (buzz of the fluorescent lights, cash register beeps and dings, etc).



Scalability:

- Start with 3-4 hero ads (Horse, Bigfoot, Freezer, TBD).
- Hand over the template to creators. Encourage them to make their own versions.
- Extend with cheeky OOH: blurry “Bigfoot spotted at 7-Eleven” posters, freezer-door illusions.

