



Rationale:

Cold at the end of the rainbow: Slurpee is now delivered in a Stay Cold cup. This billboard design features a campy St. Patty's Day message and bold visuals. The call-to-action is simple and drives viewer to further engagement.

Visual Hierarchy:

- (1) Slurpee delivered in a Stay Cold cup
- (2) 7NOW, delivery from 7-Eleven
- (3) Get the App
- (4) St. Patty's overlay