

An Apple or Samsung commercial? No, even better: Somersby Cider
(yes, made with apples)!

This commercial is so brilliant!

We all know how people (us) queue up outside stores whenever Apple releases a new product.

It's amazing how much this event has become ritual: *door opening, store people welcoming customers, people getting crazy around light-wooded tables.*

Ok, this time it's not about **Apple** iPhone-alike products (or **Samsung**, check their so-similar store furniture) or any *hi-tech product*.

It's about [Somersby Cider](#) (yes, it's made of apples...).

Somersby is in the cider business since 1749 so they're quite competent when it comes to give people some relief; check their [Facebook page too](#).

"Less apps, more apples", makes you thirsty, isn't it?

Ad agency: **Fold7, London**.