


A man with a serious expression has blood smeared on his face and a blue and white carton of milk is leaking milk onto his chest. He is wearing a blue button-down shirt. The background is a plain, light-colored wall.

“I wasn’t going far.”

SEATBELTS. What's holding you back?

A close-up of a black seatbelt buckle is shown on the right side of the image, partially overlapping the black banner.