







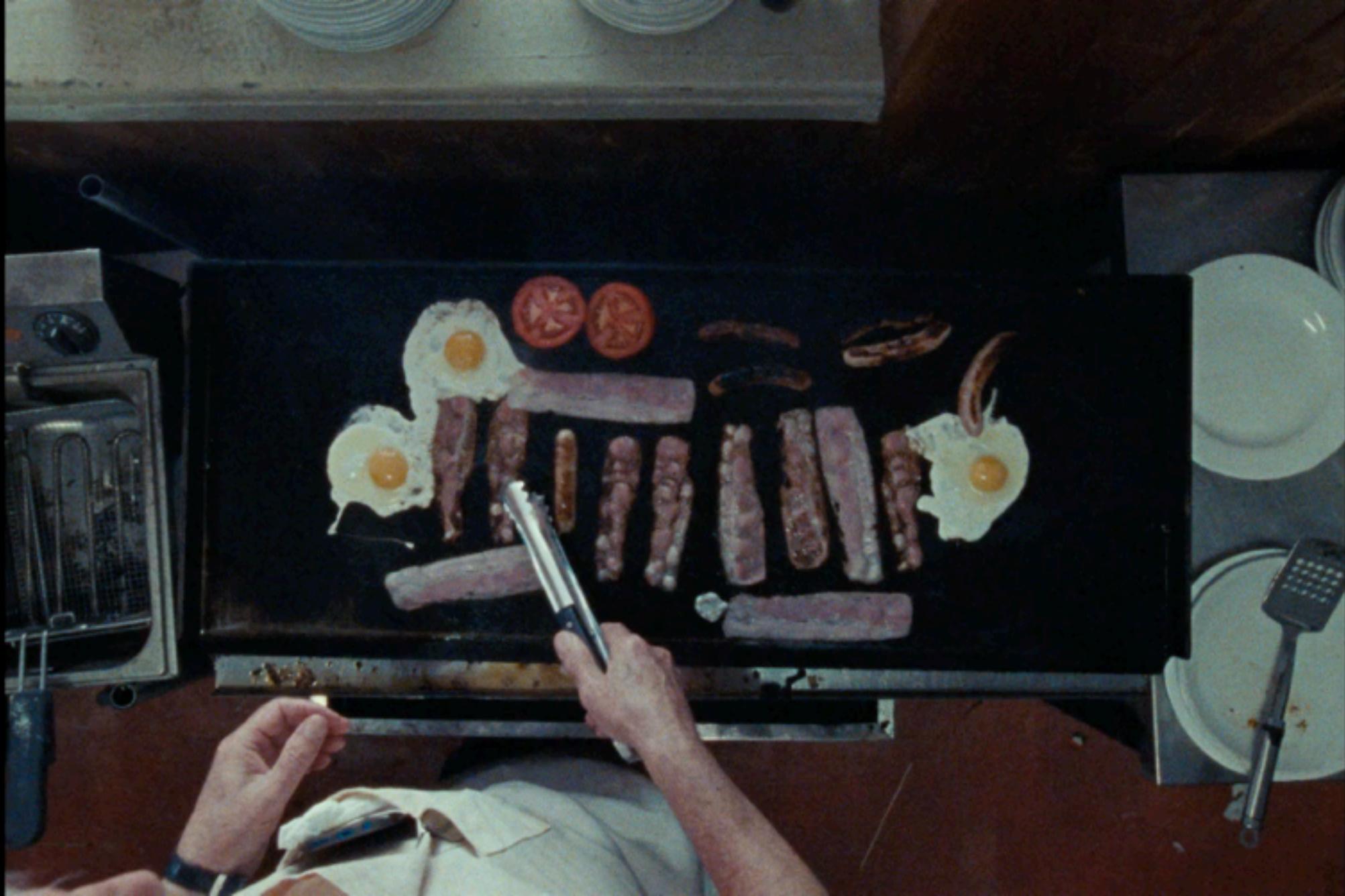
As she plays host and makes her way to the fridge, different elements along her path emit the distinctive "ssss" sound, creating an auditory journey. The continuous visuals of various sizzling foods cleverly misdirect viewers, leading them to think the matter is definitely related to food. This continuous "ssss" pneumonic adds intrigue and keeps the audience guessing about her true destination, enhancing the culinary atmosphere of the scene. However, when we reveal the 7up bottle at the end with the same sizzle, it adds another layer of association between food and 7up.

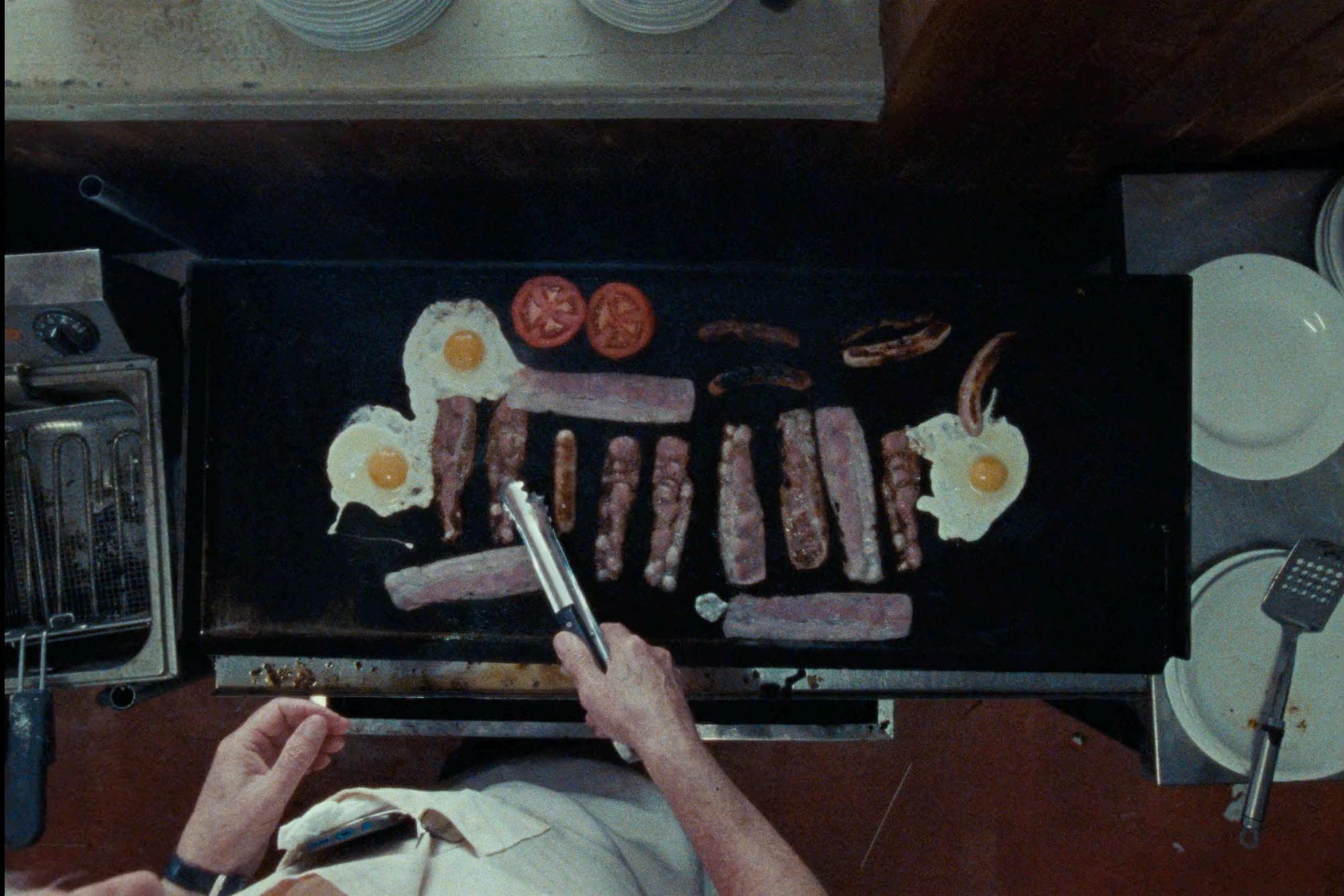






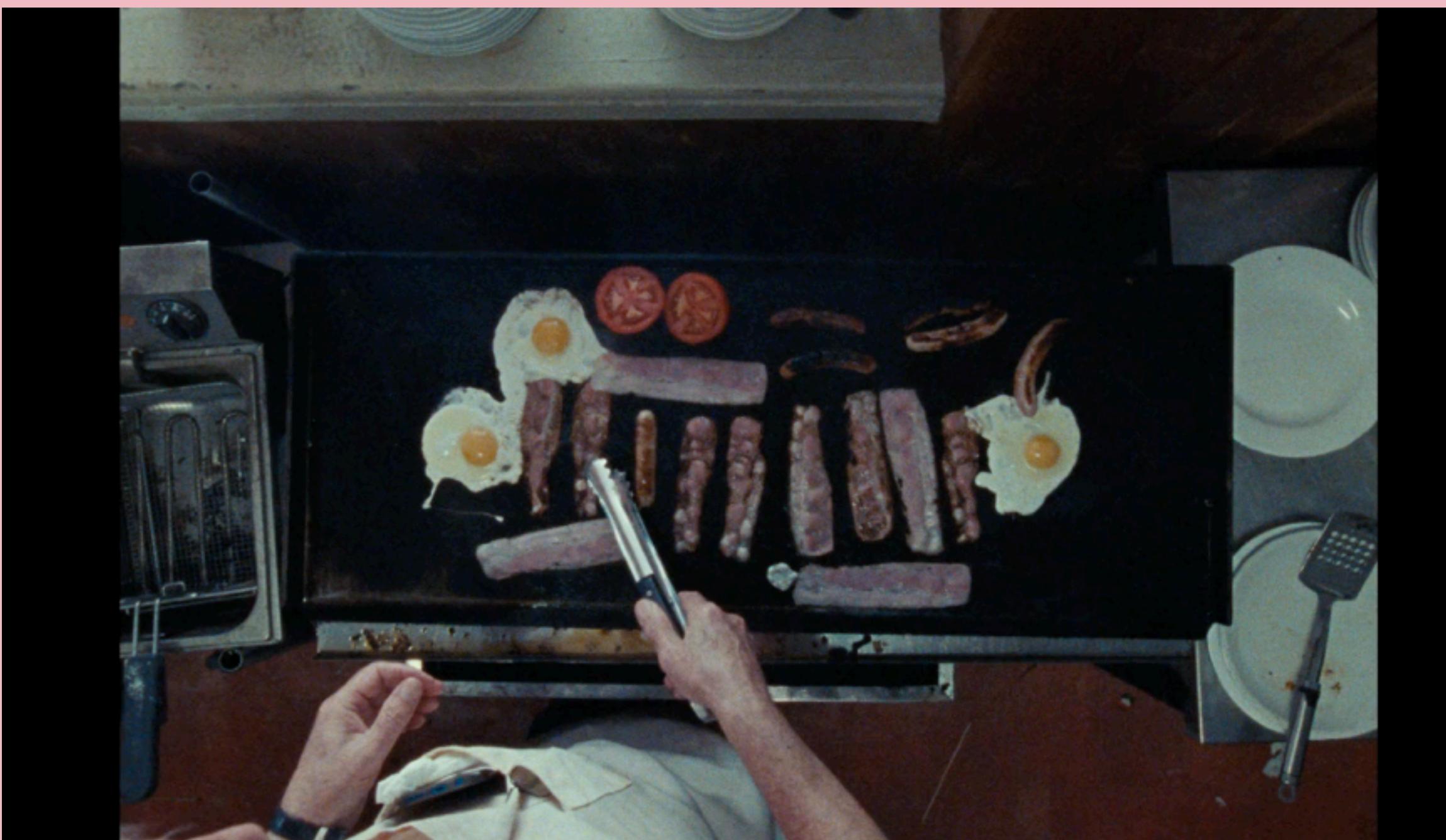








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The sss7

Up moment

The hero shot reveals the 7up bottle inside the fridge, surrounded by other condiments. The bottle, with condensation and a smoky chill, mirrors the sizzling food from earlier. As the fridge door opens, the girl takes it out and looks at it, giving a sigh of relief.

We realize now that her quest was for the 7up bottle. However, we still wonder about the significance of the sizzling "ssss" sounds heard throughout her journey. This subtle visual attempt brings the association home. This mystery will soon be revealed.

