















“Jab kis sunayi de tou..”



FOOD...

VO: “Jab khanay ki Ssss sunayi de tou...



The food window with a seamless blend of an L cut and a match cut. The sizzling sound of the 7up bottle opening carries over to the sizzling sound of the food being barbecued, creating a perfect symphony. This auditory transition ties the refreshing "ssss" of 7up to the deliciousness of the barbecue, linking the drink and the food in an unexpected and delightful way which seamlessly transitions into the **PRODUCT WINDOW.**

