






APPENDIX

Code PE1	Scene/Picture	Semiotic System					Explanation
		Linguistic	Visual	Audio	Gesture	Spatial	
S1		✓					<p>In this scene, the linguistic analysis reveals various layers of meaning. The abbreviation "WRU?" stands for "Where are you?" and conveys urgency and informality. The phrase "family dinner" suggests togetherness but also a sense of obligation. "The food's taking forever!" expresses impatience and frustration with the delay, while the emoticon ":(" adds emotional context, highlighting the</p>



							<p>speaker's displeasure. Together, these elements convey a sense of impatience and dissatisfaction during a family bonding experience.</p>
S2				✓			<p>A group of people eating together at a round table, creating a cheerful and warm atmosphere. Audio analysis is important as it adds a dynamic feel to the scene through the sounds of laughter, conversation and the sound of cutlery. Background sounds such as music and chatter from other tables enrich the atmosphere of the dining venue.</p>

S3			✓	✓		<p>The cast are opening a can of Pepsi between courses of food. The sound of the can opening and the fizz of the soda emphasize the freshness of the drink, enriching the visual experience and inviting the viewer to imagine the sensation of enjoying the drink. The gesture of the hand opening the can and the interaction between the two people symbolizes togetherness and a warm moment of sharing, adding an emotional dimension to the scene. These audio symbols and gestures work</p>
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							together to create a lively atmosphere and convey the brand message in a deep and meaningful way.
S4			✓		✓		The central figure holds a Pepsi can, drawing attention to the product and suggesting endorsement. A light bulb icon near their head symbolizes a bright idea or realization. The focused, thoughtful expression of the central figure contrasts with others who are enjoying their meal, highlighting social enjoyment. The table filled with food emphasizes a


							<p>pleasurable dining experience. Neon lights in the background create a modern, vibrant atmosphere. Together, these elements convey a message of enjoyment, social interaction, and inspiration linked to drinking Pepsi.</p>
S5			✓				<p>The plus sign between the icons shows the unity in Pepsi's packaging. The main figures raise their hands with cheerful expressions, indicating enthusiasm and joy, while their smiling faces show excitement. The neon lights in the</p>

							background add a modern and vibrant feel, enhancing the dynamic and youthful atmosphere. Together, these elements create an appealing depiction of Pepsi, emphasizing the diversity of the product and the enjoyment of drinking the brand's beverages.
S6			✓			✓	The prominently placed Pepsi bottles and cans symbolize freshness and social enjoyment, making Pepsi the drink of choice for fun gatherings. The surprised expressions and


						<p>neon-lit backdrop appeal to a youthful audience, while smartphones signify connectivity and sharing. Casual clothing and round tables promote inclusivity and community. Together, these elements create a lively, youthful atmosphere that aligns with the Pepsi brand.</p>
S7		✓				<p>The sentence “family meals went from basic to better” uses “better” instead of “good” because “better” is the comparative form, indicating improvement. “Basic” describes the initial state, while</p>


							<p>"better" shows enhancement, emphasizing a positive change. In advertising, "better" effectively conveys that Pepsi enhances the quality of family meals, making them more enjoyable. The sentence "With Pepsi, family meals go from basic to better" implies that Pepsi adds value, improving the meal experience. "With" indicates Pepsi's influence, suggesting that the brand brings quality and positive change to family dining.</p>
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S8					✓	<p>The actor, holding a Pepsi glass and looking at another person, shows enthusiasm and enjoyment with a mouth full of food and focused eyes. His casual grip on the glass suggests comfort and pleasure. These expressions and gestures create a playful, intimate atmosphere, highlighting Pepsi as part of a fun social moment.</p>
S9	 <p>with Pepsi family meals go from basic to better yay plus Pepsi for more yum</p>	✓				<p>“Plus Pepsi” emphasizes that Pepsi adds extra value. “For more yum” and “for more spice” use “for” to indicate that Pepsi enhances enjoyment</p>


							and flavor. "Yum" suggests a more delicious experience, while "spice" implies richer, seasoned flavors. Together, these phrases highlight Pepsi's role in improving the taste and enjoyment of food.
S10		✓			✓		This scene contains imitation sound words, such as "OH" and "MMM." These words directly indicate verbal and emotional reactions to the taste of food. "OH" describes surprise or amazement, while "MMM" expresses enjoyment and satisfaction. In addition, the brand


							<p>"Pepsi" seen in the background is also an important lexical element, as it conveys the message of a product that enhances the eating experience. These lexical elements are used to reinforce the narrative and provide a strong emotional context to the audience. Their facial expression shows enthusiasm and enjoyment of what they have eaten, with their mouth full of food or chewing and eyes focused on their meals.</p>
S11							<p>A hand holding a Pepsi glass emphasizes enjoyment, making the product the focal</p>

					✓	<p>point. The communal meal and background interactions create a lively, social atmosphere, associating Pepsi with positive experiences. Casual attire suggests a relaxed setting, while the close-up highlights Pepsi's refreshing qualities, presenting it as essential for enjoyable social meals.</p>
S12			✓			<p>This scene falls under visual product analysis as it features Pepsi as the center of attention as it is poured into a glass filled with ice, among colorful dishes.</p>


							<p>Symbols such as the Pepsi bottle and glass emphasize the freshness and enjoyment of the drink, while the atmosphere of eating together suggests togetherness and joy. These visuals are effective at grabbing attention and conveying the message that Pepsi is an integral part of a fun dining experience.</p>
S13			✓				<p>The logo on two glasses raised in a toast, with the word "CLINK," highlights the sound of glasses touching, creating an atmosphere of a shared meal or small party. The colorful</p>


							food and bright visuals emphasize togetherness and joy, with a strong focus on the Pepsi product.
S14					✓		The individual's satisfied expression while eating highlights enjoyment, suggesting a pleasurable dining experience enhanced by Pepsi. The casual setting and modern background appeal to a youthful audience, reinforcing Pepsi's trendy brand image. Overall, the elements convey satisfaction and enjoyment associated with Pepsi.


S15			✓	✓	✓	<p>Visually, the image shows a man with a blissful facial expression holding a Pepsi glass, emphasizing the freshness and enjoyment of the drink. The large and prominent word "AAHHH" is an audio symbol, representing the sound of relief and satisfaction after drinking Pepsi, reinforcing the freshness effect. The man's gesture, with a big smile and a relaxed way of holding the glass, emphasizes comfort and pleasure. This visual combination of facial expressions, the audio symbol "AAHHH," and the</p>
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							relaxed gesture creates an atmosphere that suggests that Pepsi is not only refreshing but also provides happiness and satisfaction.
S16			✓				The diverse dishes and relaxed setting highlight inclusivity and social connection, emphasizing Pepsi's role in bringing people together across generations. The visual symbols of food, drink, and casual ambiance collectively promote Pepsi as a universal companion for social gatherings.
							The Pepsi product is prominently


S17			✓		✓	<p>displayed, reinforcing its association with social gatherings. Waiters with trays of Pepsi and food highlight hospitality. The vibrant atmosphere and modern ambience symbolize youthful energy and camaraderie, with Pepsi at the center of the social experience.</p>
S18			✓		✓	<p>In this scene, the group of friends sit close together around a table, each holding a Pepsi, with their hands raised in a gesture of greeting or cheering. The Pepsi cans and bottles that stand out emphasize the</p>


							brand. The shared meal symbolizes community and friendship, while the modern neon lighting adds a vibrant and youthful touch, highlighting Pepsi's central role in social gatherings.
S19		✓					This scene shows the use of the words "MEALS. BETTER WITH PEPSI." The word "MEALS" signifies the context of eating together. The phrase "BETTER WITH PEPSI" uses "BETTER" to indicate an improvement in quality, and "PEPSI" as the subject that brings about the improvement. These words effectively

S1	 <p>when you're at home with your favorite food and a glass</p>					✓	The arrangement of elements that create a cozy atmosphere at home. The girl holding the pizza with a happy expression surrounded by favorite foods such as french fries, puts the food as the focal point. The full table layout and warm lighting add to the sense of warmth. The text "when you're at home with your favorite food and a glass" reinforces the relaxed and intimate atmosphere, emphasizing the
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							importance of ambience in the home dining experience.
S2		✓	✓				<p>"When you're at home with your favorite food and a glass of me" describes a cozy and pleasant situation. "When" indicates time, "you're" is "you are," and "at home" shows the location. "With your favorite food" adds a personal touch, and "a glass of me" personifies the Pepsi. This structure creates an intimate, inviting atmosphere, enhancing the promotional</p>


							<p>message. A Pepsi glass with a bold logo is the main focus, surrounded by food and a smiling person in the background. The recognizable red, white, and blue circle logo is prominent. Bubbles and condensation on the glass add freshness, while the slightly blurred background emphasizes Pepsi at the center of an enjoyable dining experience, creating a friendly and inviting atmosphere.</p>
							<p>The actor makes a direct and intense gaze at the</p>


S3					✓	camera, indicating focus and engagement. The gesture of holding a cutlery while gesturing with the other hand suggests explanation or communication, signaling the moment of enjoying the meal. Casual clothing and settings, with personal belongings and a comfortable room or kitchen backdrop, create a relaxed and approachable atmosphere, emphasizing authenticity and relatability. These
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							gestures and visual compositions convey a sense of connection and interaction with the viewer.
S4		✓					<p>The sentence “I get to see the real you.” uses “I” as the subject and “you” as the object, indicating a direct relationship. “The real you” emphasizes seeing the true side of the person.</p> <p>“The messy eater you.” is a nominal phrase describing “you” with the</p>


							<p>trait “messy eater.”</p> <p>“Not you. Yeah, you!” uses repetition and affirmation, rejecting one identity and reaffirming another for dramatic effect.</p> <p>“But you eat with your hands.” contrasts previous statements, describing eating habits.</p> <p>“Yummy...” is an interjection expressing enjoyment,</p>
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							<p>adding an emotional touch.</p> <p>“Cheers!” is a positive interjection, often used in social contexts.</p>
S5		✓					<p>The repeated word "MESSY" in bold, capital letters over an image of someone eating pizza emphasizes a carefree and indulgent moment. The text highlights the playful acceptance of messiness, suggesting that enjoying a meal can be fun and imperfect. This</p>


							linguistic choice encourages a relaxed, joyful attitude towards eating.
S6		✓					The scene features a man sitting on a sofa with large letters forming the word "MESSY" around him, and the text "yeah you" at the bottom. The word "MESSY" uses large blue letters that attract attention, emphasizing the characteristic of being sloppy or untidy. The text "yeah you" uses informal language that directly connects the characteristic to


							the audience or subject in the scene. This combination of visual and text elements is effective in conveying the message that the man is "messy," showing how linguistic analysis can reveal meaning through symbols and text.
S7					✓		A man in a patterned yellow shirt is at the center of a 360-degree shot, drinking from a Pepsi glass. His relaxed gestures and slightly tilted head show he is savoring the drink. His calm,

							focused expression reinforces that Pepsi is a refreshing choice anytime, even during activities.
S8					✓		The gesture of reaching for food with brightly painted nails suggests a casual and intimate moment of enjoyment. The close-up view emphasizes the act of sharing or personally indulging in the meal. The presence of a Pepsi can in the background links the brand to this casual dining experience,


							reinforcing a sense of comfort and satisfaction. The colorful nails and playful shirt design add a lively, youthful vibe, enhancing the scene's overall atmosphere of relaxed, everyday pleasure.
S9						✓	The gesture seen in this image is a mouth wide open to bite off a piece of food, with some of the food visible in the mouth. This expression shows enjoyment and enthusiasm for the food being eaten. The fingers

							holding the food firmly also add to the impression that the person is thoroughly enjoying each bite.
S10					✓		The cast member brings food to her mouth with brightly painted nails, which emphasizes personal enjoyment and pleasure. The close-up shot and relaxed posture suggest comfort and carefree attitude, while the colorful nails add a playful and youthful touch. This highlights the moment of enjoying and


							delighting in the food.
S11			✓				<p>A young man enjoys a Pepsi, holding a can in one hand and a snack in the other. His happy expression and relaxed posture create a cheerful atmosphere, enhanced by bright clothes and a warm background. The bold "YUMMMMMMY" text at the bottom emphasizes his satisfaction and enjoyment.</p>


S12					✓	<p>The gesture of dipping food into a sauce signifies a moment of culinary enjoyment and personalization. The hand's careful motion highlights attention to flavor and the act of savoring the meal. The variety of sauces and dishes on the table suggests diversity and a rich dining experience. This gesture analysis underscores a deliberate and appreciative approach to eating, emphasizing the pleasure derived</p>
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							from enhancing food with different tastes.
S13		✓	✓				<p>The repeated word "DIP" in bold, blue letters overlays various sauces, emphasizing the action and enjoyment of flavoring food. The vibrant text and diverse condiments highlight the sensory pleasure and variety in the dining experience, celebrating the fun of personalizing meals.</p>

S14		✓			✓	<p>This scene criticizes the habit of adding sauce to all kinds of food. Linguistically, the text "cheers the you who put sauce in everything isn't that enough nope" expresses a greeting followed by confusion and rejection. Gesturally, the facial expression showing disbelief and the large "NOPE" in the background reinforce the message of rejection. This combination of words and visual expressions effectively</p>
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							conveys the criticism.
S15						✓	Spatial arrangements that support interaction and ambience. Round tables facilitate natural interaction and create a sense of community. Seating positions evenly distributed around the table ensure everyone is engaged in conversation. The food arranged neatly in the center of the table becomes the center of attention and a symbol of sharing. The presence of


								<p>Pepsi bottles and glasses adds to the relaxed feel. Colorful decorations such as cacti and cushions create a warm and cozy atmosphere, emphasizing the concept of a relaxed and fun meal together.</p>
S16						✓		<p>The close-up of a person biting into food with brightly painted nails emphasizes the sensory pleasure of eating. The gesture of bringing food to the mouth signifies personal indulgence and enjoyment.</p>


<p>S17</p>		<p>✓</p>			<p>✓</p>	<p>The phrase highlights that everyday imperfections are normal and should be celebrated. It acknowledges that "our homes and meals may be messy," making it relatable. The addition of "but as long as it's you it's exactly how it should be" emphasizes that being with loved ones is what truly matters, valuing authenticity over perfection. A man eagerly reaches for food, his smiling face and forward-leaning</p>
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							posture indicating joy and desire. A Pepsi can stands upright while a glass is toppled over, spilling the drink. This scene captures a spontaneous, dynamic moment, emphasizing active interaction, realism, and the authentic fun of shared dining.
S18						✓	The cast was eating the whipped cream straight from the bottle, with the Pepsi bottle visible in the fridge, symbolizes a spontaneous and playful gesture. The gesture of eating


							<p>the whipped cream in this carefree manner highlights the fun and impulsive enjoyment of food. The presence of Pepsi in the background is subtly strengthening this brand association with moments of fun and personal freedom. Together, these elements create an image of youthful exuberance, emphasizing the joy of satisfying desires in a fun and unrestrained way.</p>
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S19					✓	<p>The woman's chewing face with cheeks full of food shows satisfaction, while the movement of her hands holding the food indicates interest. Her posture leaning forward shows enthusiasm. This combination of facial expressions, hand gestures and posture conveys a message of pleasure and happiness in enjoying food, creating a positive and pleasant atmosphere.</p>
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S20				✓		<p>People cheers with Pepsi cans and glasses, accompanied by the clinking sound. This festive clinking emphasizes a celebratory atmosphere, creating a sense of familiarity and fun, and reinforcing the ad's message of togetherness and joyful moments with friends.</p>
S21			✓			<p>Pepsi cans and bottles submerged in ice water, surrounded by clear ice, effectively convey freshness and</p>

							deliciousness. The cold, striking Pepsi logo emphasizes it as the ideal cold drink. The blue color and sparkling ice add a dynamic, exciting visual appeal.
S22			✓	✓	✓		This scene combines visual, audio and gestural elements to convey the message of freshness and enjoyment. Visually, the striking Pepsi logo and the water droplets on the can represent freshness. The sound "psst" when the can is


						<p>opened indicates carbonation and freshness.</p> <p>Gesturally, the movement of the hand opening the can shows anticipation to enjoy the drink.</p> <p>This combination effectively conveys Pepsi's message of freshness and enjoyment.</p>
<p>S23</p>					<p>✓</p>	<p>A woman drinks from a Pepsi can, her gestures showing she enjoys it wholeheartedly. Her head is tilted back slightly, and she holds the can tightly, focused on savoring each</p>


							<p>sip. Her relaxed yet steady grip and calm expression emphasize Pepsi's refreshing and enjoyable nature. The neon lighting and modern background create a dynamic, energetic atmosphere, associating Pepsi with an active, trendy lifestyle.</p>
S24					✓		<p>The sound of the cap twisting and the fizzy drink exploding adds a sensation of freshness and energy, making the viewer almost feel the drink's refreshing quality. This dynamic</p>



							visual and audio effect attracts attention and enhances the inviting feel.
S25		✓				✓	A man sits with his mouth wide open and eyes closed, showing complete happiness and enjoyment. The neatly arranged food on the table, with a clearly visible Pepsi bottle, directs attention to every detail. The bird's-eye view adds dynamics, creating an impression of fun and togetherness.


S26		✓		✓		<p>The text "HOME. IT'S WHERE YOU CAN BE YOU" emphasizes comfort and self-identity, showing that at home one can be oneself. Visually, the Pepsi glass with abundant foam and clear logo creates a sense of freshness, while the cozy background emphasizes the home atmosphere. This combination effectively conveys that enjoying Pepsi is part of a relaxing and authentic moment at home.</p>
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Add Fizz to Your Feast (PE3)



Code PE3	Scene/Picture	Semiotic System					Explanation
		Linguistic	Visual	Audio	Gesture	Spatial	
S1			✓			✓	<p>Spatial arrangement and visual elements that convey togetherness and fun. The spacious living room, comfortable sofa and clean kitchen create an inviting atmosphere to relax together. The close seating position suggests intimate social interaction. Visually, the food such as pizza and chicken on the table takes center stage,</p>


							emphasizing the moment of eating together. Bright lighting and happy facial expressions create a cheerful and lively atmosphere.
S2					✓		The hand gesture of the delivery person handing over the paper bag and the recipient taking it shows interaction and trust in the delivery process. The use of a mask by the delivery person adds an element of safety and adherence to health protocols. The slightly forward-leaning posture shows readiness and attentiveness in the interaction.


S3			✓		✓	<p>The blue color, which matches the color of Pepsi and is in the kitchen, and the girl's clothes create a fresh and modern atmosphere, as well as an eye-catching harmony. The gesture of the girl holding the cell phone while smiling widely shows happiness and enthusiasm.</p>
S4		✓				<p>"Um..." is an interjection that is often used to show doubt, thought, or confusion. This word has no concrete meaning, but serves as a filler in conversation indicating that the</p>


							speaker is searching for words or hesitating to continue. It provides a pause or transition in conversation that can signal uncertainty or a moment of thought.
S5				✓			The "psst" sound when the bottle cap is opened, the drink spout, and the escaping steam emphasize the freshness and carbonation of Pepsi. The combination of these sounds creates an audio experience that makes the viewer almost feel the freshness of the drink.

S6				✓		<p>The sound produced when Pepsi is poured into the glass adds to the viewer's sensory experience. The gurgling sound and carbonation bubbles give a sense of freshness and enjoyment. The subtle boom as the liquid hits the glass adds a realistic dimension, making the audience feel a more authentic experience. The combination of these sounds reinforces Pepsi's appeal as a refreshing and delicious drink.</p>
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S7			✓				<p>The glass with the logo clearly emphasizes the brand identity. Ice cubes indicate a cold drink, and carbonation bubbles add a sense of freshness. The bright lighting makes the drink shiny and inviting, making Pepsi look more appetizing. The combination of these elements effectively conveys that Pepsi is a fresh and delicious drink.</p>
S8				✓			<p>The sound of the bubbly liquid in the glass enhances the viewer's sensory experience. The carbonation bubbles and froth on the surface produce</p>


							pops and gurgles that emphasize the freshness and enjoyment of Pepsi, allowing the viewer to almost taste the freshness.
S9					✓		The woman's hand holding the Pepsi glass firmly shows that she is enjoying her drink with great care and enjoyment. The drinking position with her eyes closed confirms that she is fully enjoying the taste of Pepsi, emphasizing the satisfaction and freshness offered by the drink. The relaxed and satisfied facial expression shows happiness


							and enjoyment, reinforcing the message that Pepsi is a refreshing and satisfying drink. This combination of hand gestures, drinking position and facial expression effectively conveys the message of the freshness and satisfaction of enjoying Pepsi.
S10				✓			Shows various expressions and gestures that convey a message of happiness and satisfaction. The woman's facial expression of laughter and the hand gesture of raising the Pepsi glass indicate a


						<p>positive experience of enjoying the drink. The Pepsi logo clearly visible on the glass associates the woman's happiness with the product. The bright environment and cheerful colors support the positive feel, while the woman's happy gaze draws the viewer in, making them feel connected to the happiness she feels.</p>
<p>S11</p>			<p>✓</p>		<p>✓</p>	<p>Uses various visual elements to convey the message. The surprised and happy facial expressions of the three men indicate a moment</p>


							<p>of excitement and fun. Their body positions facing the camera show active engagement in watching television. They are holding snacks such as fried chicken, creating an atmosphere of relaxation and togetherness. The background with the television on reinforces the theme of watching together, while the bright colors and good lighting add a lively and interesting feel.</p>
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S12		✓				<p>"Hey! Pepsi" text that draws the viewer's attention to the Pepsi brand in a friendly and casual manner. The text is strategically placed at the bottom of the image, making it easy to read. The visual of happy, fast-moving men supports the message that Pepsi is part of a moment of togetherness and fun. The combination of text and image reinforces the narrative that Pepsi is best enjoyed in a fun atmosphere.</p>
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S13			✓			<p>✓</p> <p>Arrangement of objects and space to convey the message. The placement of the Tom Yum noodle soup and Pepsi glass side by side with a clear logo draws attention to the combination of food and drink. The bright colors of the ramen and vegetables contrasted with the dark colors of the Pepsi create an interesting visual balance. Details such as chopsticks and hand gestures add natural context, reinforcing the message that Pepsi goes well with food, creating an</p>
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							enjoyable eating experience.
S14			✓		✓		<p>This scene represents a cheerful mood and a sense of togetherness through laughing facial expressions and relaxed body gestures. Products like Pepsi and KFC emphasize the relaxed atmosphere of eating together. The bright backdrop of the modern kitchen supports the cozy and positive feel. The food and drinks on the table reinforce the theme of familiarity and social interaction. Visual compositions that follow the rule of thirds draw attention to playful</p>


							interactions and expressions, creating moments of happiness and togetherness.
S15					✓		Gestures and expressions that convey a message of joy and a call to share. The woman smiles kindly and holds two bottles of Pepsi with her hands raised to the front, emphasizing the product. Her upright posture and direct gaze at the camera create a personal connection with the viewer. The backdrop of a neat, well-lit kitchen adds to the cozy atmosphere, supporting the message that Pepsi is the ideal drink to enjoy together.



S16			✓		✓	<p>The focus on the Pepsi labeled bottle and glass emphasizes the brand and the fun atmosphere. The gesture of pouring the drink reflects the act of sharing and positive social interaction. The close-up composition and blurred but clean background highlight the activity and cozy atmosphere. The presence of food on the table supports the theme of eating together and togetherness.</p>
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S17			✓		✓	<p>Shows happiness and togetherness through laughing facial expressions and hand gestures toasting with the Pepsi bottle. The poured Pepsi bottle takes center stage, promoting the product as part of a happy moment. The intimate environment with tables full of food, bright colors, and good lighting creates a cheerful and inviting atmosphere, showing the close relationship between them and associating Pepsi with togetherness.</p>
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S18	 A man with short dark hair, wearing a blue button-down shirt over a white t-shirt, is laughing heartily. He is holding a clear glass with a Pepsi logo on it. The background is a bright, slightly out-of-focus indoor setting with a window.				✓	Cheerful atmosphere and positive social interaction through gesture. The man's laughing facial expression signifies joy. The hand gesture of holding a glass with the Pepsi logo symbolizes togetherness. His forward-leaning posture reflects enthusiasm. The Pepsi glass reinforces the relaxed atmosphere, while the light background adds a cozy feel.
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S19			✓		✓	<p>Facial expressions and hand gestures that convey a message of togetherness and humor. The enthusiastic man feeding the woman a pizza shows familiarity, while the woman's surprised reaction adds a humorous element. The intimate environment with tables full of food, bright colors, and good lighting creates a cheerful and inviting atmosphere, showing the close relationship between them and associating Pepsi with togetherness!</p>
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S20					✓	<p>The focused expression and open mouth indicate satisfaction. The visual composition with the man in the foreground and the woman in the background adds dynamics to the interaction. The Pepsi bottle as a product symbol reinforces the relaxed atmosphere. The bright and modern kitchen background creates a cozy atmosphere. All these elements portray a positive social interaction and pleasant atmosphere.</p>
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S21			✓				<p>The focus on the Pepsi glass with a clear logo ensures the brand is recognized. The poured Pepsi and ice cubes in the glass emphasize freshness. The close composition and blurred background draw attention to the product. Bright and contrasting colors add visual interest, all working to highlight the freshness and pleasure of Pepsi.</p>
S22						✓	<p>The full and neat arrangement of food and drinks on the table reflects abundance and celebration. The central focus on the bowl of ramen</p>

						<p>draws the eye, while the hands raising the glasses suggest togetherness and toasting. The even distribution of objects creates visual balance. The strategic Pepsi bottle reinforces the relaxed atmosphere, and the blurred background helps focus on the activities at the table, portraying an atmosphere of togetherness and celebration.</p>
<p>S23</p>			<p>✓</p>			<p>The playful interaction between two people, with the Pepsi bottle and glass clearly visible, highlights the brand. The gesture of</p>

							sharing food and drink and the laughter-filled facial expressions add an element of humor and happiness.
S24		✓				✓	The placement of all the cast around the table creates an atmosphere of togetherness. The Pepsi bottle and glass in the center of the table highlight the product. The balanced visual composition and light background support the cozy atmosphere. The promotional text "ADD FIZZ TO YOUR FEAST" emphasizes Pepsi's role in enhancing the pleasure of eating.

						<p>All these elements depict a pleasant dining atmosphere.</p>
<p>S25</p>	<p>The image shows a dining table with two Pepsi bottles in the center. There are several dishes of food, including what looks like a salad and some bread. A sign in the background says "ADD FIZZ TO YOUR FEAST WITH pepsi." The background is blurred, showing people in a dining setting.</p>		<p>✓</p>			<p>Focus on the two Pepsi bottles in the middle of the table, emphasizing the product in the context of a shared meal. The neat arrangement of the food creates a balanced composition. The text "ADD FIZZ TO YOUR FEAST" reinforces the message that Pepsi enhances the eating experience. The variety of food suggests abundance and a celebratory mood, while the blurred background with people</p>

							enjoying the food suggests an interactive atmosphere. All these elements emphasize that Pepsi can add fun to a shared meal.
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