

Solution to ' Marks the Spot

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Typically, X marks the spot, not ', so in every place there is an apostrophe, simply replace it with an x. This gives you, in the puzzle,

0x33 0x0 0x2 0xD 0x17

And hints like "xor" in the puzzle itself. If the youtube video is watched, one of the very last lines in it is "Palin is the key to this puzzle", and she is. If you xor Palin (0x50, 0x61, 0x6C, 0x69, 0x6E) with the hex key, you get the ascii for "candy". Thus, the solution is candy. Yum!

CANDY