

News monitored for: Pepsi - Brands



## 7UP GETS A TAG LIFT

How far will the 'Uptimistic' quotient of new TVC launched on Feb 4 -- with the tagline 'Dil Bole I Feel Up' -- help the brand connect with consumers, finds out **Priyanka Mehra**

**Client's brief:**  
To launch a new differentiated proposition for 7UP, that captures the spirit of a new confident, optimistic India and stems from the core truth of zesty lemon refreshment.

**Execution:**  
The execution idea is "When you feel UP, you make the world around you feel UP". The commercial introduces the new Indian mantra for optimism - 'I FEEL UP!' in a light hearted and delectable new way!

**Launch date:**  
4<sup>th</sup> February 2012

**The team:**  
Client: PepsiCo  
7UP Brand Team: Ruchira Jaitly, Vineet Sharma, Mohit Raina, Neha Sharma

**Agency:**  
BBDO India  
Chief Creative Officer: **Josy Paul**  
Executive Creative Director: Sandipan Bhattacharyya  
Copywriters: Sandipan Bhattacharyya, Arjuna Gaur  
Art Director: Anunay Rai  
Account Management: Siddharth Bhattacharya, Ankita Vardhan Singhal  
Planner: Shekhar Khanna

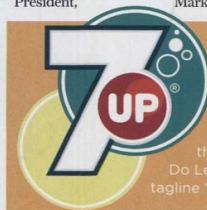
Film Director: Damien Toogood  
Producer: Charity Downing  
Production House: Luscious International, Sydney  
Animation & VFX: Alt Vfx, Brisbane  
Music Director: Ram Sampath

The cola war seems to have taken an optimistic turn in the New Year. Coca-Cola brought in the New Year with a cheery 'Umeed Wali Dhoop, Sunshine Wali Aasha', and PepsiCo India started off on an 'Uptimistic' note with a brand new positioning for its lemon-flavoured drink, 7Up and its popular sub-brand Nimbooz with Bollywood star and brand ambassador, Sharman Joshi. The new brand philosophy with its India-centric tagline 'Dil Bole I Feel Up' taps India's inherent spirit and optimism through good and bad times.

The 'I Feel Up' promotion has been conceptualized by BBDO India, and features a dance-off between Sharman and a penguin. Shot in Australia, the film is choreographed by Hollywood choreographer Simon Lind. Once again, like BBDO's previous campaigns, the concept of 'social message' reflects well in the campaign, which is an attempt towards a new brand positioning of 7Up and Nimbooz. The brand recently refurbished its identity by introducing a new brand logo globally. Speaking about the new positioning, Ruchira Jaitly, Executive Vice President, Marketing, Beverages

what the audience wants. Proximity India, the digital arm of BBDO India, has been handling the creative duties of the brand since 2008. The agency, which bagged the digital duties of 7Up, continues to spread its social messages through digital campaigns. With over 3 lakh 'Likes' on its Facebook page, it takes the youth through an Uptimistic yatra and offers attractive downloads. "We had an interesting challenge. We were keen to launch the idea without branding it. We wanted to seed 'I Feel Up' but without the brand name 7Up. We started by launching the sentiment and the brand mantra on social media - without branding it! The world's longest tweet-a-thon (for 73 hours) #IFeelUP was trending at number one in India," shared Josy.

The new positioning is also supported by a completely new look given to the packaging. The last campaign for 7UP, around the theme 'Gussa Hatao, Chill Machao', which positioned the brand as a cooling catalyst, empowering the consumer to keep their cool in heated situations, helped the brand gain popularity. For the last four years, 7UP has been amongst the fastest growing brands in the carbonated soft drinks category in India.



### BRAND JOURNEY

**1929:** 7Up was created **1990:** 7Up begins operation in India **1992:** International mascot Fido Dido was used for advertising to position the brand as a cool drink for youngsters **2008:** Creative duties go to BBDO India **2009:** PepsiCo launches Nimbooz **2009:** 7Up builds up on the theme of mood upliftment with its new tagline 'Mood Ko Do Lemon Ka Lift' **2012:** 7Up repositions brand and packaging with tagline 'Dil Bole I Feel Up'

(Flavours), PepsiCo India informed, "India Feels Up and at 7Up we salute that with our new positioning. We are kick-starting the New Year with an exciting new ad film, a unique dance odyssey to bottle India's Uptimism and a whole lot of exciting Upbeat activities. We are confident that it will resonate well with our consumers nationwide."

"Up reflects a young Indian mindset. It's a very active idea - one that involves and engages a nation that's unputdownable. We have just launched in Chennai and we are already getting fantastic responses. Brands have the power to serve society. We believe that "I Feel Up" has a social purpose. In our own way, we are trying to spread cheer and joy. When you feel 'Up', you make others feel 'Up'. It's infectious," said Josy Paul, Chairman and Chief Creative Officer, BBDO India.

With a new campaign coming out every day, the team decided to take the viral route to gauge

In line with the optimistic theme, the brand has also flagged off a dance odyssey, with Sherif, Tamil Nadu's dancing star, pitched as 7Up's dancing man tapping his way to 11 cities from Chennai to Chandigarh promoting the brand. This sentiment is echoed by Josy: "The brand 7 Up has always stood for 'mood upliftment'. That's the nature and role of lemon. The new campaign captures the growing optimism of India's youth. The new brand line "I Feel Up" resonates with this national sentiment. It's a mantra that makes you feel upbeat. It is a useful and usable expression for 'mood upliftment'." The TV and on-ground activities are complimented with vigorous OOH, online and radio activities as well. What is interesting is that the 7Up campaign hasn't completely rolled out - some elements of this 360-degree campaign are yet to be launched, but word of mouth seems to have uplifted the spirits of the brand already.

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