

News monitored for: Pepsi - Brands

impact

## 7UP out to bottle India's 'UP'timism



Optimism seems to be the flavour of the season. After Coke and its "Umeed wali dhoop" campaign, now PepsiCo India has embarked on a journey of, what it calls, 'UPtimism'. PepsiCo has started the New Year by unveiling the new positioning for brands 7UP and Nimbooz. The new brand philosophy of 7UP - 'Dil Bole I Feel Up' - celebrates India's undying 'UPtimism' and positive attitude.