

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.