

News monitored for: Pepsi - Brands



7UP campaign in 'augmented reality'

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CLAIMING to be the first to adopt a new-age marketing tool in India, PepsiCo's 7UP has launched a campaign based on 'augmented reality' that leverages on digital media.

Augmented reality (AR) provides live a direct or indirect view of a real world environment whose elements are augmented by virtual or computer-generated imagery. This technology blurs the line between reality and computer-gen-

erated content by adding graphics and sounds.

Said Alpana Titus, executive VP (flavours) of PepsiCo India, "These days consumers want to connect with the brand, they crave for more engagement. Therefore, brands need to go beyond traditional mediums of advertising such as TV, outdoor and print. Consumers, particularly the youth, are not responding much to traditional mediums. We have used augmented reality technology as it is a next generation medium to interact with

consumers on web or mobile handsets."

She declined to comment on the marketing spend on this new campaign.

The digital campaign endorsed by popular regional actor Allu Arjun has been launched in Andhra Pradesh for now. Titus said that AP is the largest market for clear lime carbonated beverages in India. The size of the carbonated beverages market stands at around 650 million cases per annum and lemonade beverages account for 35

per cent of this market.

In the 'You Click, I Dance' campaign, a consumer can make Allu Arjun dance in seven different styles such as salsa, hip-hop and Bollywood. Consumers need to just log on to the company's website and place their 7UP PET bottles with the printed AR code (a graphic black and white box) in front of a webcam. Likewise, consumers can also place the bottle in front of the mobile phone camera.

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