

News monitored for: Pepsi - Brands

New Indian Express - Espresso

Dance, Allu, Dance!

BEVERAGE companies pull out every trick in the book to jack up sales. But this time it is next generation technology married to a movie star, a sure fire formula to set the ball rolling.

There is great fun on the cards for die-hard Allu Arjun fans, with 7 UP launching first-of its-kind digital campaign in Andhra Pradesh. The incredible dance moves of Allu Arjun are just a click away courtesy Augmented Reality. Blurring the lines between reality and computer generated image, the technology enables a live view of a physical real-world milieu with enhanced graphics, sound and feel.

With the campaign, aptly named as "Click Cheste, Dance Chethaan" (You click, I dance), 7 UP claims to be the first brand in the country in using the technology for marketing and promotions.

Consumers have to buy the 7 UP PET bottles, use the AR code and place the bottle in front of a webcam or a mobile phone camera to make the star dance to 7 different styles-Salsa, Rock n' Roll, Hip Hop, Pop, Retro, Bolloywood and Punk Rock.

Allu Arjun, brand ambassador of 7 UP, is very excited to be a part of the campaign. "Only 7 UP, with its clear focus on innovation, could have conceptualized such a mega campaign on the platform of futuristic technology. I am really quite happy to be dancing to the tunes of my fans in the state," said the dancing sensation. "Augmented Reality is soon going to find way into some of our movies sooner than later."

Well, the future beckons and how!

Express Features

