

Sharman's happy feet



Avantika Patil

SHARMAN Joshi has been practising a few dance moves these days for 7 UP's new ad film that features a dance-off between him and a penguin from the Happy Feet fame. 7UP has roped in choreographer, Simon Lind of Happy Feet to choreograph this ad. Shot in London, 7 UP cashes on the fact that dance is the ultimate expression of an upbeat spirit.

Talking about his association with the brand, Sharman says, "Since my college days, 7UP has been my favourite drink. Therefore, being associated with the brand was natural and logical. Moreover, I believe in promoting what I use myself rather than just pretending and misleading the viewers. I think the new ad campaign is unique. It has the potential to set new standards in the advertising industry in India. I am quite excited and look forward for the ad film to go on air."