

News monitored for: Pepsi - Corporate

Business Line

PepsiCo's new campaign for 7UP goes interactive

Our Bureau

Hyderabad, June 3

PepsiCo on Thursday announced the launch of a new campaign which the company described as path-breaking as it harnesses the potential of new technology to reach out to youth on the move, making it interactive.

"This technology-driven interactive campaign is being launched for the first time in the country in Andhra Pradesh that accounts for nearly 25 per cent of the aerated drinks market.

"Based on the response, this test marketing initiative

will be taken to other parts," Ms Alpana Titus, Executive Vice-President, Flavours, PepsiCo, said.

Titled "Click Cheste, Dance Chesthaan" (Click and I dance), the campaign gives consumers an opportunity to connect with Tollywood star and 7Up brand ambassador Allu Arjun.

AUGMENTED REALITY TECHNOLOGY

The campaign is based on augmented reality (AR) technology wherein a consumer needs to buy a 7Up PET bottle and use the AR code (a graph-

ic black and white box) printed on the bottle sleeve and place it in front of the Webcam to make Allu Arjun dance in seven different dance styles spanning Salsa, Hip Hop, Rock 'n' Roll, Pop, Retro, Bollywood and Punk Rock.

Augmented reality is a term for a live direct or indirect view of a physical real world environment whose elements are augmented by virtual computer generated imagery.

This blurs the line between what's real and what's computer generated.

Hungama is the digital partner for this campaign.



Interactive campaign: Actor Allu Arjun launching 'You click, I dance' campaign of PepsiCo's brand 7UP using augmented reality (AR) technology by placing the AR coded soft drink bottle in front of a webcam in Hyderabad on Thursday. Ms Alpana Titus, Executive Vice-President (Flavours), PepsiCo is also seen. — P.V. Sivakumar