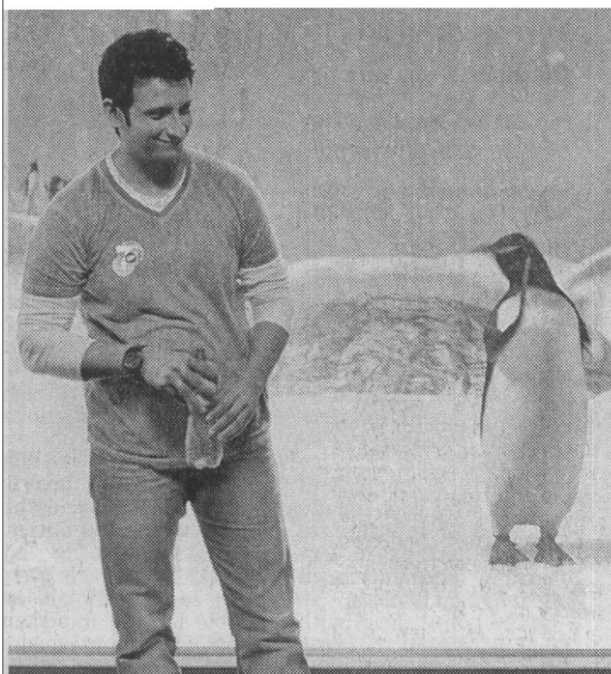


News monitored for: Pepsi - Brands

# THE ASIAN AGE

AD OF THE WEEK



## STAY UPBEAT

**T**he new TV commercial of 7UP featuring actor Sharman Joshi seems to continue with the theme of optimism, which has become the flavour of this leap year. The spot takes it further by presenting a unique dance odyssey to bottle India's optimism or 'Uptimism' as they like to put it. Interestingly, the film features a dance-off between Sharman and a penguin. The actor is able to make a disinterested penguin dance like him, much to the joy of the visitors. The ad is able to portray the upbeat spirit of the protagonist. The film has used motion capture technology to bring the moves of the penguin alive in the fun dance-off, which looks humourous. Shot in Australia, the TVC is choreographed by Hollywood choreographer, Simon Lind of *Happy Feet 2* fame. The commercial has been produced by a computer generated imagery production company in Australia.