

DEWmocracy 2 – Campaign Statistics



Social Media:

726,803: Mountain Dew Facebook fans
2,858: DEW Labs Facebook fans
2,957: Channel views on DEW Lab's YouTube channel
19,010: Mountain Dew Twitter followers

Contest to Receive Home-Tasting Kits:

9,177: Page views of campaign page on 12seconds.tv
6,836: Unique views of campaign page on 12seconds.tv
110: Number of videos created
150: Number of e-mail submissions
11,146: Total views of all videos
29,684: Number of impressions of tweets linking to a campaign video

Truck Stop Tour, 17 Markets in 10 States:

10,900: Total miles traveled
42,033: Average attendance, national tour events
12,245: Average attendance, mobile tour events
672,528: Total attendance, national tour
832,690: Total attendance, three mobile tours
1.5MM: Total event attendance

Color:

4,458: Votes prior to live paintball event
7,287: Votes during live event
4,594: Viewers for streamed paintball event
2,900: Unique users for streamed paintball event
538: Total viewer hours

Name:

582: Followers of "Distortion," winner of Twitter race for Flavor 231
1,014: Followers of "White Out," winner of Twitter race for Flavor 493
398: Followers of "Typhoon," winner of Twitter race for Flavor 509

Advertising Challenge:

Campaign Page Unique Pageviews: 35,300

162: # of Videos created
202,000: # of Total Views of all videos
15,000: Total # votes cast

For more information: www.dewmocracymediahub.com