

FACT SHEET – Make Your Voice Heard



Stage 2: Express Your Flavor

Mountain Dew created DEW Labs, an online community of 4,000 of its most passionate fans. Then its members split up into three Flavor Nations. The first task: deciding how to describe their beverage.

DEW Labs:

- To find brand fanatics, invitations were extended to DEW fans online and by e-mail. A short questionnaire screened for people who considered DEW their top beverage of choice, drank it at least a few times a week and were social media-savvy.
- Each DEW Labs member received samples of the three flavors and chose their favorite.

Flavor Nations:

- DEW Labs members joined the Flavor Nation that corresponded with their favorite flavor. From now on, members could vote only within their Nation.

Labeling the taste:

- Flavor Nations had to decide how best to describe their flavor.
- Three DEW flavor scientists explained what went into the flavors and demonstrated how to make the beverages via video clips.
- Based on this briefing, the Flavor Nations came up with three temporary flavor names:
 - No. 231: Lime Blasted DEW
 - No. 493: Smooth Citrus DEW
 - No. 509: Punch of Tropical DEW