

FACT SHEET – Color Selection



Stage 3: Shoot Your Shade

Each Flavor Nation needed a color for their beverage. DEW Labs members picked a total of nine finalists, then DEW fans everywhere had their say. This stage culminated with a live paintball event broadcast on Ustream.tv.

- DEW Labs members received an 18-color palette and a “color pour” video. They selected the three shades that best matched their Flavor Nation.
- On Facebook, DEW fans were asked to “Shoot Your Shade” and choose among the nine finalists (three colors for each flavor) through a voting mechanism.
- These votes came to life: Each one triggered a shot from a matching paintball gun during a live event conducted in conjunction with Ustream.tv.
- The colors shot the most at the event were named the winners:
 - Deep Green for No. 231
 - White Flash for No. 493
 - Cloudy Red for No. 509