

FACT SHEET – Name the Product



Stage 4: Twitter Race

Each Flavor Nation needed a beverage name. DEW Labs members came up with their favorites, then the race was on to see which would get the most Twitter followers.

- Flavor Nation members submitted name suggestions, which were vetted by Mountain DEW’s legal department. Then each Nation chose their three favorite names:
 - No. 231: Outburst, Luminous and Distortion
 - No. 493: Rainstorm, Flash and WhiteOut
 - No. 509: Cyclone, Hurricane and Typhoon
- Enter Twitter: DEW fans could vote by becoming followers of their favorite names, each headed by Nation-selected leaders. Proponents of each name were tasked with getting as many followers as possible.
- The names with the most followers were the winners:
 - No. 231 was named Distortion, which collected a clear majority of votes (54 percent).
 - No. 493 was named White Out, which got 46 percent of the vote.
 - No. 509 was named Typhoon, a narrow winner with 36 percent of the vote.