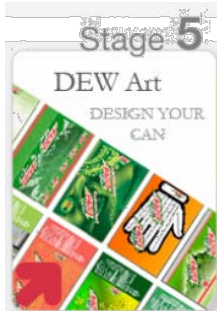


FACT SHEET – Design Your Can



Stage 5: Submit Your Vision

To find a look for each new beverage, Mountain Dew issued a design challenge. DEW fans voted on their 10 favorites, and then the Flavor Nations each selected their top designer.

- Mountain Dew sent word out to designers, art schools, artists and DEW fans. Entrants designed a label for the base (green can) Mountain Dew.
- DEW fans judged the contenders' style on Facebook, where hundreds of submissions were narrowed down to 10 finalists.
- The final decision was handed over to the three Flavor Nations. Members voted for the artist they felt had the sensibility that best matched their product:
 - Ben Stone won for Distortion
 - Shanea Wisler won for Typhoon
 - Andre Zottolo won for White Out.
- The winners received \$10,000 in prize money along with an Apple MacBook Pro; the Top 10 designers also won MacBook Pros.
- The three winners worked closely with the Flavor Nations and DEW brand teams through conference calls, live online chats and daily feedback forums. They created three designs unique to each product that will stand out on the shelf.