

FACT SHEET – Advertising Campaign



Stage 6: Creative Juices

Forget about simply hiring an ad agency—just as the flavors, colors, names and designs were crowd-sourced, so too are the TV commercials. Winners of a video contest will produce spots for the three new flavors.

- A call went out to small advertising agencies, film students and individuals: Submit a 12-second spot for the base (green can) Mountain Dew that demonstrates your skills.
- Entrants uploaded videos to 12seconds.tv, where DEW fans voted for their favorites. Voting ended Dec. 13.
- The contest has now been narrowed down to six finalists.
- Finalists will create short pitch videos for the DEW Labs community. Then each Flavor Nations will select which ad creator they want to work with in creating a commercial.
- The three winners will get a production budget and will collaborate with the Flavor Nations, DEW fans and the DEW brand team to produce each of the three 15-second ads.
- The national ad campaign will air in the spring, when the three products hit the marketplace.