



Mountain Dew

Licensing



Brand Introduction

Mountain Dew isn't just a beverage. It's a storied brand, built on a powerful mindset and a long, exhilarating history. The bold flavor of Dew is formulated to fuel creativity, adventure and passion; it's positioned to elevate experiences. Mountain Dew is something many people can relate to; with passionate fans all over the world. It's always new and classic, all at the same time—and its authenticity shines through.

The Dew brand champions innovation on every level. It takes risks, and empowers drinkers to master the art of trying new things. Dew has always been on the leading edge of emerging culture, turning fresh ideas into inclusive opportunities—this is a nation of like-minded individuals, after all—and exaggerating the gratification of every experience. When Dew is on hand, it means good times are going to be had by all.

Mountain Dew is more than just a soft drink. It's an expression, an experience and a way of life. To Do The Dew is to be the best you—and we aim to fuel that opportunity every single day.





CORE TENETS

It's never been about just one thing. The core tenets of Mountain Dew span the cultural spectrum: from action sports, to music, to entertainment, to art, to gaming. That's what makes it a beverage for *all* people who share a passion for living. Use these as guiding principles to ensure that licensing opportunities build from our DNA and enrich the story of the brand.

DEW STANDS FOR SOMETHING UNIQUE






DEW'S TERRITORY IS WHERE
PASSION MEETS EXPRESSION



THE BRAND PROVOKES:
IT'S A DOING, INSTIGATING BRAND




WITH A
SHARED PERSONAL BELIEF
AT THE CENTER

A photograph of three young men walking down a city street. The man in the foreground is wearing a grey t-shirt with a large Mountain Dew logo and a black and white plaid shirt over his shoulders. He is looking directly at the camera. Two other men are walking behind him, slightly out of focus. The background shows a city street with buildings and a clock tower in the distance.

Our product and our style are often imitated—but there has been, is and forever will be only one Mountain Dew.

ORIGINAL


A man wearing a fedora, sunglasses, and a t-shirt is painting a mural on a brick wall. He is standing on a ladder and holding a spray can. The mural features a large, stylized figure. The scene is bathed in a warm, golden light, suggesting sunset or sunrise. The overall mood is artistic and passionate.

*Passion is the tissue that connects
Mountain Dew to its drinkers. You can
taste it in every sip.*

PASSION

Most brands will try to tell you their product transforms people. Dew is one of the few that can prove it.

TRANSFORMATION




*We don't wait for the next big
thing. We create it.*

CULTURAL INSTIGATOR

*Drinking Dew is never the only
thing you have in common.*



COMMUNITY



*Dew isn't about looking cool or fitting in.
It's about having a damn good time,
however you define it.*

DAMN GOOD TIME



WHAT DEW IS/IS NOT

Mountain Dew means a lot of things to a lot of people. That's what makes Dew fans so passionate. As a brand, we should be communicating to those fans with consistent messaging in every market; this helps strengthen our trademark globally. Here, we'll provide simple and easy-to-understand examples of what Mountain Dew is and is not about.

DEW IS ABOUT

Blazing a New Trail

• • •

Unleashing Authentic,
Intrinsic Passions

• • •

Emotional Transformations

• • •

Following Your Heart, Your Passions
and Being Unapologetic

• • •

Being an Individual Within
a Community

DEW IS NOT ABOUT

Following the Crowd

• • •

Bravado and
Empty Performance

• • •

Purely Physical, Visceral Feats

• • •

Being Contemplative or
Too Complex

• • •

Getting Lost in
the Crowd

DEW IS ABOUT

Feeling Things
More Intensely

• • •

Making Your Mark on the World

• • •

Instigating Passions

• • •

Authentic Moments and
Attainable Experiences

• • •

Having a Damn Good Time

DEW IS NOT ABOUT

Escapism & Taking
Leave of Your Senses

• • •

Anti-Establishment

• • •

Extreme Actions

• • •

Staged Experiences or
Fantastical Ideas

• • •

Being Stupid, Silly or Jackass

DEW CONSUMERS IN 58 COUNTRIES AROUND THE WORLD SHARE THESE VALUES





TARGET CONSUMER:

PRIMARY: MALE MILLENNIALS, 16-24 YO

SECONDARY: MALE MILLENNIALS, 25-29 YO

**INSPIRED YOUTH FROM AROUND THE WORLD
WHO EXPRESS THEIR PASSIONS AND INSTIGATE
CULTURE**



DO THE DEW

Do the Dew is an iconic brand expression that has been part of Mountain Dew's DNA. For us, this is more than a tagline: it's an expression of who we are, a rallying cry for our consumers, a way of life. But what it means to Do the Dew has evolved over time, and we want to ensure it shares a consistent meaning from market to market, all over the world.

What Does It Mean to Do the Dew?

Do The Dew.

It's a part of our **DNA**—a mantra for who we are.

It's more than just a tagline. It's a **unifying mindset**. A way of life.

Not for going over the top, or for outperforming the competition.

But for pursuing **passions** relentlessly, **transforming** life into something more **exciting** and **exhilarating**.

We are **originals**. Unapologetic **instigators** of culture.

A **community** in pursuit of **inspiration**, by whatever definition we choose.

We are always out for having a **damn good time**.

We live by **unwritten rules** that represent something bigger.

We live life the way we want to.

We Do The Dew.



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LICENSING

AVAILABLE FOR LICENSING

- Men's Casual/Sport Apparel
- Men's Casual/Sport Accessories
- Men's Footwear
- Technology Accessories
- Snow/Skate Sporting Goods
- Gaming Accessories
- "Old School" Classic Games (i.e. darts, billiard, etc.)
- Home/"First Apartment" Decor
- Novelty
- Outdoor



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