



Mountain Dew

- **Mountain Dew** is a carbonated soft drink. The original formula was invented in the 1940s by Tennessee beverage bottlers Barney and Ally Hartman. In its primary market of the United States, the ingredient composition of Mountain Dew is listed as: "carbonated water, High-fructose corn syrup (in much of the U.S.), concentrated orange juice, citric acid and flavors."



The first sketches of the original Mountain Dew bottle labels were devised in 1948 by John Brichetto, and the representation on product packaging has changed at multiple points in the history of the beverage. As you can see, nowadays it's very different and eye-catching.



HALO 4

Redeem Codes

How It Works



DOUBLE
XP



Prizes

Pr

Advertising

UNLOCK
& LOAD
DOUBLE XP

Redeem codes from
specially-marked
Mountain Dew
& Doritos products
for Double XP



REDEEM CODE

Get even more Double XP when
Dew & Doritos codes together.
MORE.

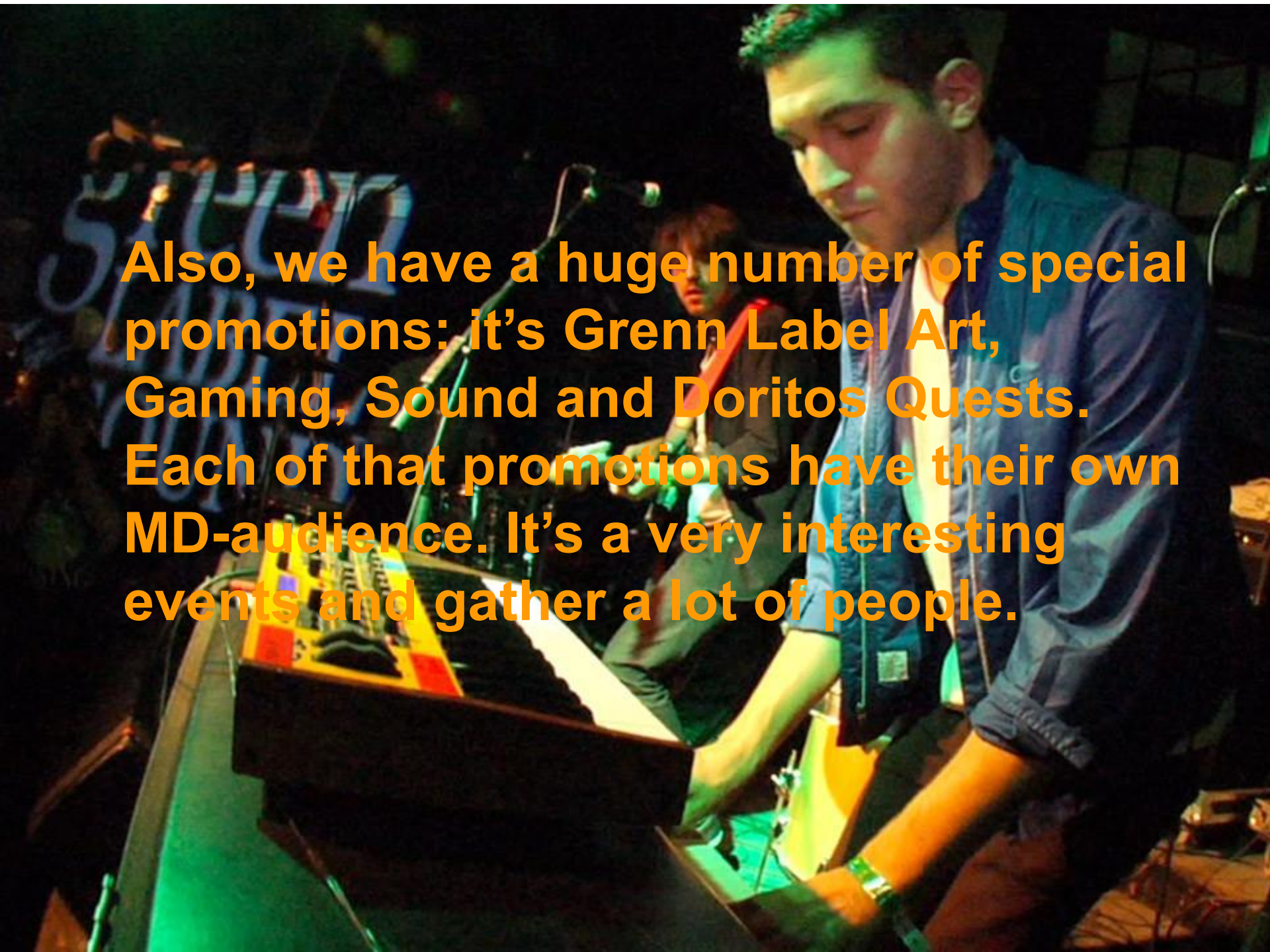
Our drink appeal to young people. That's why we advertise our drink in modern culture: films, TV games and sports translations. Our product focuses on energetic and positive people.

PRIZES

MOUNTAIN DEW

GET MORE
BONUS XP

24
cans

A photograph of a musician performing on stage. In the foreground, a man with short dark hair, wearing a blue button-down shirt over a white t-shirt, is focused on playing a keyboard instrument. He is wearing a watch on his left wrist. In the background, another band member is visible, playing a red electric guitar. The stage is lit with green and blue lights, and a microphone is positioned in front of the keyboardist. The text is overlaid in a bold, orange font.

Also, we have a huge number of special promotions: it's Grenn Label Art, Gaming, Sound and Doritos Quests. Each of that promotions have their own MD-audience. It's a very interesting events and gather a lot of people.

MOUNTAIN DEW

**FELL
THE DEW!**



Paul Allen Wright