

# Mountain dew: selecting a new creative essay



**ASSIGN  
BUSTER**

1. What are the decision filters used by brand managers to evaluate brand communications?

Mountain Dew is finding for a good branding strategy and new concepts as part of improving its brand position in the competitive market with their most appropriate decision.

Choose the right and creative advertisement that gives the maximum impact of Mountain Dew with their relatively limited media budget to improve their sales and profit.

Some of the challenges they faced at the moment are: 1. Limited budget 2. Many other brands were sponsoring the same alternative sport that Mountain Dew had relied upon to boost its image Competitors are increasing their ad budget as competition in both the CSD and non CSD categories heats up. 3. Teens are shifting towards new variants and music that Mountain Dew's competitors have successfully exploited in their branding activities.

Two dilemmas faced by the management are: 1. How to keep the " DO the Dew" campaign working hard to build the brand given that extreme sports were becoming overexposed 2. How to respond to the growing threat of non-CSD's

Decision filters: 1. Low budget 2. selecting the bottle shape and show casing to the customer space (or product, promotion, packaging and pricing innovations) 3. new product like lemon-lime introduction 4. adopting the cultural trends – Music, sports, GenX ethos 5. Distinctive demographic profile