

Mountain dew case study

[Media](#), [Advertising](#)



1. You are Scott Moffitt. What criteria do you use in your decision regarding recommended ad campaign? First I determined the target market for Mountain Dew. Each commercial in the case aimed at a different target market. The top two commercials that I believe capture our target market are the extreme sports Diet Mountain Dew and the Back in time 1998 commercial acted by Michael Johnson. The extreme sports Diet Mountain Dew commercial targets young adult males, so we'll say eighteen year old males. While the Michael Johnson commercial targets male kids around age ten. I chose both of these commercials because they should promote brand loyalty with males ages 20-35 and attract new customers. This covers the demographics for age and gender. Next, I looked into advertising appeals.

The other ads are marginal in comparison; for example, the mock opera ad cartoon imaging and slow paced commercial are not as appealing as the two I chose. The Michael Johnson ad attracts the audience because he is a famous sprinter. Next, the Michael Johnson ad depicts humor as he sprints around the world back in time only to see the Mountain Dew vending machine was not present in 1978. The emotions this ad shows are happiness, heartfelt and the urge to be active. For those who watched Michael Johnson win gold in the Olympics many times then this commercial may trigger your emotions to think back to those Olympic events. The extreme sports Diet Mountain Dew commercial symbolizes that drinking Diet Mountain Dew is exhilarating. The commercial emphasizes the citrus flavor in an exciting way. These two advertisements fit the ideal criteria better than the others.

2. Which campaign do you recommend? Why? I will use the commercial Back in Time (1998), acted by Michael Johnson. This beverage is a non-alcohol drink which provides the health ingredients and energy. The fuel to the car is what this drink to people. In the advertisement, Michael Johnson, the fastest man on earth wants to buy a soda at a store. However, it is just closed, so he runs too fast to get a soda. He reverses not only the time, but also the days, weeks, and months.

After watching this commercial, I feel this drinks could bring us not only the energy, but also the power. We can run as fast as Michael Johnson does. Especially in a sports game, player would prefer this energy drink than others. Except for the Back in Time commercial, I also want to choose the extreme sports commercial for the diet mountain dew. In this commercial, the diet mountain dew drink provides enthusiastic for those extreme sports player. In addition, it will provide the health nutrition to them because of the diet factor. We can maintain our girlish figure by this drink, without caffeine and calories.

3. What factors do you consider in the decision to advertise on the Super Bowl? Should Mountain Dew advertise on the Super Bowl? Firstly, it has to be positive image, energetic, and powerful, because this commercial will be played during the Super Bowl, and is known for the high profile advertisements. We have to spend money and pay attention focusing on an advertisement which has those elements. Secondly, we need to know the expense of this commercial. Our company is facing the limited media budget, and we do not want to pay more than we can afford. Thirdly, we have to know the benefit that this commercial could bring to us.

After that, we need to compare the benefit with the cost. We need to maximize our profit during the process. In my opinion, we should not advertise on the Super Bowl. First, we are facing the budget problem. The expense during the Super Bowl would be extremely high. Second, our key competitors are raising their ad budgets as competition heats up, sending our sales below target. In order to compete with them, we need to spend more budgets in this commercial. Third, not only the players but also audiences are more interested in energy drinks such as Red Bull. Also Coca-Cola has become America's drink of choice. We will not advertise on the Super Bowl based on the reasons above.