



WE BUILT A NEW DIGITAL ECOSYSTEM TO ENGAGE WITH FANS ON A WHOLE NEW LEVEL



HUB FOR DEWNATION TO CONTINUALLY ENGAGE WITH DEW CONTENT- FROM CHALLENGES, TO POLLS, TO EXCLUSIVE MEMBERSHIP PERKS



DIGITAL MARKETPLACE TO ALLOW DEWNATION TO LITERALLY WEAR THEIR LOVE FOR DEW ON THEIR SLEEVE- FROM DEW WEAR, TO DEW GEAR, TO DEW XP'S



HARNESS FAN LOVE



CLS' BRIEF

THE PLAN



Via organic social outreach, drive awareness of the launch of two brand new Dew platforms- Dew Nation HQ and the Dew Store. Organic social + Dewsletter will be the first time DEWnation is learning of these platforms, as paid media won't come until September. For launch, we will separate communication between the two platforms to ensure we are driving clarity around each. However, there should be a holistic strategy, tone, & vis ID across all posts no matter the platform. Post launch once we have driven awareness, we can communicate the two initiatives together and share how they intertwine.

TONE



Tone should capture the exciting nature of these brand new engagement opportunities for DEWNation, while also still playing into the bold and extreme essence of DEW.

WHAT WE NEED



1. Social Strategy & Cadence for posts
2. Assets



THE ASK:

Announce the launch the Dew E Store and new Loyalty program

THE OBJECTIVES:

Drive awareness and excitement around the store
Drive sign up for the loyalty program

THE DELIVERABLES:

3 social posts; can be images, videos, gifs, or carousels

COMMS OBJECTIVE:

Get DEWnation hyped about the Dew Store and Dewnation HQ launch.

PROBLEM:

Given the current economic and social climate, retail is a hard game even for the biggest and most well-respected fashion brands

INSIGHT:

If we know anything about our Dew Fanatics, it's that they're plugged in and love to be among the first for the things they love, especially exclusive drops that make them feel in the know.

DEW STORE DROP

DROP-CULTURE

EDGE:

MTN DEW's DNA is rooted in doing the bold, extreme, and unexpected, all for the benefit of their fans, DEWnation.

STRATEGY:

Amass an army of Dew evangelists to the *Dew Store* with the same fan frenzy as a drop from DEWnation's favorite fashion brands, leveraging Dew's DNA while also rewarding fans for visiting the e-store and referring their friends.

COMMS OBJECTIVE:

Get DEWnation hyped about the Dew Store and Dewnation HQ launch.

PROBLEM:

Consumers might hesitate to buy clothes right now since they don't have as many opportunities to share their new outfits with the world.

INSIGHT:

Fashion is the ultimate form of **Self Expression**. Style is a way to say who you are without having to speak. While clothes have a functional role, they represent a lot more. Like the words we choose to speak, the clothes we put on affect us.

WEAR YOUR
DEW LOVE ON
YOUR DEW
SLEEVE

SELF-EXPRESSION

EDGE:

MTN DEW is more than a soda; it's a lifestyle and an attitude – DEWnation shows this off constantly whether it's through tattoos, the products they drink, or the clothes they buy.

STRATEGY:

Let DEWnation know that Dew loves them like they love Dew, and this time with merch for ANY occasion that represents their deep love for Dew, all easily found at the Dew Store.

DELIVERABLES:

3 Social Posts to feeds to announce the launch of the Dew Store & DEWnation HQ on our social channels which can be images, videos, GIFs, or carousels

1 Instagram Story Asset to swipe up to Store

1 Instagram Story Asset to swipe up to DEWnation HQ

MANDATORIES:

- Feature products available on Dew store at launch (see supplement info)
- Include messaging that fans can receive free shipping if they sign up for DEWnation HQ
- Adhere to Visual Identity including usage of shards & rails
- Connect with EI on ideas/builds (see supplemental info)

BUDGET, TIMING & APPROVALS:

Thursday 8/6: Brief Creative Team

Thursday 8/13: Internal Check-in (2-3 sentence creative approach, FPO Asset Inspiration, Proposed Copy per platform)

Thursday 8/14: 1-hr Brand Share & Consolidated Feedback

Mon 8/17 – Fri 8/21: Asset & Copy Production

Thursday 8/27: Post 1

Thursday 9/3: Post 2

Thursday 9/10: Post 3

CONSIDERATIONS:

- Mockups: [Product Mocks](#)
- Potentially have more of a lifestyle shoot to capture content
- Can include promotion language like the below to drive fans to the site: Giving the first 100 visitors to the Dew Store, a certain amount of DEWnation HQ point OR Refer a friend via influencers/brand ambassadors (first week of the Dew Store, you get points if you share a code – like an Uber Code)

SUPPLEMENTAL INFORMATION:

Launch Products

- Tiny Can Dad Hat
- Retro Dew Cap
- Retro Dew Tee
- Do the Dew Long Sleeve tee
- Reflections of Dew Long Sleeve tee
- Charged and ready to go Leggings
- Bring me a Dew ankle Sock
- Patterned Sock Box
- Dew Crewneck
- Dew Performance Duffel
- Dew A Daypack
- Do the most controller skins
- The Dew Bucket Hat

E.I. Ideas

- **Fan Portal Launch Challenge**- something along the lines of fans getting prizes for getting 5 friends to join the Fan Portal with their code to encourage more people to join
- Sending Dew Store merch to influencers - E.I. has Dew Store merch set aside for sending to influencers. We would love to leverage this product with a note encouraging the influencer to post about the new Dew Store (and potentially plugging the Fan Portal too). **Would love help in identifying the right people to send swag to** (i.e. some superfans with large followings, influencers, specific athletes recommended by Katy/ Ashley)
- Instagram shoppable posts (will include this in paid media brief)
- Inviting super fans to join the Dew Fan Portal first, and also give them \$10 digital gift card to E-Store