

MTN DEW ENERGY
2022 EXPERIENTIAL PLAYBOOK

04.28.22

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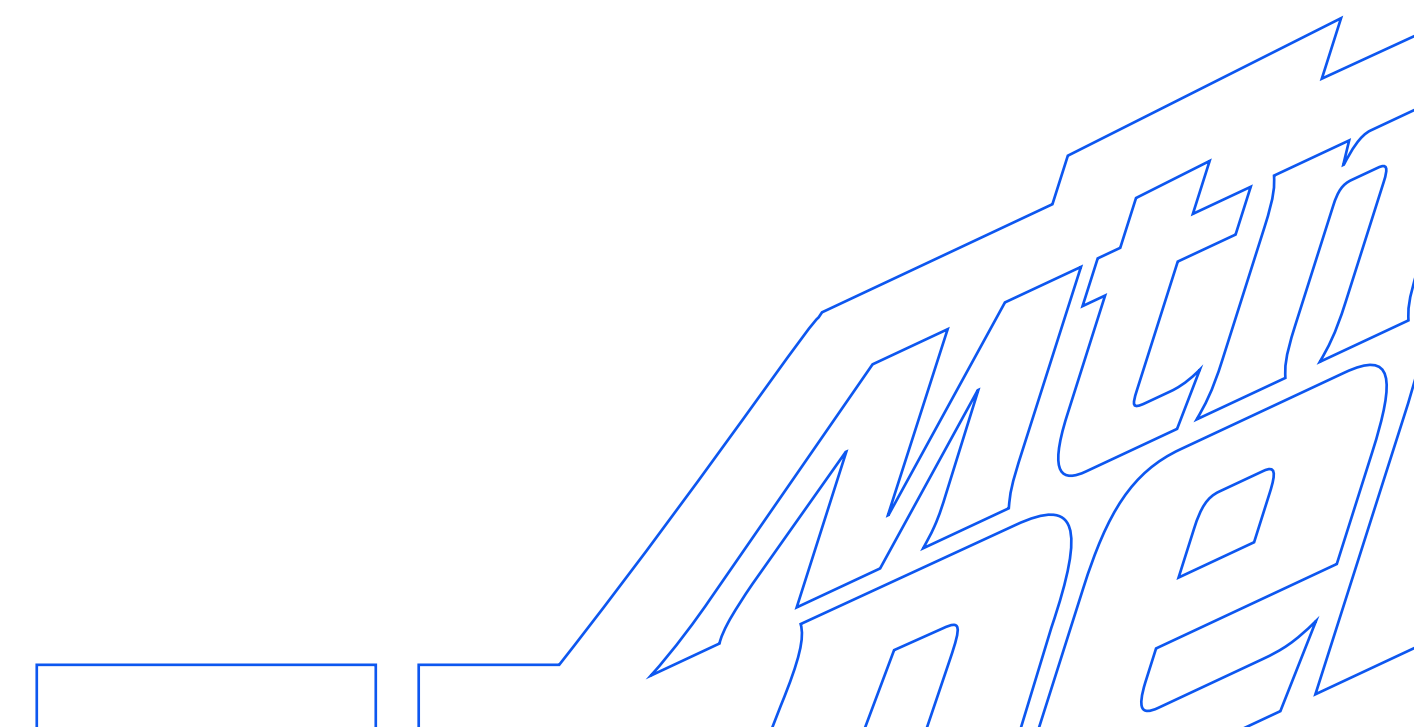
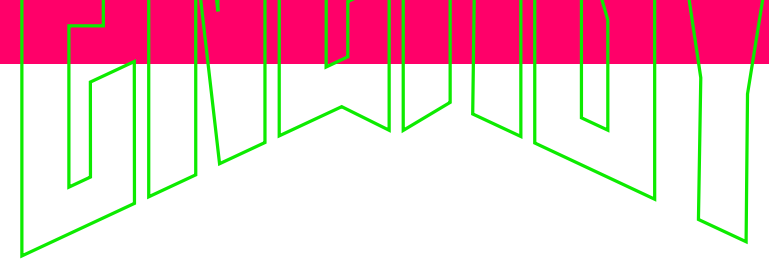


EXPERIENTIAL PLAYBOOK

EXPERIENTIAL PLAYBOOK

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MTN DEW ENERGY EXPERIENTIAL PLAYBOOK

BRAND OVERVIEW

BRAND OVERVIEW

OUR GOAL

BRING THE MTN DEW ENERGY BRAND TO OUR CONSUMERS THROUGH EXPERIENCES THAT FUEL THE BADASS WITHIN.

BRAND OVERVIEW

SAMPLING FACT SHEET

CAFFEINE

180 mg / 16 fl oz
EQUIVALENT TO ~2 CUPS OF COFFEE

VITAMINS A & C

ANTIOXIDANTS

0g ADDED SUGAR

AND ONLY 25 CALORIES

CITICOLINE + CAFFEINE

INCREASE MENTAL CLARITY

ZINC

IMMUNE SUPPORT

REAL FRUIT JUICE

5% JUICE

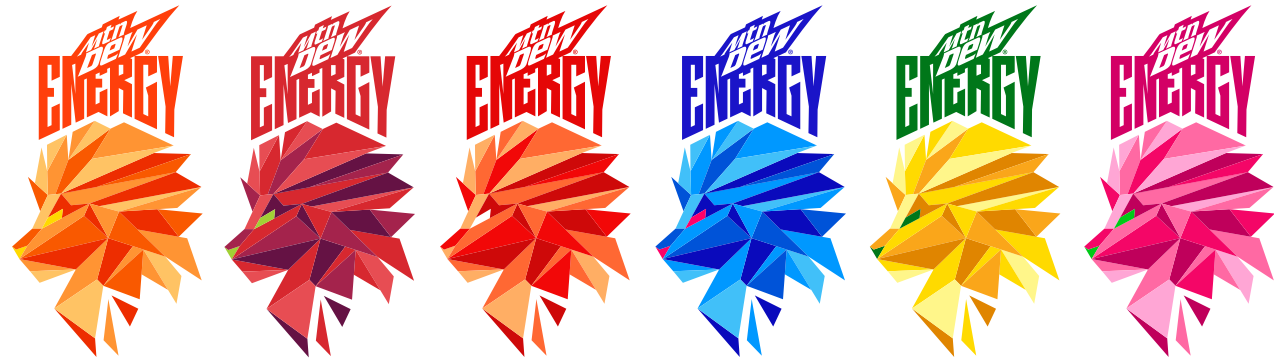
SIX FLAVORS



BRAND OVERVIEW

LOGO / COLOR / TYPOGRAPHY

LOGO VARIATIONS - PMS



COMMS HEADLINE

YOU

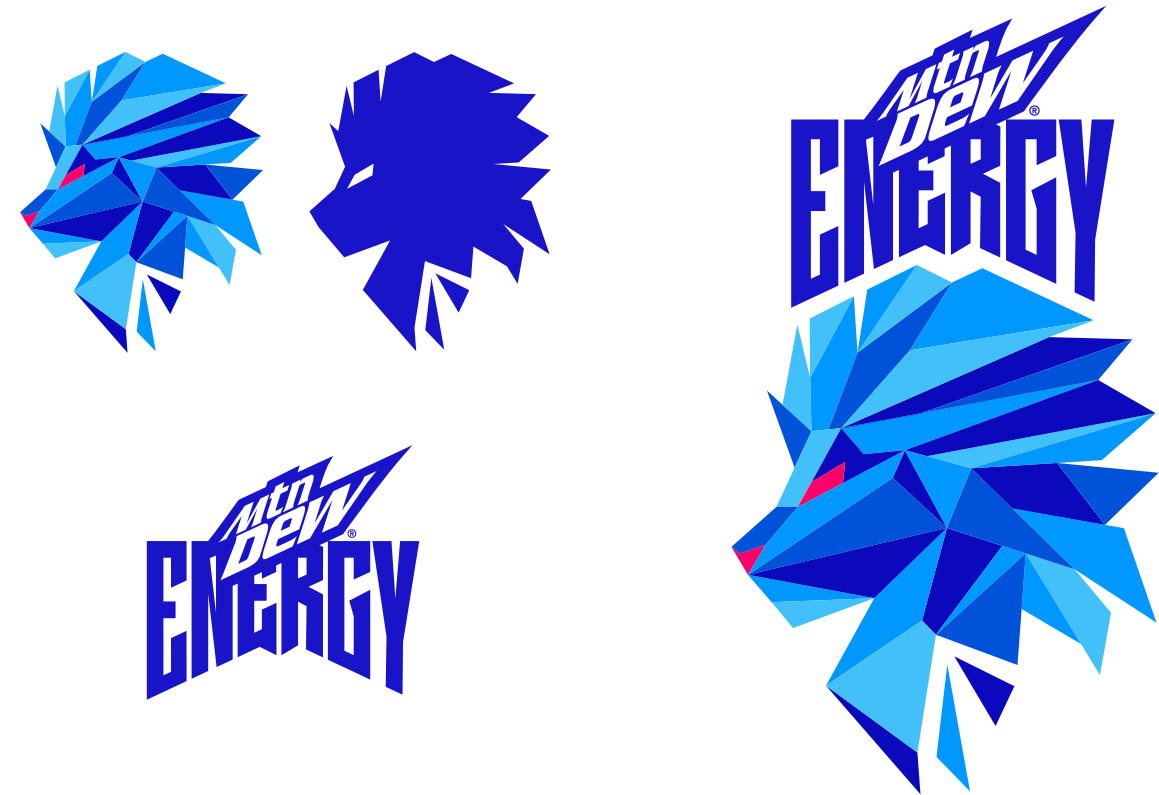
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1234567890**

DIN PRO BLACK - BODY / SECONDARY COPY

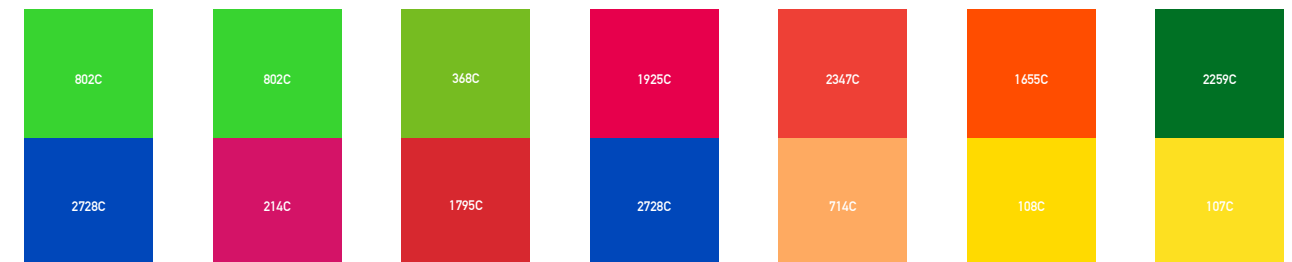
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LION ICON



LOCKUP

PMS COLOR



MTN DEW ENERGY EXPERIENTIAL PLAYBOOK

PRODUCT GUIDELINES

PRODUCT GUIDELINES

PERFECT SAMPLE

This section gives an outline of the two primary ways to serve MTN DEW ENERGY at experiential activations.

When possible, we recommend offering all six flavors and sampling full can samples as the can itself serves as an education tool with functional benefits and ingredients featured on the pack.



FULL-SIZE CANS

- Allows consumers to explore product benefits and ingredients on the pack
- Easy on-the-go consumption
- Product experience matches retail

SERVE

- Ice-cold

MTN DEW ENERGY EXPERIENTIAL PLAYBOOK

ACTIVATION THEMATIC

THE LION'S DEN

This is *your* den, where pride, passion, and raw potential collide. Consider it a place for you and those like you, a place to discover and unleash the energy within—with the immune support and mental boost to conquer every day ahead. Like you, the lion embodies confidence and drive, leaving its private refuge each morning ready to conquer everything it sees—and in that spirit we're creating The Lion's Den.

ACTIVATION THEMATIC

THE LION'S DEN OVERVIEW

The Lion's Den is equal parts sampling studio and hyper-stylized, ultra-colorful engagement space where any morning badass will feel at home. Here, AM royalty can discover their next "Pump-Up" playlist, interact with cutting edge tech, and get inspired as they design their own merchandise creations while they energize with all the flavors of MTN DEW ENERGY. This is the space for doers—not snoozers—to come together and get inspired to go bigger, harder, badder with MTN DEW ENERGY.



MTN DEW ENERGY EXPERIENTIAL PLAYBOOK

ACTIVATION MATERIALS & FINISHES

ACTIVATION MATERIALS & FINISHES

Materials will be bold and dynamic in nature and reflect the modern and upbeat look of MTN DEW ENERGY. Finishes and materials will take on a “street-vibe” with concrete and brushed metal textures while working cohesively with brand colors and vibrant pops of acrylics for an overall relevant and aspirational feel.

MATERIALS & FINISHES

- Textured Cement
- Custom Metal Non-Slip Plates
- Brushed Metal
- Perforated Metal Mesh
- Backlit Acrylic
- Cell Cast Acrylic Sheets
- LED Panels



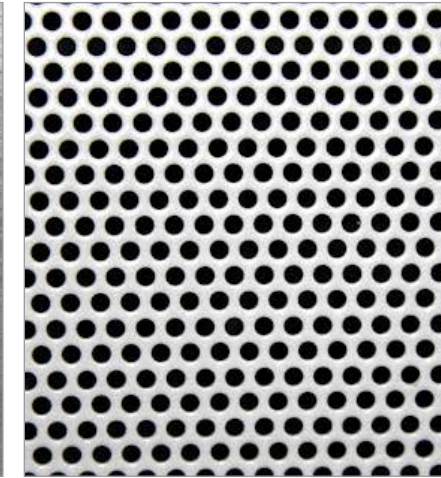
Textured Cement



Custom Metal Non-Slip Plates



Brushed Metal



Perforated Metal Mesh



Backlit Acrylic



Cell Cast Acrylic Sheets



LED Panels

MTN DEW ENERGY EXPERIENTIAL PLAYBOOK

ACTIVATIONS

ACTIVATIONS

OVERVIEW

There are four tiers in the Experiential Playbook. The tiers provide the option to dial up and down the investment, based on available budget, and to select the desired activation focus from product sampling to more complex and immersive brand experiences.



TIER 0 ACTIVATION

CORE EXPERIENCE

Small-scale pop-up, where product sampling is the primary consumer experience.

ACTIVATION FOOTPRINT SIZE

10'x10' or 10'x20'

BUDGET

Up to \$10k per activation



TIER 1 ACTIVATION

CORE EXPERIENCE

Small-scale, mobile activation, where product sampling is the primary consumer experience.

ACTIVATION FOOTPRINT SIZE

10'x10'

BUDGET

Up to \$25k per activation



TIER 2 ACTIVATION

CORE EXPERIENCE

Small-scale activation, where product sampling is the primary consumer experience, plus light programming.

ACTIVATION FOOTPRINT SIZE

10'x20'

BUDGET

Up to \$150k per activation



TIER 3 ACTIVATION

CORE EXPERIENCE

Large-scale activation, where the consumer experience involves product sampling and immersive programming.

ACTIVATION FOOTPRINT SIZE

50'x50'

BUDGET

\$300k-\$500k+ per activation

Note:

- The budgets outlined above are fabrication cost estimates only and do not include product costs, staffing, execution, or site fees.
- Tier 1-3 footprints/experiences will need to be revisited during the planning phase for executional feasibility.

MTN DEW ENERGY EXPERIENTIAL PLAYBOOK

TIER 0 ACTIVATION

TIER 0 ACTIVATION OVERVIEW

OBJECTIVE

Build brand awareness and brand equity by educating on product benefits and sampling.

CORE EXPERIENCE

Small-scale pop-up, where product sampling is the primary consumer experience.

ACTIVATION FOOTPRINT SIZE

10'x10' or 10'x20'

BUDGET

Up to \$10k per activation



10'X10' ACTIVATION FOOTPRINT



10'X20' ACTIVATION FOOTPRINT



TIER 0 ACTIVATION

10'X10'

Walmart



180 MG CAFFEINE
MENTAL BOOST

ENERGY
ORANGE BREEZE

IMMUNE SUPPORT

180 MG CAFFEINE

ENERGY

180 MG CAFFEINE

ENERGY

OMEDRANA
BLUE BURST

180 MG CAFFEINE
MENTAL BOOST

ENERGY
STRAWBERRY
MELON SPARK

MENTAL BOOST

PEDESTRIAN
CROSSING

NO
PARKING
1.94

TIER 0 ACTIVATION

10'X20'



TIER 0 ACTIVATION

10'X10' FOOTPRINT

OVERVIEW

Small-scale pop-up, where product sampling is the primary consumer experience.

- 1 10'x10' SAMPLING TENT
- 2 SAMPLING TABLE
- 3 PRODUCT SAMPLES
- 4 ONE (1) BARREL COOLER WRAP
- 5 STAFF T-SHIRT
- 6 TWO (2) FEATHER FLAGS WITH MULTIPLE FLAVORS



TIER 0 ACTIVATION

10'X10' FOOTPRINT

COMPONENTS

- 1 10'x10' SAMPLING TENT
- 2 SAMPLING TABLE
- 3 PRODUCT SAMPLES
- 4 ONE (1) BARREL COOLER WRAP
- 5 STAFF T-SHIRT
- 6 TWO (2) FEATHER FLAGS WITH MULTIPLE FLAVORS



TIER 0 ACTIVATION

10'X20' FOOTPRINT

OVERVIEW

Small-scale pop-up, where product sampling is the primary consumer experience.

- 1 10'x20' SAMPLING TENT
- 2 SAMPLING TABLE
- 3 PRODUCT SAMPLES
- 4 TWO (2) BARREL COOLER WRAPS
- 5 STAFF T-SHIRT
- 6 FOUR (4) FEATHER FLAGS WITH MULTIPLE FLAVORS



TIER 0 ACTIVATION

10'X20' FOOTPRINT

COMPONENTS

- 1 10'x20' SAMPLING TENT
- 2 SAMPLING TABLE
- 3 PRODUCT SAMPLES
- 4 TWO (2) BARREL COOLER WRAPS
- 5 STAFF T-SHIRT
- 6 FOUR (4) FEATHER FLAGS WITH MULTIPLE FLAVORS



MTN DEW ENERGY EXPERIENTIAL PLAYBOOK

TIER 1 ACTIVATION

TIER 1 ACTIVATION OVERVIEW

OBJECTIVE

Build brand awareness and brand equity by educating on product benefits and sampling.

CORE EXPERIENCE

Small-scale, mobile activation, where product sampling is the primary consumer experience.

ACTIVATION FOOTPRINT SIZE

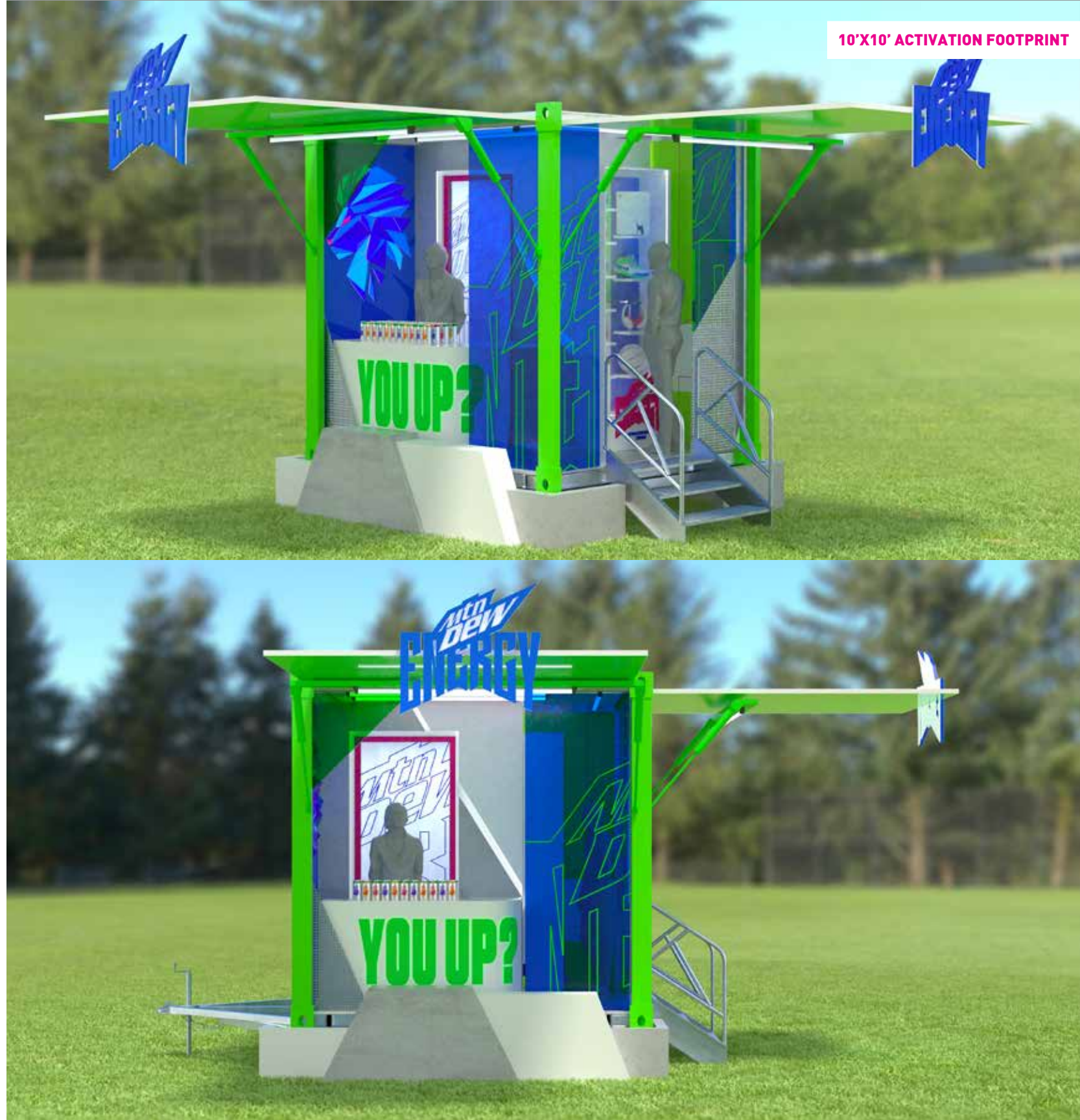
10'x10'

BUDGET

Up to \$25k per activation



10'X10' ACTIVATION FOOTPRINT



TIER 1 ACTIVATION
10'X10' FOOTPRINT



TIER 1 ACTIVATION
10'X10' FOOTPRINT



TIER 1 ACTIVATION
10'X10' FOOTPRINT



TIER 1 ACTIVATION
10'X10' FOOTPRINT



MTN DEW ENERGY EXPERIENTIAL PLAYBOOK

TIER 2 ACTIVATION

TIER 2 ACTIVATION OVERVIEW

OBJECTIVE

Build brand awareness and brand equity by educating on product benefits, sampling, and providing a few interactives for consumer engagement.

CORE EXPERIENCE

Small-scale activation, where product sampling is the primary consumer experience, plus light programming.

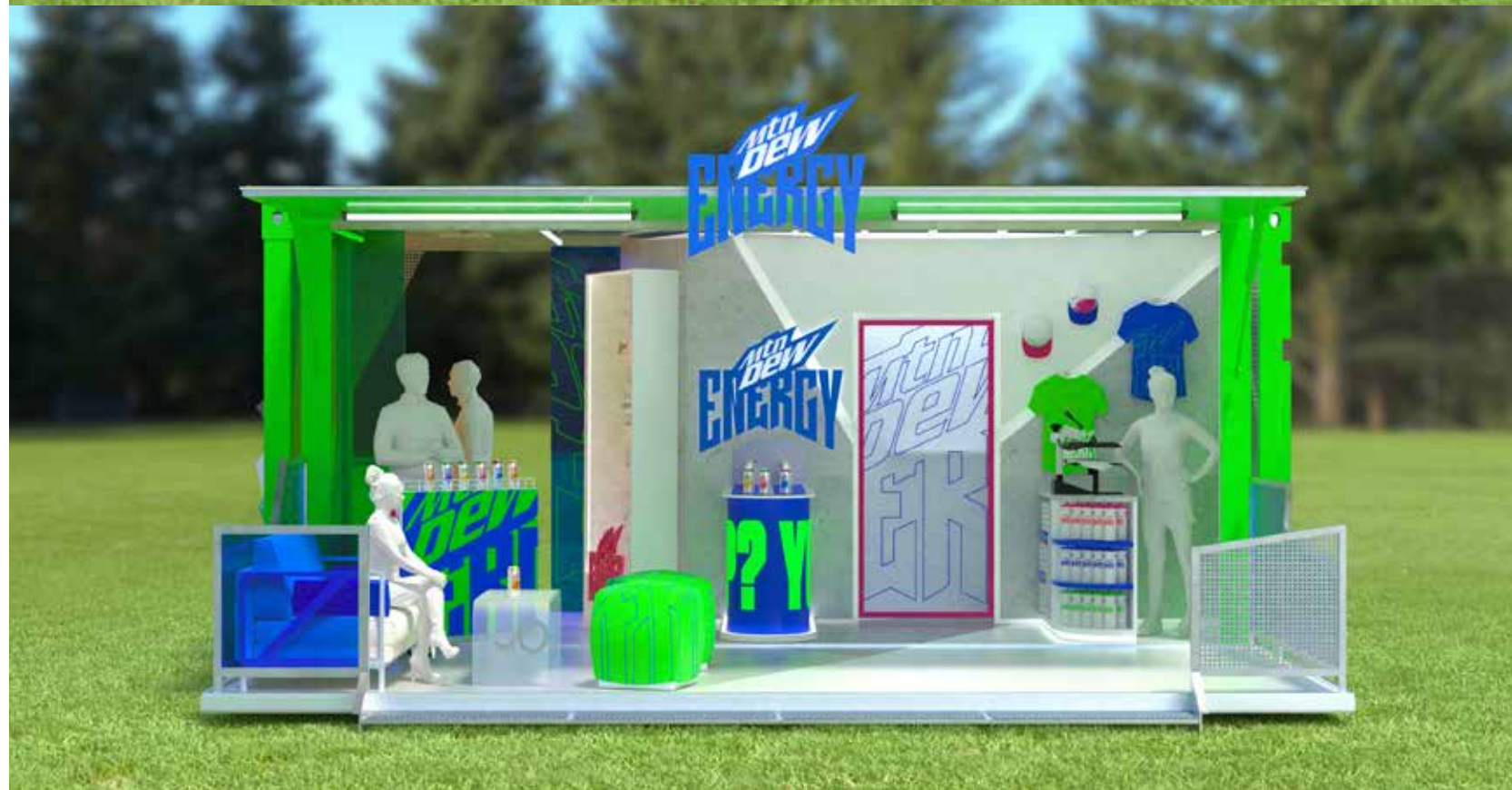
ACTIVATION FOOTPRINT SIZE

10'x20'

BUDGET

Up to \$150k per activation

10'X20' ACTIVATION FOOTPRINT



TIER 2 ACTIVATION
10'X20' FOOTPRINT



TIER 2 ACTIVATION
10'X20' FOOTPRINT



TIER 2 ACTIVATION
10'X20' FOOTPRINT



TIER 2 ACTIVATION
10'X20' FOOTPRINT

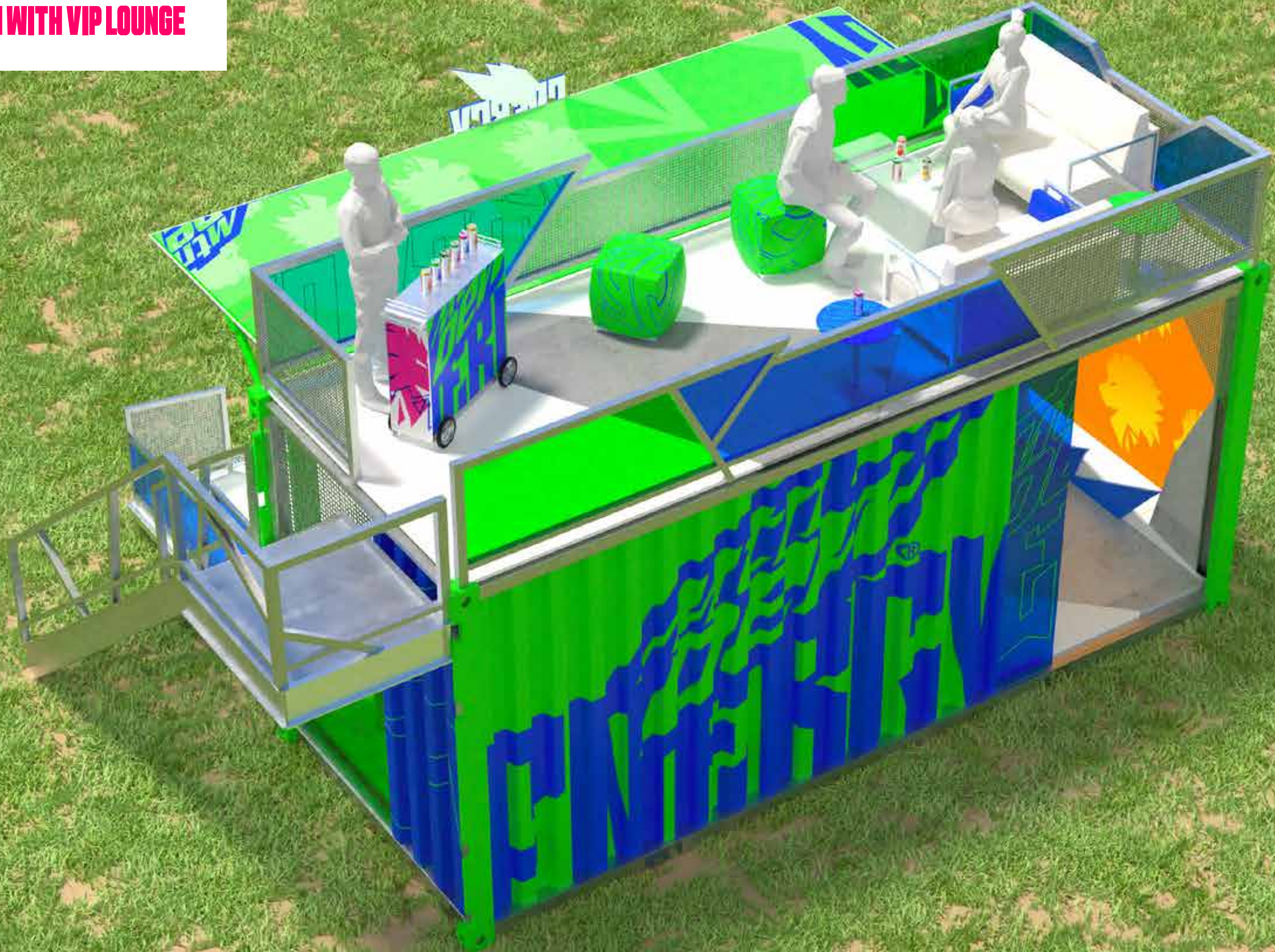


**TIER 2
ACTIVATION
WITH VIP LOUNGE**

TIER 2 ACTIVATION WITH VIP LOUNGE
10'X20' FOOTPRINT



TIER 2 ACTIVATION WITH VIP LOUNGE
10'X20' FOOTPRINT



MTN DEW ENERGY EXPERIENTIAL PLAYBOOK

TIER 3 ACTIVATION

TIER 3 ACTIVATION OVERVIEW

OBJECTIVE

Build brand awareness and brand equity by educating on product benefits, sampling, and providing a multiple interactives for consumer engagement.

CORE EXPERIENCE

Large-scale activation, where the consumer experience involves product sampling and immersive programming.

ACTIVATION FOOTPRINT SIZE

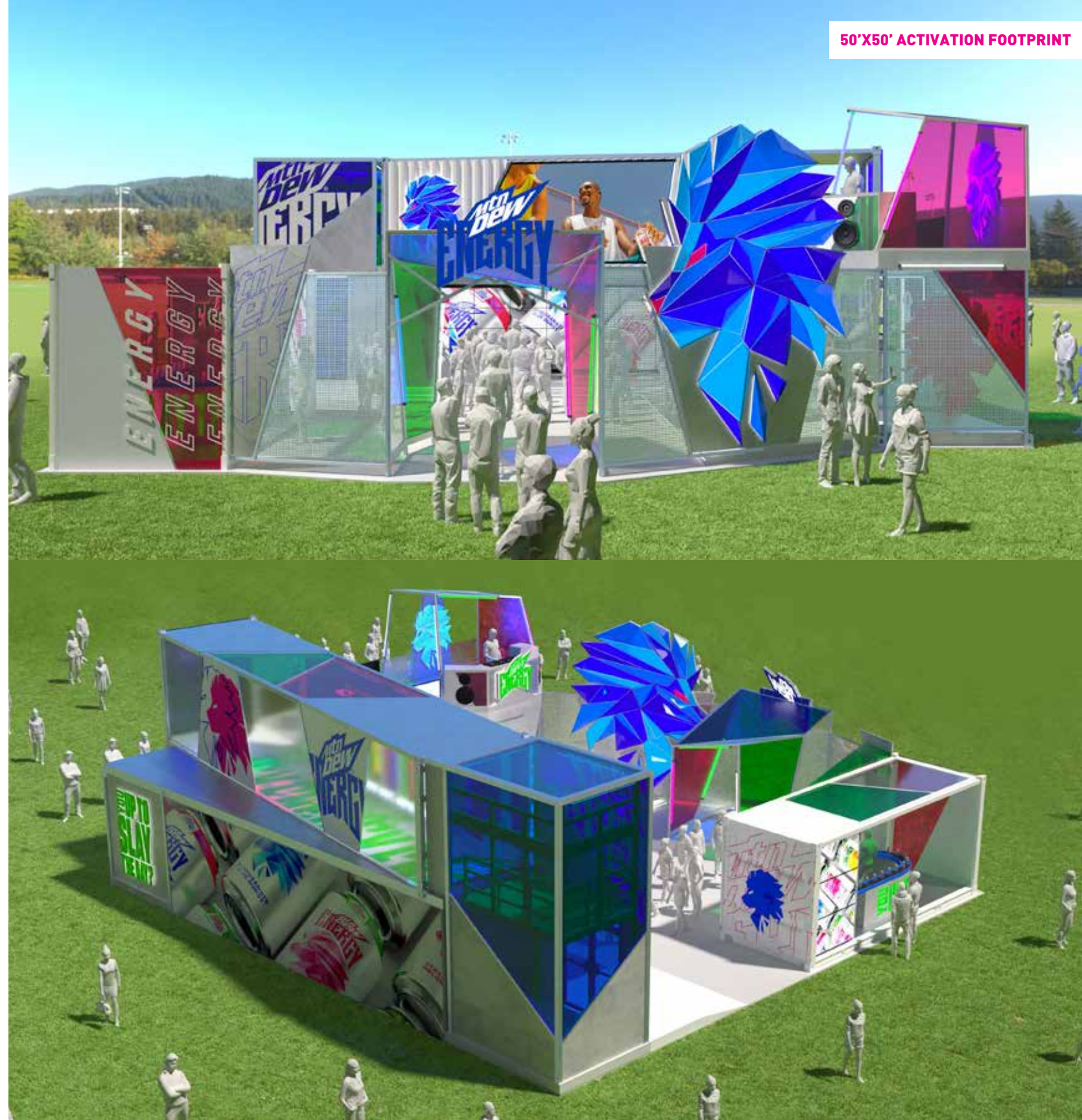
50'x50'

BUDGET

\$300k-\$500k per activation



50'X50' ACTIVATION FOOTPRINT



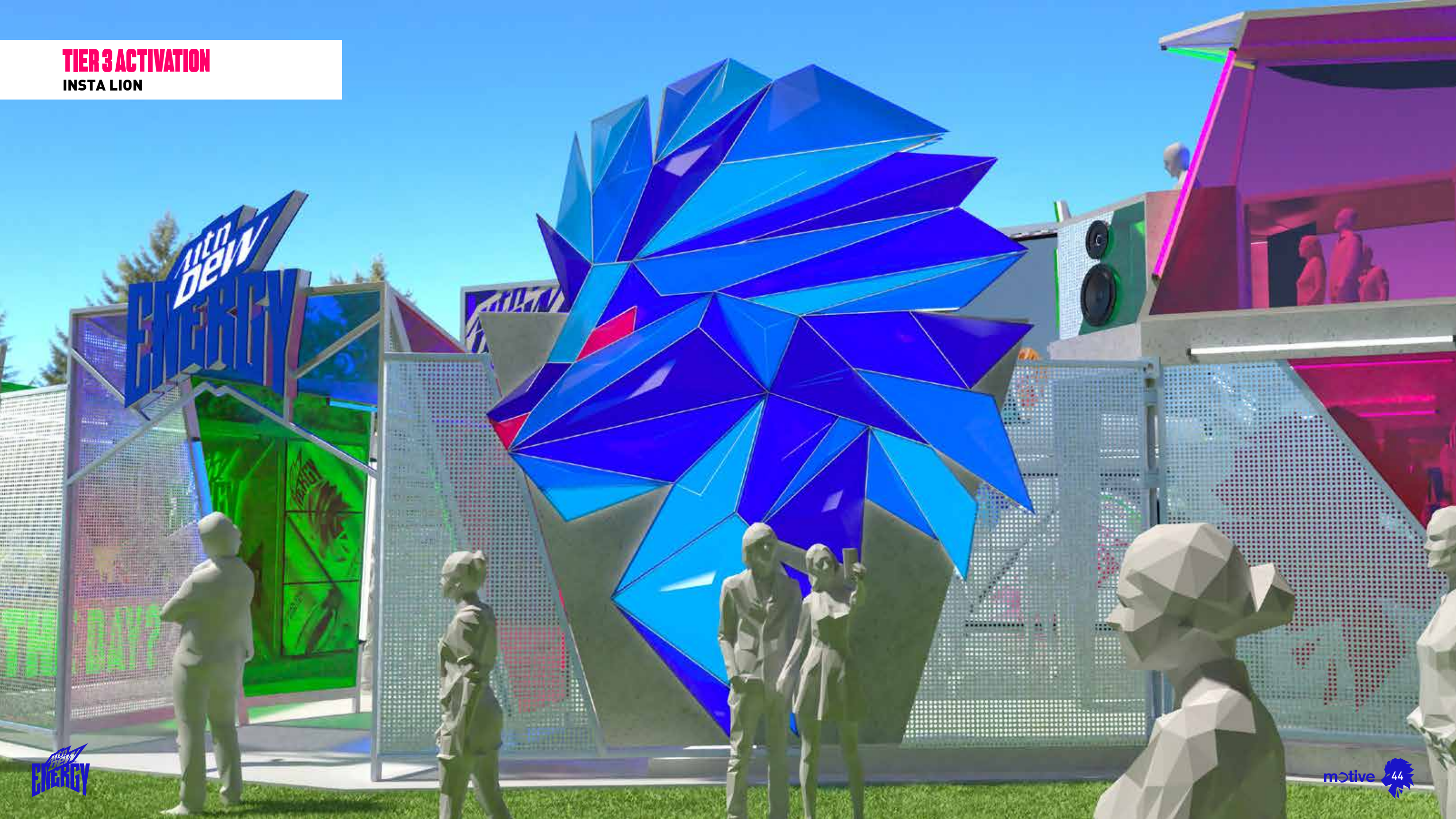
TIER 3 ACTIVATION
THE ENERGY ARCH



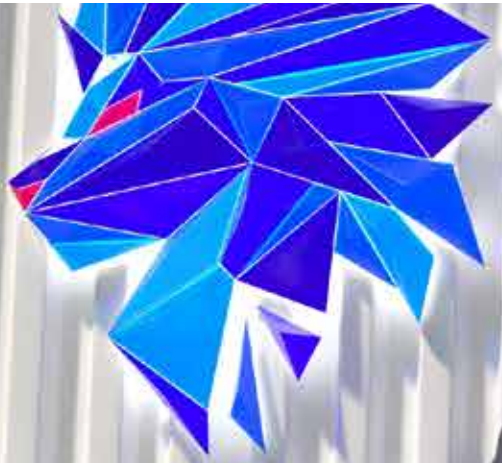
TIER 3 ACTIVATION
THE ENERGY TUNNEL



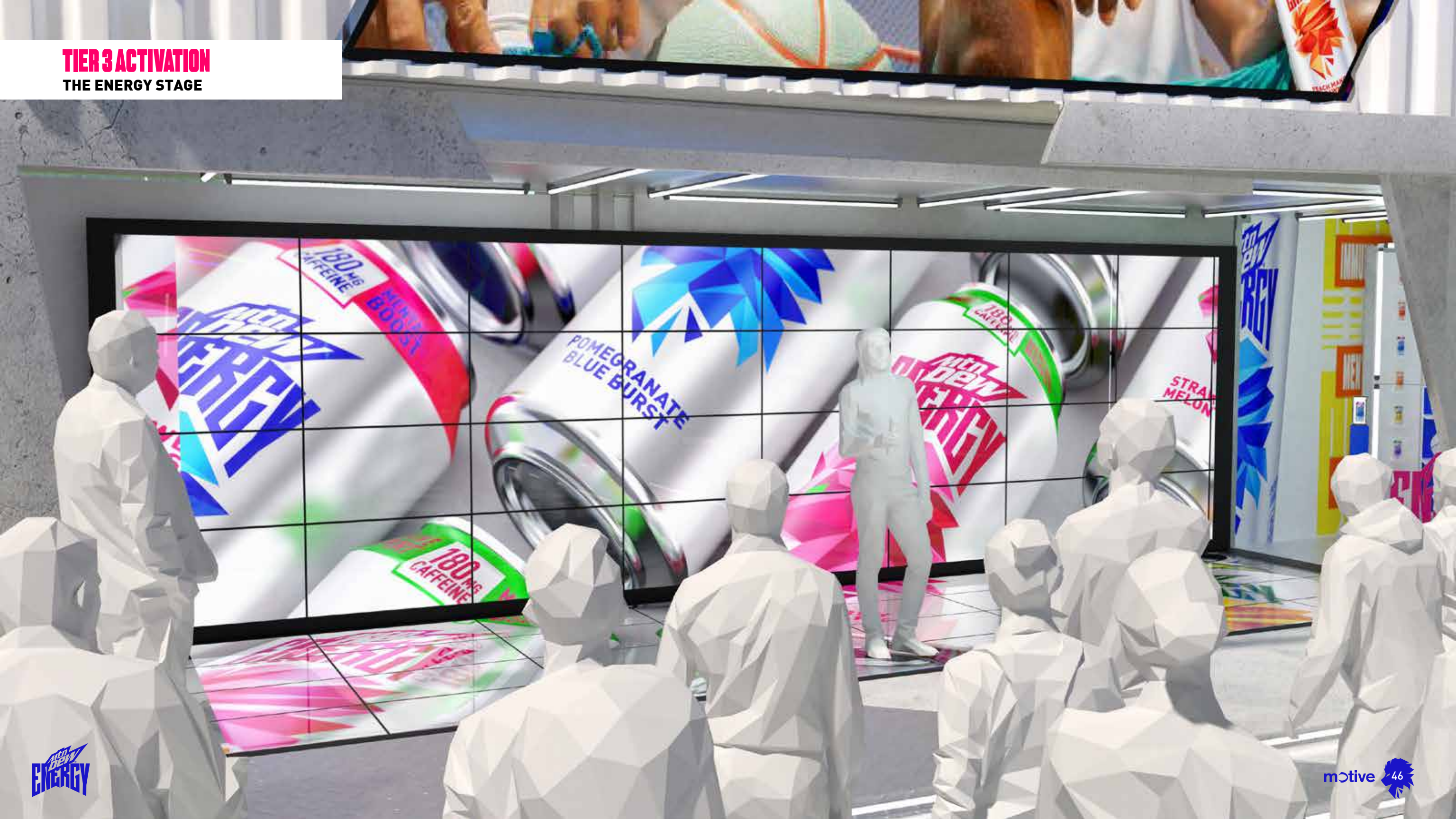
TIER 3 ACTIVATION
INSTA LION



TIER 3 ACTIVATION
GROUND POV



TIER 3 ACTIVATION
THE ENERGY STAGE



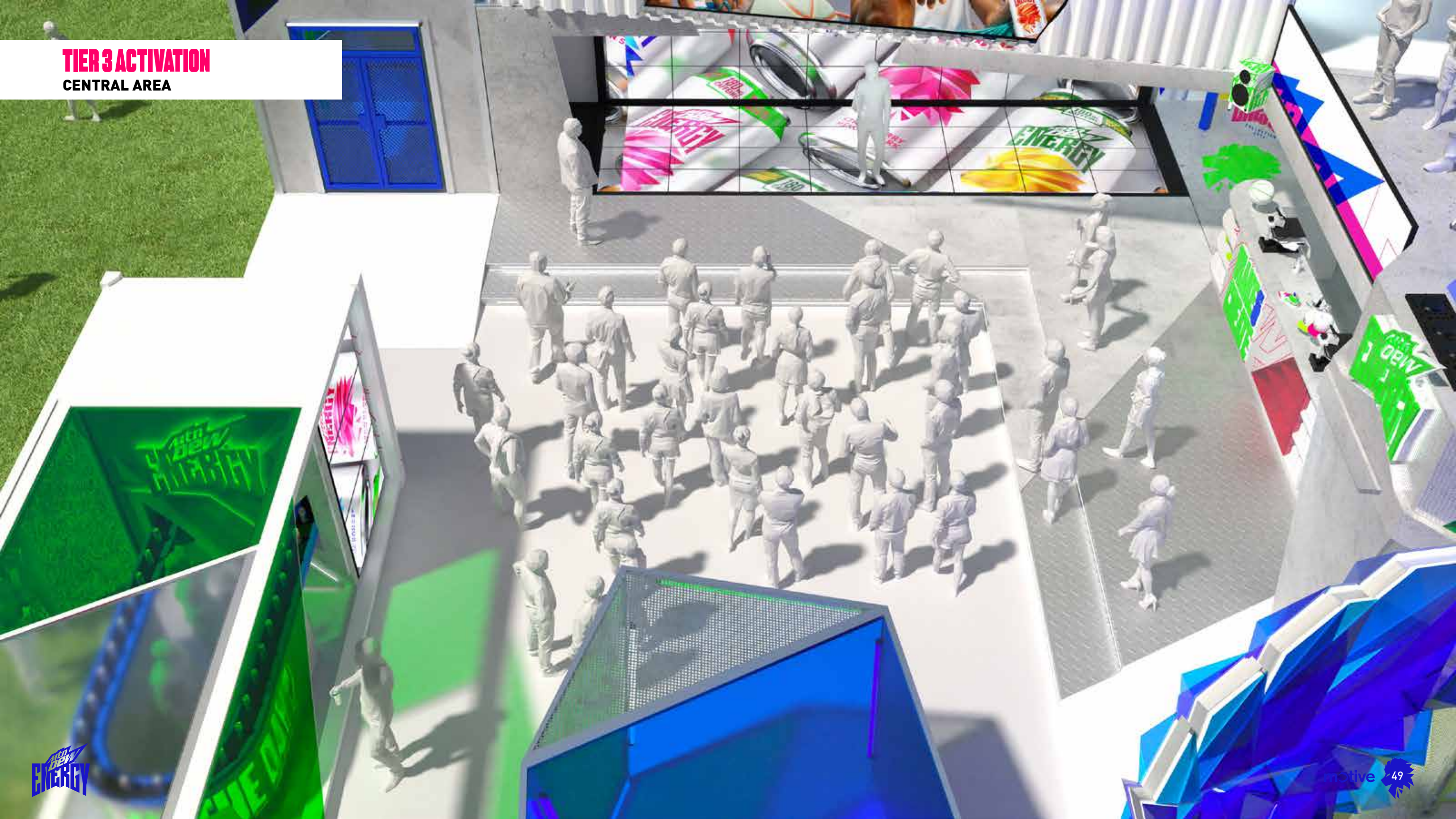
TIER 3 ACTIVATION
AUDIO FLAVOR LOCKERS



TIER 3 ACTIVATION
CENTRAL AREA



TIER 3 ACTIVATION
CENTRAL AREA



TIER 3 ACTIVATION
EXTERIOR POV



TIER 3 ACTIVATION

SAMPLING AREA + CREATION STATION



SAMPLING AREA



CREATION STATION

TIER 3 ACTIVATION

CAPSULE COLLECTION + DJ BOOTH



CAPSULE COLLECTION



DJ BOOTH

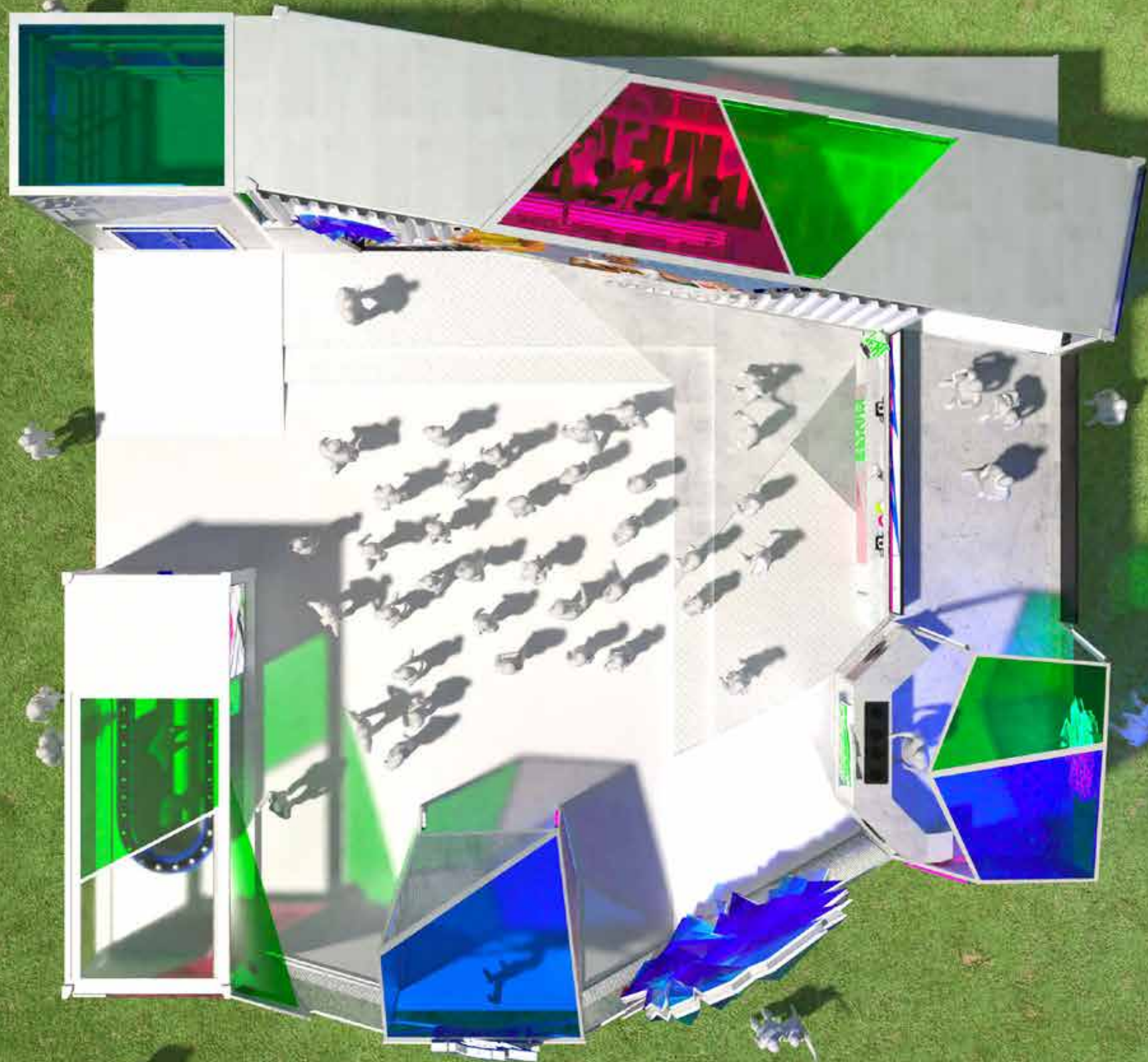
TIER 3 ACTIVATION
FOOTPRINT OVERVIEW



TIER 3 ACTIVATION
FOOTPRINT OVERVIEW



TIER 3 ACTIVATION
AERIAL POV



TIER 3 ACTIVATION

RECAP

COMPONENTS

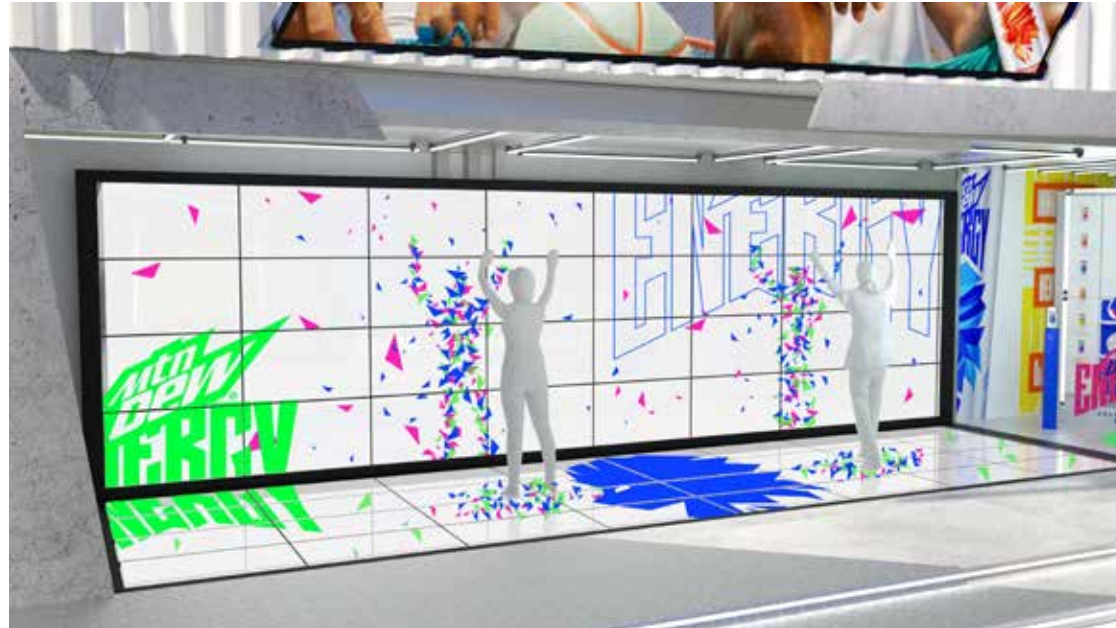
- 1 Stairwell & Lift
- 2 Sampling Area
- 3 Creation Station
- 4 DJ Booth
- 5 Insta Lion
- 6 The Energy Stage
- 7 Capsule Collection
- 8 Audio Flavor Lockers
- 9 Central Area
- 10 The Energy Tunnel



MTN DEW ENERGY EXPERIENTIAL PLAYBOOK

TIER 3 INTERACTIVES

TIER 3 INTERACTIVES



THE ENERGY STAGE

Giving fans an outlet for their new-found energy, the interactive ENERGY STAGE will display exciting branded content while also featuring interactive elements for social-worthy moments.

We'll leverage kinetic technologies to visually transform our fans into MTN DEW ENERGY fractal, shard-like animations, which shatter and gather in a cascade of color—creating an amazing response based on how fans move and dance.

Plus, we'll create a selfie panel and use AR to read fans' faces— replacing them with the jaws and mane of the MTN DEW ENERGY lion composed of vibrant DEW shards.



INTERACTIVE AUDIO FLAVOR LOCKERS

Representing all flavors of the morning, we'll create a series of interactive lockers that allow fans to use their can to unlock different moods to kick-off their day. Whether they're jammin' to reggae before a sunrise beach run or bumpin' EDM before their midterm cram-sesh, as soon as fans place their cans on the pedestals within each locker, animations and music played from directional sound speakers above will ignite to set the mood right—just for them.

TIER 3 INTERACTIVES



CAPSULE COLLECTION & CHANCE TO WIN

Adjacent to the ENERGY STAGE, fans will drool over our MTN DEW ENERGY Capsule Collection, and we'll challenge them to interact with this station for the chance to win a piece of swag from the collection for themselves. By scanning the QR code on the collection, fans will take part in the "YOU UP?" challenge—showing the world the absolute insanity MTN DEW ENERGY fans are up for in the AM—for the chance to win some sweet exclusive gear.



THE CREATION STATION

MTN DEW ENERGY fans live to create—so we're handing the stencil over to them, to customize and showcase their flair in some unique MTN DEW ENERGY apparel—inspired by the experiences and sensations throughout the footprint. From the sounds and colors of the AUDIO FLAVOR LOCKERS to the quotes and shard elements of the ENERGY STAGE, our fiercest fans will take their passion to the drawing board as they design their freshest fit yet—with a full suite of MTN DEW ENERGY assets to pick and choose from.

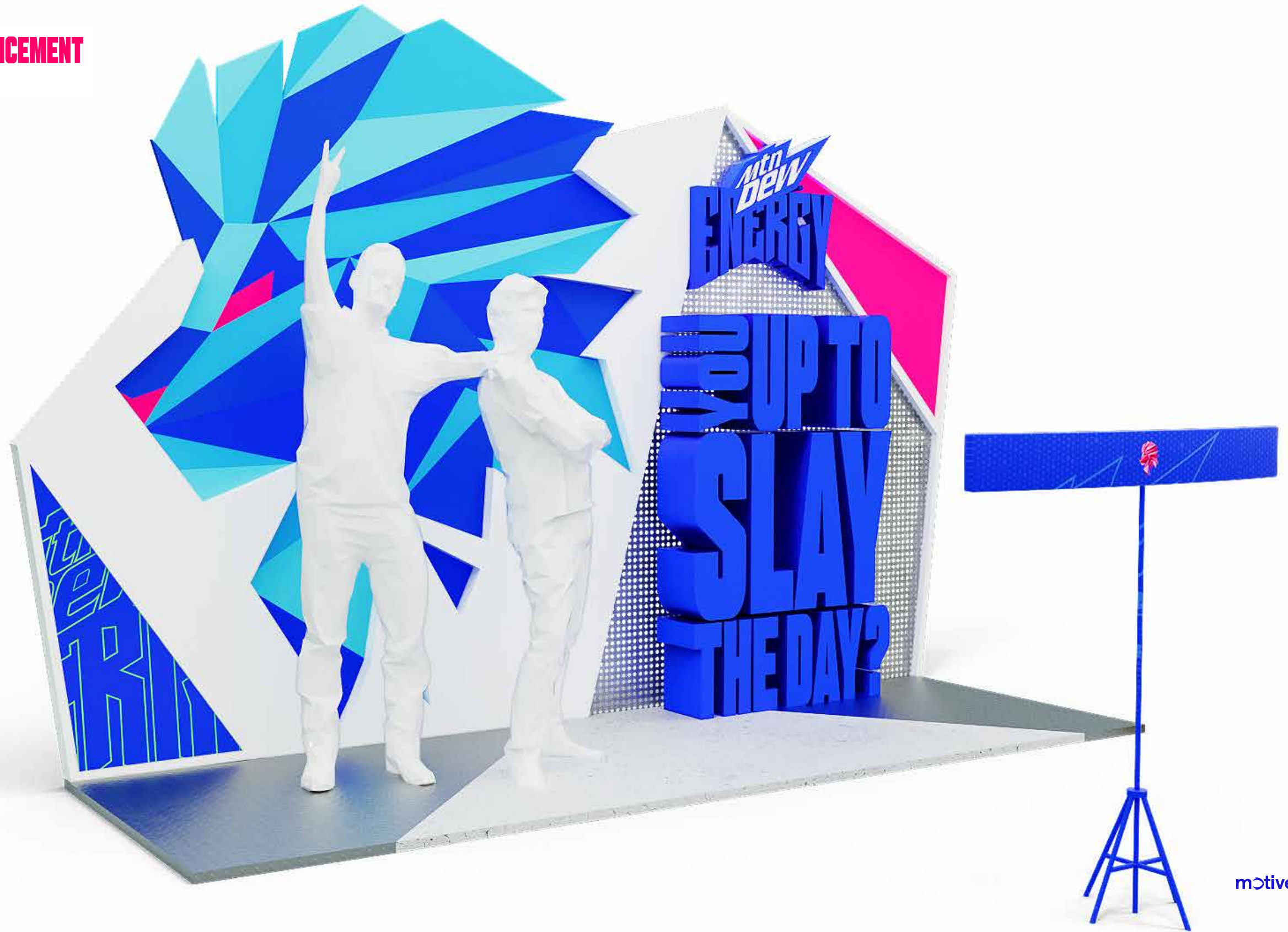
MTN DEW ENERGY EXPERIENTIAL PLAYBOOK

TIER 3 ACTIVATION ENHANCEMENT

TIER 3 ACTIVATION ENHANCEMENT
INFLATABLE ARCHWAY



TIER 3 ACTIVATION ENHANCEMENT
PHOTO BOOTH



TIER 3 ACTIVATION ENHANCEMENT
PHOTO BOOTH



TIER 3 ACTIVATION ENHANCEMENT
SAMPLING BIKE & MOBILE COOLER



TIER 3 ACTIVATION ENHANCEMENT
SAMPLING BIKE & BACKPACK COOLER



TIER 3 ACTIVATION ENHANCEMENT
DJ BOOTH



TIER 3 ACTIVATION ENHANCEMENT
DJ BOOTH



TIER 3 ACTIVATION ENHANCEMENT
VIP LOUNGE



MTN DEW ENERGY EXPERIENTIAL PLAYBOOK

BRAND AMBASSADOR UNIFORMS

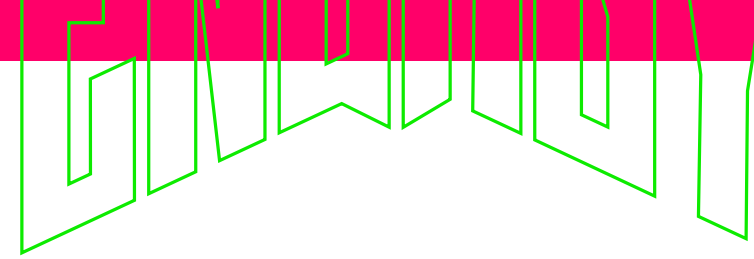
BRAND AMBASSADOR UNIFORM
ALL ACTIVATIONS



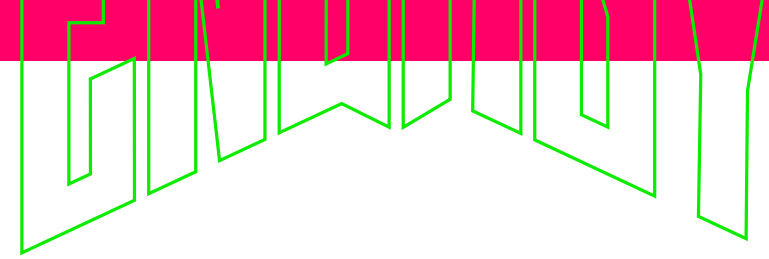
MTN DEW ENERGY EXPERIENTIAL PLAYBOOK

GIVEAWAYS

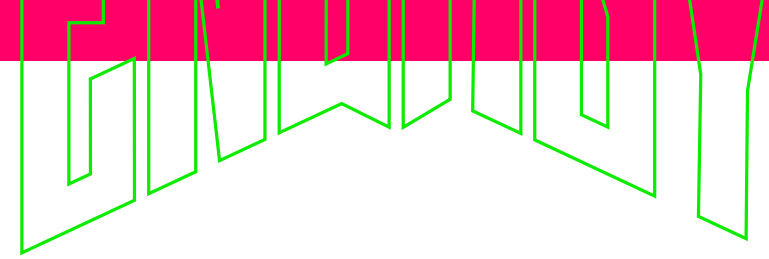
GIVEAWAYS: SURFBOARD
ALL ACTIVATIONS



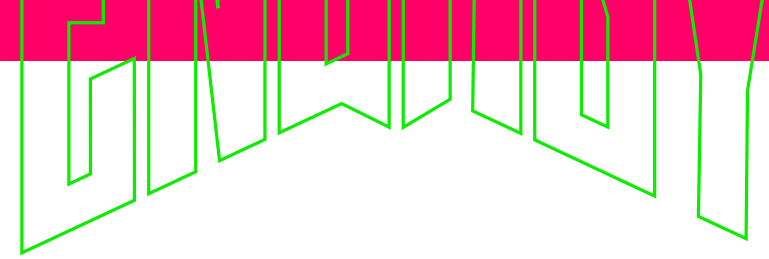
GIVEAWAYS: CORNHOLE
ALL ACTIVATIONS



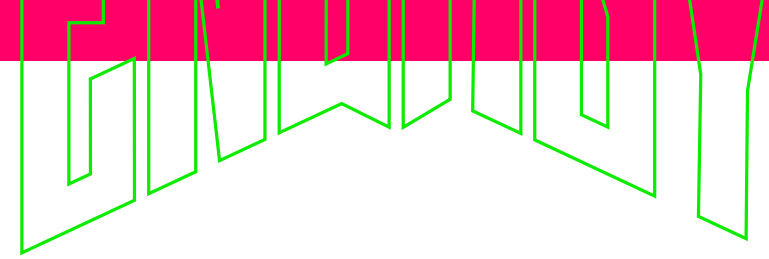
GIVEAWAYS: BEACH BAG
ALL ACTIVATIONS



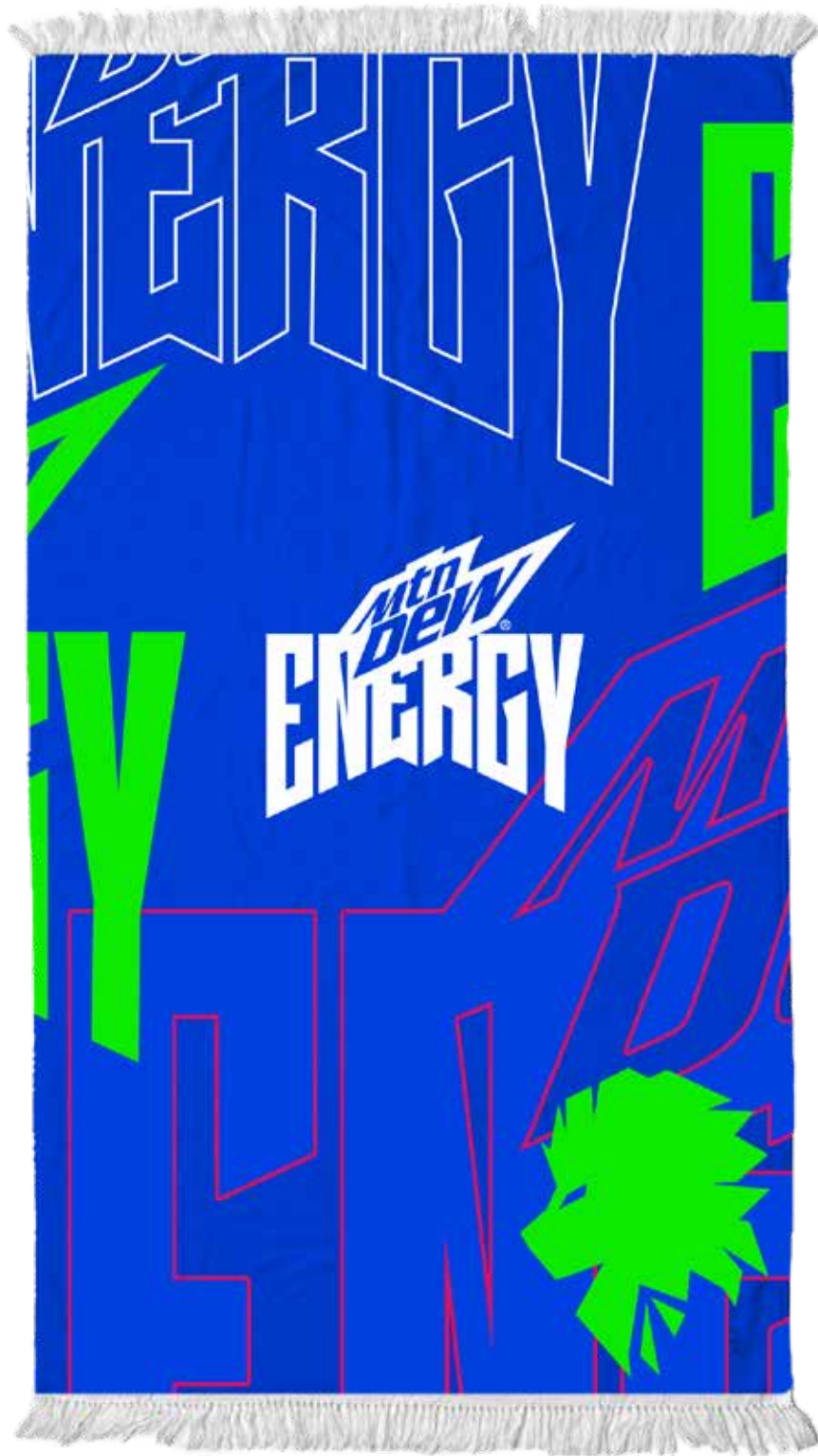
GIVEAWAYS: TOTE BAG
ALL ACTIVATIONS



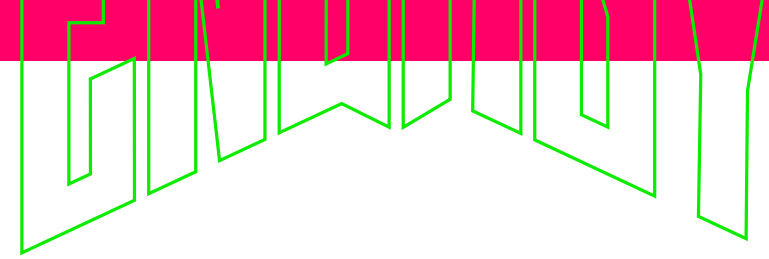
GIVEAWAYS: GYM BAG
ALL ACTIVATIONS



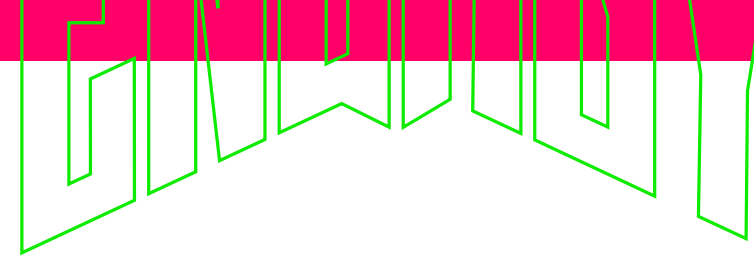
GIVEAWAYS: BEACH TOWELS
ALL ACTIVATIONS



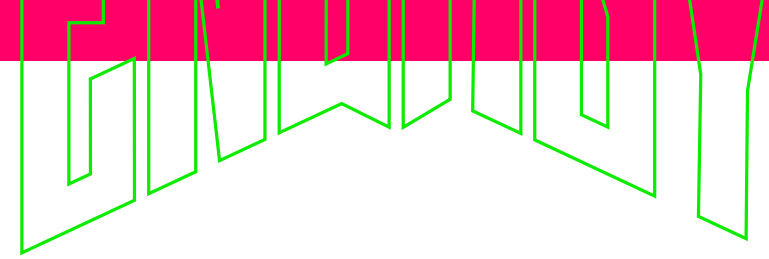
GIVEAWAYS: BEACH BALL
ALL ACTIVATIONS



GIVEAWAYS: VOLLEYBALL
ALL ACTIVATIONS

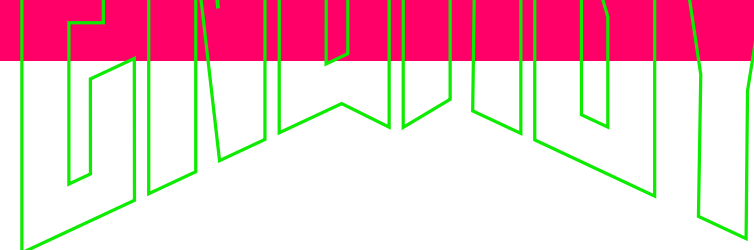


GIVEAWAYS: FRISBEES
ALL ACTIVATIONS



GIVEAWAY DESIGNS | RECAP

ALL ACTIVATIONS



MTN DEW ENERGY EXPERIENTIAL PLAYBOOK

CONTACTS

CONTACTS

MTN DEW EXPERIENTIAL PLAYBOOK

BRAND TEAM

Amber Rushton

Amber.Rushton@pepsico.com

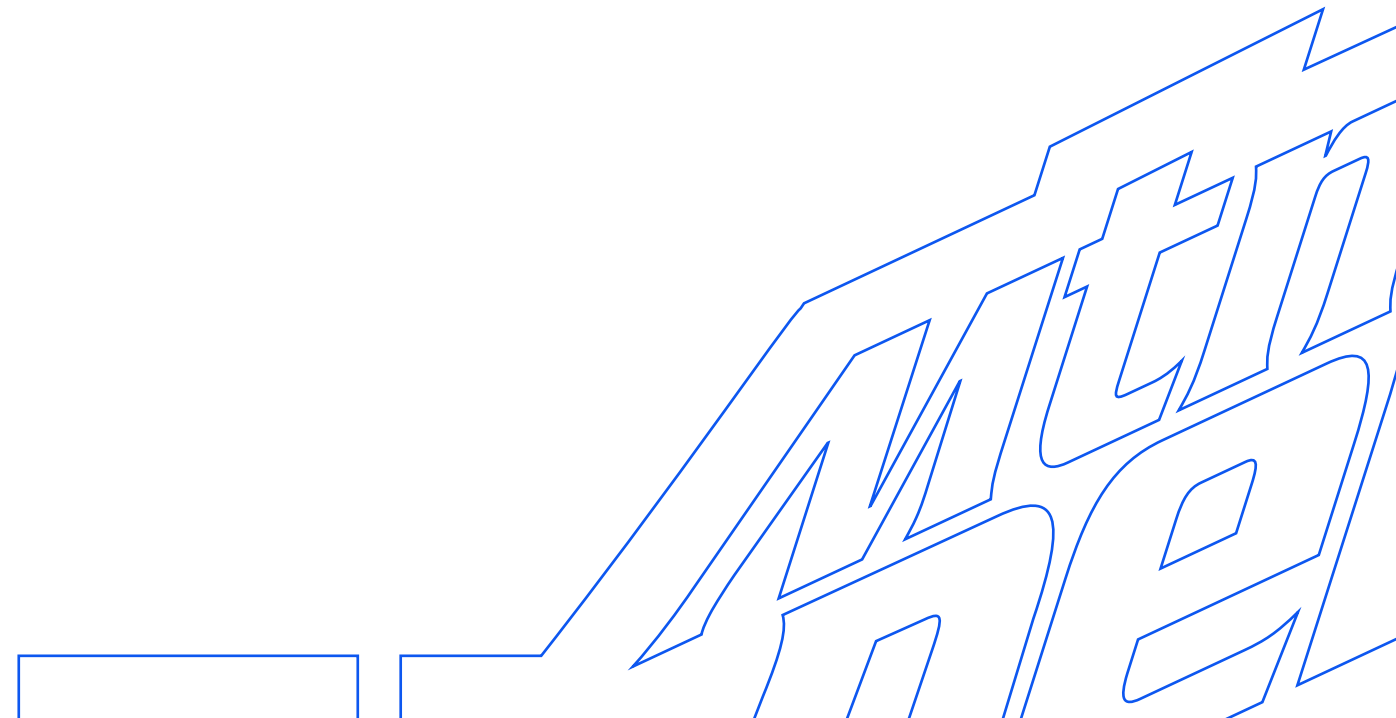
Julie Ming

Julie.Ming@pepsico.com

DESIGN TEAM

Jacob Fine

Jacob.Fine@pepsico.com





THANK YOU

motive

A CREATIVE COLLECTIVE