

OVERVIEW

Mountain Dew, the Philippines' no.1 flavored soft drink, has long been associated with adventure as a result of its longstanding “Fuel for Adventure” campaign.

To strengthen its connection with the gaming audience and reinforce its fun, adventure-seeking image, they tapped into gaming sound effects – a huge part of the gaming experience – creating an authentic in-game sound using only the human voice and the word “dew” with digitally enhanced elements to mirror game audio.

This audio-focused strategy contributed to a 10% growth in Dew sales and increased brand KPIs: Gaming Salience rose by 9 points, and Fun Time Together perceptions increased by 5 points compared to the previous year.