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## DELHI SPECIAL



### **DARR KO MAARO DEW**

The new TVC of Mountain Dew builds on its existing theme, *Darr ke aage Jeet hai*. The new film talks about shrinking your fears to overcome them and emerging victorious with a bold, daring and a can-do attitude. It shows the concept of extreme sports and highlight the thrill, adrenaline rush and fearlessness associated with the sport. The spot starts with the protagonist getting ready to attempt a dangerous stunt. Soon, he is shown skating from the top of a dam on its curved wall as his adventure begins. While the boy is cruising on the slope, the dam gates open bringing on a massive white frothing wall of water. The water begins to catch up with the boy and as it is about to engulf him, he reaches near the bottom of the dam wall. He skates off the edge and splashes into the pool of water at the base of the dam. The TVC has been shot in a way so as to leave the audience in awe. The ad is up to the mark.