

Mountain Dew fuels Pepsi IPL with 'Dew Or Die'

New Delhi. Pepsi IPL, Mountain Dew is all set to invigorate the passion and nail biting excitement of these matches through its new campaign 'Dew or Die'. Mountain Dew's new campaign brings alive these moments through an innovative consumer engagement program, on-air as well as extensive on-line and in-stadia initiatives. The brand is also leveraging its partnership with three teams this season-Rajasthan Royals, Kings XI Punjab and Delhi Daredevils. Celebrating the spirit of confronting fears to win, the 'Dew or Die' campaign builds on the cricketing excitement with a special segment on Set MAX's 'Extra Innings' every day. As part of this integration, viewers are shown three 'Dew or Die' moments from the previous day's matches, shortlisted by an expert panel. Viewers can then choose one moment that truly defines 'Dew or Die' and SMS DEW A, B or C to 9740707070. Fans, whose choice matches with the experts' decision, stand to get a chance to be a part of Mountain Dew Xtreme Tours abroad.