



## BISH CREATIVE

### MOUNTAIN DEW HOOPS INTERACTIVE DISPLAY

As the carbonated beverage industry becomes a more increasingly competitive category, leaders such as Mountain Dew need to “up their game” for the merchandising of their products. The target was to take a well-recognized game that appeals to all ages and to provide the opportunity for consumers to engage in an interactive display that required little assistance in store.

[See more on Mountain Dew Hoops Interactive Display on our Website.](#)

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