

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.

ADDRESS:945 TELSER RDLAKE ZURICH, IL 60047
CALL:(847) 438-1500
WEBSITE:WWW.BISHCREATIVE.COM

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WWW.VISUALMARKETRETAIL.COM ACTION@VISUALMARKETRETAIL.COM TEL: 212 835 0625