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### Basics

**Brand**  
[Mountain Dew](#)

**Year**  
2009

**Title**  
Master

**Also Known As**  
None listed

**Country**  
None listed

**Agency**  
[BBDO](#)

**Tagline**  
do the dew

**Company**  
[PepsiCo](#)

**Product**  
None listed

## Mountain Dew - Master

Category: commercial

Summary: A man's elaborate training to hone his hand-slap game skills.

Video:



### Description

The guy arrives in the mountains at what appears to be a Shaolin temple. But the martial arts discipline being taught is a hand slap game. The man trains repeatedly in a dramatic montage, and after becoming proficient he challenges his master. Holding a can of Mountain Dew, he is able to slap the master's hand and still balance the can. But then he realizes the can is empty, the master being so quick as to gulp it down in that split second.

### Credits

- Chief Creative Officer: [David Lubars](#)
- Chief Creative Officer: [Bill Bruce](#)
- Copywriter: [Dulcideo Caldeira](#)
- Music Producer: [Loren Parkins](#)
- Sr. Producer: [Amy Wertheimer](#)
- Art Director: [Cesar Finamori](#)
- Production Company: [Partizan](#)
- Director: [Traktor](#)
- DP: [Bojan Bazelli](#)
- Exec. Producer: [Richard Ulvengren](#)
- Producer: [Jack Hardwick](#)
- Editorial Company: [Nomad](#)
- Editor: [John Murray](#)
- Post-production Facility: [Mass Market](#)
- Online: [Chris Staves](#)
- Visual Effects Company: [Mass Market](#)
- Visual Effects Supervisor: [Chris Staves](#)
- Audio Post Company: [Sound Lounge](#)
- Mixer: [Tom Jucarone](#)
- Sound Design Company: [Nomad](#)
- Sound Designer: [Francois Blaignon](#)
- Music Production Company: [Groove Addicts](#)
- Composer: [Jeehun Hwang](#)

### Cast

None listed



[Mountain Dew](#) (13)

## Recent Discussion

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*None listed*

## Questions

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