

BRANDFREAK.com

« [Your dog, a big fan of frivolous pursuits, is itching to join Twitter](#) | [Main](#) | [Vitaminwater turning bus shelters into ski lifts out in Vancouver](#) »

February 16, 2010

Steve Nash is Vitaminwater's 'most ridiculous man in the world'

If Steve Nash weren't such a great basketball player, he might have been the Buster Keaton of his generation. Nash struts his deadpan stuff in this latest work for Vitaminwater, a takeoff of Dos Equis' "Most interesting man in the world" campaign, which itself was a parody of sorts. Nash, the "most ridiculous man in the world," is shown getting fitted for a Canadian tuxedo, which is made of denim. Then, as he's wheeling through a hotel corridor on a kid's tricycle, a narrator explains that Nash can speak 22 languages "at a first-grade level." It gets sillier. Nash cavorts in an '80s aerobics outfit, an Elvis costume and, of course, a clown suit. "I don't always drink water," Nash says echoing the Dos Equis man's line, "but when I do, I drink Vitaminwater XXX." (The name is another play off Dos Equis, which is Spanish for "two X's.") Perhaps a YouTube commenter summed it up best in one word: "Idiot."



—Posted by Todd Wasserman

Published on February 16, 2010 | [Permalink](#)

Comments

Previously on BrandFreak:



Steve Nash and 50 Cent get you to make your own Vitaminwater



Vitaminwater introduces a new flavor inspired by ... Facebook?



Vitaminwater turning bus shelters into ski lifts out in ...

[LinkWithin](#)

QUICK LINKS

- » [BrandFreak RSS Feed](#) 
- » [BrandFreak on Twitter](#)
- » [Archives](#)
- » [E-mail us](#)

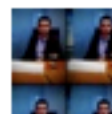
FACEBOOK



BrandFreak on Facebook

[Become a Fan](#)

BrandFreak has 377 Fans



Jesse



Angela



John



Taha



Lyn