





Howard Stars In New Vitaminwater Spot

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Sick of hearing the **Kobe vs. LeBron debate** in ads by **Nike** [NKE 57.54 ▼ -0.63 (-1.08%) ] and **Vitaminwater** [KO 49.76 ▲ 0.67 (+1.36%) , Dwight Howard, a **Vitaminwater spokesman** himself, called the brand's chief marketing officer Rohan Oza and told him that when the Magic made the finals he wanted his own ad.



Vitamin Water

So when the team bested James and the Cavs, Oza's phone rang.

"He said he wanted a production crew and a budget," Oza said. "And I don't argue with Superman."

The result is a spot that features the 23-year-old Orlando Magic center doing some of his best impressions, as he takes on different characters who all talk about how good Howard is.

Check out "Dwight vs. Dwight" for the first time here.

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