


Sponsorships, Advertising & Marketing

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The Many Faces Of Dwight: New Howard Vitaminwater Ad Breaking



[Watch The Clip](#)

Vitaminwater tonight during ABC's coverage of the Magic-Lakers NBA Finals Game One will release a new spot featuring Magic C Dwight Howard that will be the brand's "main creative" for the Finals, according to Darren Rovell of [CNBC.com](#). Glaceau Chief Marketing Officer Rohan Oza said that Howard, a Vitaminwater endorser, called him and indicated "when the Magic made the finals he wanted his own ad." The spot features Howard "doing some of his best impressions, as he takes on different characters who all talk about how good Howard is." It will replace the "Great Debate" commercials featuring Lakers G Kobe Bryant and Cavaliers F LeBron James. Rovell notes the quick

turnaround of the Howard spot is "remarkable considering that it was shot in 45 minutes on Monday night at Howard's house." Oza: "Today's technology allows for us to pull this off, but it also speaks to Dwight's passion for our brand. ... He wanted to do this. Most brands have a tough time even tracking down their athletes in situations like this" ([CNBC.com](#), 6/4).