



## MACCA'S LAUNCH SNAPCHAT FIRST FOR SUMMER

**Sydney, 14 December 2016:** This summer Macca's and VML have developed *The Summer Playground* - tapping into the fun, free spirit of summer and encouraging creativity through Macca's frozen beverages.

Partnering with Snapchat, an Australian-first 'Snapchatable' cup will appear in all restaurants nation-wide today. Guests can get creative and apply their favourite Snapchat Lens to the unique cup design. They can also unlock a suite of Geofilters throughout summer with a unique Snapchat code printed on the cup. The most creative Snaps sent to @Maccas will be featured on their daily Story.

A unique series of Snapchat Geofilters and Lenses will also form part of the summer campaign, allowing customers plenty of opportunities to get creative and share their ultimate summer moments.

Mark Wheeler, Director Digital, McDonald's Australia said: "Snapchat is all about getting creative and expressing yourself. We've decided to have some fun with our new cups, which lets Snapchat users visiting McDonald's access a custom filter or play with an animated lens right on our cups."

Aden Hepburn, Managing Director & ECD, VML Australia said: "We're excited to bring Australian-first experiences to the platform and think customers will have a lot of fun with the 'Snapable' cups."

**ENDS**

### **About Snapcodes**

Every moment is an opportunity to unlock something new. Snapcodes allow a brand to enhance and widen a Sponsored Lens or Geofilter campaign by placing a Snapcode in a broadcast, on a physical activation, etc. When Snapchatters see a Snapcode, they can scan it to unlock an exclusive Lens or Geofilter to enhance the moment. Then, they can use it to send that moment to a friend or post it to their Story.

### **McDonald's Credits**

Director Digital - Mark Wheeler  
Director Marketing - Jo Feeney  
Senior Brand Manager - Tim Kenward  
Digital Media Manager - Sarah Harrington-Birch  
Brand Manager - Amanda Belz  
Digital Engagement Manager - Zoe Condon

### **VML Credits**

Managing Director & ECD– Aden Hepburn  
Creative Group Head – Frank Martelli  
Associate Creative Director – Matt Geersen  
Art Director – Louise McQuat  
Designer/Illustrator – John Reyes  
Senior Copywriter - Sean Vrabel  
Producers – Rebeckah Bakouris , Edward Krause, Matt Barber  
Senior Account Director – Simon Kawaguchi  
Senior Account Manager – Ellyn Dupuis  
Strategy Director – David Di Veroli  
Senior Strategist – Louise Peacock  
Social Media Manager – Christian Love

