McDonald's UK Launches New Fry Packaging Designs And Augmented Reality Trick-Shot App For FIFA World Cup™

Thursday 29 May, 2014

McDonald's UK will replace the iconic design of its red fry boxes from today with original football-themed artwork to mark the upcoming FIFA World Cup™ in Brazil. The new fry boxes can be used in conjunction with an innovative augmented reality (AR) app, McDonald's GOL!, to play a virtual trick-shot game.

When McDonald's GOL! app users hold their mobile device up to the specially-designed fry boxes, an AR scene appears and the fry box becomes a goal. The objective is to 'kick' the ball with the flick of a finger and avoid or use obstacles to score.

Britain's Ben Mosley and 11 other artists from around the world were chosen to design the new artwork that will appear on medium and large fry boxes in restaurants throughout the UK as well as the majority of restaurants worldwide.

Alistair Macrow, Senior Vice President, Chief Marketing Officer, McDonald's UK, said:
"As one of the world's most popular and hotly anticipated sporting events, we want to share in the excitement of the FIFA World Cup™ with our customers. The new fry boxes and app are a fun and interactive way for customers to get involved using their mobile devices and compete with people from around the world."

McDonald's GOL! is compatible with most Android and Apple mobile devices and is available to download in the Google Play™ store and Apple App Store™. Download instructions are available on the back of each specially designed fry box and on gol.mcd.com. The new fry boxes are available from 28 May and for the duration of the 2014 FIFA World Cup™, while stocks last.

Created for McDonald's in collaboration with Qualcomm Connected Experiences, Inc. and Trigger, the McDonald's GOL! app brings an innovative mobile play experience to customers using the Qualcomm® Vuforia™ mobile vision platform. The app showcases the Vuforia platform's cutting-edge Smart Terrain™ feature, which allows users to build their own play spaces using everyday objects.

McDonald's has been an Official Sponsor and the Official Restaurant of the FIFA World Cup™ for 20 years. To support the global launch of its FIFA World Cup™ activity, McDonald's has created a video featuring real-life football trick-shot talent from around the world. For more information about McDonald's global sponsorship and activation programmes, including fact sheets and visuals, visit news.mcdonalds.com.

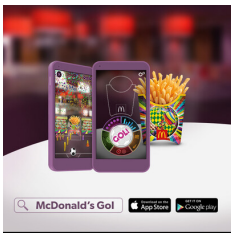
ENDS

MEDIA ENQUIRIES:
McDonald's UK press office: 020 8700 7320; pressoffice@uk.mcd.com
McDonald's Europe: 0207 800 4884 / 0207 800 4828; european.pressoffice@eu.mcd.com
McDonald's Global: Becca Hary, McDonald's, +1-630-623-7293; becca.hary@us.mcd.com
Melissa Layton, McDonald's, +1-630-623-3238; melissa.layton@us.mcd.com

NOTE TO EDITORS

The artists showcased on the new fry boxes designs include:
· Australia: David Spencer, artwork title – 'The Perfect Kick'
· Brazil: Eduardo Kobra, artwork title – 'O mundo unido pelo futebol' (translation: 'The world united by football')
· Canada: Mügluck, artwork title – 'Unite Together'
· China: Hua Tunan, artwork title – 'World of Victory'
· England: Ben Mosley, artwork title – 'Fans of the World'
· France: Skwak, artwork title – 'The Maniac Football Party'
· Germany: Roman Klonek, artwork title – 'Freaky Fan Club'
· Japan: Doppel, artwork title – 'Kick the One'
· Russia: Egor Koshelev, artwork title – 'The Perfect Goal'
· South Africa: Adele Bantjes, artwork title – 'Heart of the Game'

Media:





official restaurant

Related Sectors:

Business & Finance :: Food & Drink ::

Related Keywords:

McDonald's UK ::

Scan Me:

· Spain: Martin Satí, artwork title – ‘Flamenco Number One’
· USA: Tes One, artwork title – ‘Formations’

About McDonald’s UK
· McDonald’s currently operates over 1,200 restaurants across the UK, serving more than three million customers every day.
· McDonald’s is a longstanding supporter of grassroots football in the UK. Since 2002, McDonald’s has been the official Community Partner of the Home Nation FAs in England, Scotland, Wales and Northern Ireland. The McDonald’s grassroots football partnership supports objectives such as increasing the number and quality of accredited clubs, raising standards of coaching provision, improving the technical development of young players, and increasing participation to include previously under-represented groups, such as women and girls.
· Website: www.mcdonalds.co.uk

About McDonald’s
McDonald's is the world's leading global food service retailer with more than 35,000 locations serving approximately 70 million customers in more than 100 countries each day. More than 80% of McDonald's restaurants worldwide are owned and operated by independent local business men and women. To learn more about the company, please visit: www.aboutmcdonalds.com and follow us on Facebook (http://www.facebook.com/mcdonaldscorp) and Twitter (http://twitter.com/McDonaldsCorp).

About McDonald’s and the FIFA World Cup™
· McDonald’s has been a supporter of football at both a grassroots and global level for over 25 years. As part of this commitment, McDonald’s has been Official Restaurant and Global Sponsor of the FIFA World Cup™ since 1994, helping fans get the most out of the world’s most prestigious football tournament.
· For more information visit:
http://www.mcdonalds.co.uk/ukhome/Sport/Football/Inspiration/2014-Fifa-World-Cup/History.html

About the Qualcomm® Vuforia™ Platform
Vuforia is a mobile vision platform that enables apps to see and connect the physical world with digital experiences that demand attention, drive engagement, and deliver value. Vuforia is supported by a global ecosystem of more than 100,000 registered developers in 130 countries and has powered more than 9,000 apps for iOS and Android devices. Additional information is available at www.vuforia.com.

Qualcomm Vuforia is a product of Qualcomm Connected Experiences, Inc., a subsidiary of Qualcomm Technologies, Inc. Qualcomm and Vuforia are trademarks of Qualcomm Incorporated, registered in the United States and other countries, used with permission.

About Trigger
Founded in 2005, Trigger is a company of inventors that blends Hollywood Creative with Mobile Innovation, working with a number of global brands like McDonald's to prototype concepts, market initiatives and develop new digital products. With world-class creative teams in Los Angeles and Shanghai, Trigger transforms great visions into ground breaking mobile experiences for a global audience. Trigger is a pioneer for the movie industry with digital marketing, mobile gaming and augmented reality, developing worldwide campaigns for a variety of top franchises. In addition, Trigger is a Qualcomm portfolio company and a preferred developer for their Augmented Reality technology, Vuforia. For more information about Trigger, please visit www.triggerglobal.com.??

Company Contact: