

**McDonald's Kicks-Off FIFA World Cup(TM) With First-Ever Global French Fry Packaging Redesign and New, Augmented Reality Trick-Shot App**  
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OAK BROOK, IL--(Marketwired - May 20, 2014) - Customers around the globe will soon notice something different at McDonald's (NYSE: MCD). Starting next Monday, the brand will change the look of its iconic red French fry packaging globally with bold, new artwork to celebrate the upcoming FIFA World Cup™ in Brasil. In addition, the new fry boxes will be the key to "unlocking" a new Augmented Reality (AR) app that will reward customers with an engaging, virtual trick-shot challenge.

"This is the first time in brand history we're changing the packaging design of one of our customers' most favourite menu items on a global scale, and what better reason than to share in the excitement of one of the most prestigious sporting events in the world," said Steve Easterbrook, Senior Executive Vice President and Global Chief Brand Officer of McDonald's. "This is about bringing fun, innovative programming to our customers and celebrating our shared love of futbol. We're excited to be able to do that through an engaging, interactive mobile experience, and of course with our World-Famous Fries."

The redesign will treat customers and futbol fans with an exclusive collection of original street art that reflects the beauty and passion of the game of futbol. Twelve artists from around the world were chosen to create the special new designs, which will canvas McDonald's Medium and Large fry boxes in the majority of company-owned and franchised restaurants worldwide and trigger the downloadable app, entitled "McDonald's GOL!"

Customers can download the app and begin play as soon as they have their specially-designed fry box in-hand. It's as easy as holding the screen of their mobile device up to the front of the box. As the device recognizes the artwork, a futbol pitch will appear in an AR scene on the screen, with the fry box as the goal and other built-in objects as obstacles. The idea is to "kick" the ball with the flick of a finger and divert or use obstacles to get the ball into the goal.

Created for McDonald's in collaboration with [Qualcomm Connected Experiences, Inc.](#) and [Trigger](#), the app brings a truly new mobile play experience to customers using the Qualcomm® Vuforia™ mobile vision platform. This app showcases the Vuforia platform's new cutting-edge Smart Terrain™ feature, representing a technology breakthrough that allows users to build their own play spaces using everyday objects.

"Our digital vision at McDonald's is to bring an entirely new level of everyday convenience and fun to the world, and our Augmented Reality app is just one example of how we are bringing fun to our customers' lives," said Atif Rafiq, McDonald's Chief Digital Officer. "We are very excited about the numerous opportunities in front of us to bring even more innovative digital experiences to our customers in ways only McDonald's can do."

"McDonald's GOL!" will be compatible with most Android and Apple mobile devices and will be available for download in the Google Play store and Apple App Store™ starting on May 26. Instructions for download will be available on the back of each specially designed fry box or can be found on [gol.mcd.com](http://gol.mcd.com). The new fry boxes will be available throughout the duration of the 2014 FIFA World Cup while supplies last.

The artists showcased on the specially-designed fry boxes 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:** Mügluc, 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'

- **Spain:** Martin Satí, Artwork Title - 'Flamenco Number One'
- **USA:** Tes One, Artwork Title - 'Formations'

A number of marketing and communication activities are planned to support this program. This includes the online release today of a lively [video](#) that features real-life futbol trick-shot talent from around the world.

McDonald's has been an Official Sponsor and the Official Restaurant of FIFA World Cup for 20 years. Other activities planned to bring the excitement of the Tournament to life worldwide include:

- **McDonald's Player Escort Program**  
McDonald's will provide 1,408 children (ages 6-10) from 69 countries worldwide a once-in-a-lifetime opportunity to experience the thrill of the Tournament and walk hand-in-hand onto the pitch with their futbol heroes. This marks the largest number of countries participating in the program since McDonald's first began sponsoring it in 2002.
- **McDonald's Ultimate FIFA World Cup™ Football Fan**  
McDonald's will bring together some of the most passionate fans from around the world with the "ultimate" trip to the 2014 FIFA World Cup. Customers selected as a McDonald's Ultimate FIFA World Cup Futbol Fan will have the opportunity to attend matches, have their photo taken with the FIFA World Cup Trophy, have VIP treatment at exclusive parties during Tournament, and more. Each market determines the criteria and selection process for their selected fans.

More detailed information on our sponsorship and activation programs, including fact sheets and visuals, can be found by visiting our [online media newsroom](#).

#### **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](http://www.vuforia.com).

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#### **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](http://www.triggerglobal.com).

#### **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](http://www.aboutmcdonalds.com) and follow us on Facebook (<http://www.facebook.com/mcdonaldscorp>) and Twitter (<http://twitter.com/McDonaldsCorp>).

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**Related Links:**

[In celebration of the 2014 FIFA World Cup™, McDonald's unveils 12 French fry boxes designed by artists from around the world that reveal an Augmented Reality trick-shot challenge.](#)

**Countries:** US

**Industries:** Food and Beverage, Food and Beverage:Beverages, Food and Beverage:Dairy, Food and Beverage:Food, Food and Beverage:Ingredients, Food and Beverage:Packaging and Processing, Food and Beverage:Retailers, Food and Beverage:Vending

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