

P R E S S R E L E A S E

McDonald's Germany and 12snap launch the Mexikantenstadl

München, October 19th, 2009 – In line with McDonalds' "LosWochos", Munich-based digital agency 12snap created a viral campaign in the fields of online and mobile.

Between September 28th and November 8th, the Mexikantenstadl opens its barn doors at www.loswochos.de and challenges visitors of the website to demonstrate their superstar capabilities.

"For LosWochos, we have enhanced our already successful campaign mechanic based on user-generated content with a simple component, turning the Mexikantenstadl into a fun online game", states Peter Prislín, Chief Marketing Officer and Managing Director at 12snap AG.

Entrants can influence a dance routine by showing off their game skills and subsequently can post their performance on social networks, their own website or they can send it to friends via MMS or email.

Participation will be rewarded with a sweepstakes on the website. During the campaign, McDonald's is giving away 100 Sony Ericsson Yari phones.

12snap is responsible for conception, design and realisation of the website, banners and marketing material for the "Mexikantenstadl".

About 12snap

12snap creates innovative and creative digital marketing and customer loyalty solutions for the advertising industry. For conception and design of its award-winning campaigns and marketing solutions, 12snap combines mobile and online techniques with high-quality creation. Awarded with four "Lions" at the internationally renowned advertising festival in Cannes, 12snap was the only mobile marketing agency to achieve this success up to this day. At the Mobile Marketing Awards, the Munich-based agency gained Gold, Silver and the o2 Grand Prix award for the most innovative mobile campaign. In 2009, 12snap was presented with the coveted Kontakter Client Award for best website of the year. The company qualified as one of the top 100 most innovative technology companies as listed in the "Red Herring" ranking and carries numerous other international awards. As one of the pioneering agencies offering Mobile Marketing, 12snap has a client portfolio of international brands such as adidas, Coca-Cola, Ferrero, Lufthansa, McDonald's, MTV, Unilever and Vodafone.



For further information, please visit us at www.12snap.de and our 12snap blog at blog.12snap.com.

Contact

Karen Busse

Tel.: +49 89 306 666 462, Fax: +49 89/306 666 999

presse@12snap.com