



## MCDONALD'S UNVEILS WORLD-FIRST MOBILE EXPERIENCE WITH THE MONOPOLY GAME VIA VML AUSTRALIA

SEPTEMBER 9 2016, 10:14 AM | BY RICKI GREEN | 15 Comments



McDonald's Australia has launched what is claimed to be a world-first mobile experience for its largest promotion, with the Monopoly Game at Macca's app, transforming the entire promotion into a mobile gaming experience that converges the digital and physical worlds.

Going mobile for the first time, the campaign and mobile gaming experience was led by VML Australia, activating the breadth of specialist partners including TMS, Crea, DDB Track and Leo Burnett to deliver the end-to-end promotion.

Building on the traditional 'peel n reveal' mechanic, customers can now also play digitally by simply scanning in a new Chance Card for another 1 in 5 chance to win instantly. The home screen of the app also doubles as a virtual game board allowing players to scan and stash all of their property cards. While the player's 'stash' becomes a digital wallet for both major prizes and instant win food offers that you can swipe-to-redeem in restaurant at any McDonald's across the country.

[WATCH THE TRAILER](#)

[GET THE APP](#)

In the first 24 hours, the Monopoly Game at Macca's app has rocketed to number one on the app store, making it one of the fastest growing branded apps in Australia to date, and generating over 200,000 winners already.

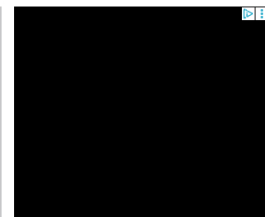
The first "Tap to Play" gaming experience sees game cards fly into the real-world via the phones camera and augmented reality before letting players choose a card to "Tap" for the chance to win instantly.

The second "Spin to Win" game brings a more physical challenge to life where players spin the card in the hope of uncovering prizes.

While the third "Dice Roll" game challenges players to roll that perfect combination to land on an array of fantastic prizes across the virtual monopoly game board.

Says Mark Wheeler, director of digital, McDonald's Australia: "We are continuing to engage our customers through digital and the Monopoly Game at Macca's was the perfect opportunity to offer an enhanced game experience via mobile. We are so excited to offer our customers the opportunity to win even more prizes with the app and we hope they have fun playing with it."

Says Aden Hepburn, managing director and ECD, VML Australia: "It's such an incredible opportunity to take a McDonald's favourite and create a mobile-first monopoly gaming experience. It demonstrates how progressive the business is and its focus on



### GET THE CB DAILY BULLETIN

Register for Free and receive the Campaign Brief Daily Bulletin. Type your email address in the space below.


[SUBSCRIBE FREE NOW](#)


### GOLD SPONSORS







15 COMMENTS


 **Cough** says:  
Cough

 **The 'Burn Identity** says:  
App has a 2 star average and many dozens of complaints.  
Me thinks McDonalds will be apologising to customers shortly.


 **Oh dear** says:  
Way to take a simple concept that works (and has worked for decades) and add technology to make it unnecessarily clunky and complicated.


 **Black Spot Beacon** says:  
I second the cough


 **Doesn't work** says:  
Macca's Facebook page is loaded with complaints as well.


 **Bizz word bingo** says:  
Mobile monopoly peel n reveal world first? Really? A branded mobile game promotion hasn't been done hundreds of times? I'm going to do a cluedo one next week and claim a world first.


 **Another grumpy creative** says:  
I bought maccas for lunch, I played it, I won, it was fun. I quite like it actually and better than having to keep those bloody paper tickets if you want to win something.


 **Dann I** says:  
Me too.I played it ,won after lunch & went home successfully!however dished some and threw receipt


 **TECHlover** says:  
Looks really good! Haters gonna hate!


 **It's actually fine...** says:  
Well, it's actually pretty good having played it with my kids. Worked first time and won. There are so many brand promotions and this is one of the better ones when it comes to app experiences. I'm sure maccas are getting great data out of it too.  
@Bizz Word – I assume they mean “first” for the Maccas promotion to go this way globally.

 **Makes sense** says:  
@Oh dear – you are right. The hundreds of thousands of customer details Maccas will acquire through the use of the application and gated signup is also pointless in todays marketing landscape, good thinking.

 **101** says:  
What's the idea again?

 **FROGGA** says:  
World class digital. Well done VML, looks amazing.

 **Toan** says:  
Dope!! Nice work VML.

 **credit** says:  
come on, if this is a world first...give the creatives some credit?

