

# The Wienermobile? There's an App for That

Kraft Foods

MADISON, Wis. (PRNewswire) — To connect with Wienermobile vehicle fans on and off the road the Oscar Mayer brand today launched the first-ever Wienermobile mobile application for iOS and Android devices. The app is a continuation of the vehicle's foray into social and mobile marketing.

Available in the [Google Play](#) [1] or [App](#) [2] stores for free to download, the Wienermobile app will include three key features: a "Find the Wienermobile" section where users can determine when a Wienermobile is within 200 miles of their given location; a "Park in my Driveway" section where fans can insert an image of the Wienermobile into any photo and share across their social media platforms; and a "Drive the Wienermobile" game that allows users to virtually race a Wienermobile through various courses.

"The Oscar Mayer team is thrilled to introduce an app that provides fans with anytime, anywhere access to the Wienermobile," said Ed Roland, Senior Manager of Experiential Marketing at Oscar Mayer. "The new app answers the three biggest questions we get. Where is the Wienermobile, can I take a photo with the Wienermobile at my home or event, and can I drive the Wienermobile?"

In addition to the primary features, the Wienermobile app offers users the chance to accrue and redeem Wiener Bucks to unlock new features and enhance their own hot dog on wheels in the "Drive the Wienermobile" game. Users can earn Wiener Bucks by scanning various packages of Oscar Mayer products on store shelves.

Coming this summer, local Wienermobile events will include a revamped setup that gives visitors exclusive access to app features. The in-market events will include iPad stations, pre-loaded with the app, where consumers can play the Wienermobile game, and gain access codes to unlock a bonus course on their own device.

The mobile-app development and augmented reality agency Gravity Jack is credited with creating and designing the app, which runs on Apple devices with iOS 6 and higher and Android devices 4.1 and higher.

To find more information on the Wienermobile and a full listing of Oscar Mayer product offerings fans are encouraged to visit [OscarMayer.com](#) [3]. The Wienermobile can also be found on Twitter at [@Wienermobile](#) [4] and Instagram as [@theWienermobile](#) [5].

### **ABOUT KRAFT FOODS GROUP**

*Kraft Foods Group, Inc. (NASDAQ: KRFT) is one of North America's largest consumer packaged food and beverage companies, with annual revenues of more than \$18 billion. With the spirit of a startup and the soul of a powerhouse, Kraft has an unrivaled portfolio of products in the beverages, cheese, refrigerated meals and*

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*grocery categories. The company's iconic brands include Kraft, Capri Sun, Jell-O, Kool-Aid, Lunchables, Maxwell House, Oscar Mayer, Philadelphia, Planters and Velveeta. Kraft's 22,500 employees in the U.S. and Canada have a passion for making the foods and beverages people love. Kraft is a member of the Standard & Poor's 500 and the NASDAQ-100 indices. For more information, visit [www.kraftfoodsgroup.com](http://www.kraftfoodsgroup.com) [6] and [www.facebook.com/kraft](http://www.facebook.com/kraft) [7].*

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