

Oscar Mayer 2014 Wienermobile Promotion

Sweepstakes concept development with social media coordination and post implementation

 **Motor Trend Magazine** @MotorTrend 21 Jan

Just got word, 2 days away from the biggest car launch ever on Twitter. Check back soon for the exclusive reveal. pic.twitter.com/VAL7QKb4bcJ



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 **Motor Trend Magazine** @MotorTrend 23 Jan

First look at the biggest car launch ever on Twitter. Here's your sneak peek. <http://bit.ly/1eKCAcy> #Tweet2Lease

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#TWEET2LEASE
Tell us why you deserve use of a 2014 Wienermobile.

No purchase necessary. Open to residents of the 48 contiguous U.S. and D.C., 13+. Ends 2/7/14. Void where prohibited. Prize awarded as use of a WIENERMOBILE for 8 hrs, subject to restrictions. For Official Rules/Prize Details: www.tweet2lease.com Sponsor: Kraft Foods Group, Inc.

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