

"MAC & JINX" HITS TWITTER



Crispin Porter + Bogusky, the ad agency responsible for Burger King's ad campaigns for over the past ten years, is helping Kraft get the twitter-verse talking about its most famous (arguably) product Mac & Cheese. The new campaign is an innovative usage of the relatively new Twitter technology. It will work as follows: when two people individually use the tweet "mac & cheese" in their tweet, they will receive a link that points out the "Mac & Jinx." The first user to click on the "Mac & Jinx" receives five free boxes of the product as well as a T-shirt. This may be the first campaign of it's kind, though it's certain to pave the way towards ad agencies newer and innovative uses of the Twitter platform.

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