

**January 2021**

### **PRINGLES HIJACKS INFLUENCER'S TWITCH STREAM TO LAUNCH NEW GAMING CAMPAIGN**

- *Pringles and Xbox partner to become first brands to launch a campaign within a 'real' video game*
- *The take-over moment saw the reveal of Frank, a West of Dead (WoD) character, who's set to lead the Pringles campaign*

Tonight, Pringles became the first brand ever to merge the gaming world with real life by taking over a gaming influencer's Twitch channel to launch its new campaign.

The launch moment, aimed at gamers 18 and over, took place on [Leah Viathan's](#) Twitch channel with a surprise appearance from a Zombie. The Zombie is a Pringles co-created character called Frank, who escaped from the West of Dead video game into Leah's room to try and grab hold of Leah's can of Pringles, shocking gamers and Leah's fans across the globe.

The reveal took place (Wednesday 27<sup>th</sup> January) at 7pm, to re-watch the moment unfold, please visit Leah's Twitch profile [here](#) (or watch it live from 6:45pm).

The launch has been eagerly anticipated by gamers as Leah teased the partnership through her social media channels prior to the launch.

Following the Xbox partnership, Pringles and West of Dead, which stars Ron Perlman, co-created Zombie Frank, adding credibility to the gaming campaign. Frank's entrance into the real world delivers an innovative campaign that blends entertainment and advertising.

After a series of videos and streams with other influencers such as [Doigby](#), [Delux](#) and [Reborn Live](#), Frank will be re-introduced back into West of Dead from February 10<sup>th</sup> with a new purpose - something the gaming scene hasn't ever seen before. After learning to become more sociable thanks to Pringles, Frank will become a permanent member of West of Dead where he will be sat down at a table in the saloon waiting to meet players and provide them with hints and tips.

Florence Kayll, Pringles UK activation brand manager, commented: *"This is the third gaming campaign Pringles has introduced and as a leading snacking brand, it's been great to launch a 'first ever'. Creating such an engaging experience for gamers has been really fun and we know gamers love the unexpected. It's great to see that even our Zombie Frank couldn't wait to get his hands on some Pringles. We hope Pringles and gaming fans alike enjoy meeting Frank and playing the West of Dead game."*

Susie McBeth, brand manager from WEST OF DEAD: *"Co-creating a gaming campaign launch is something we knew our players would enjoy and engage with. It's been a fun experience and we're excited to be part of something new and innovative. The Pringles campaign is a great fit for West of Dead, and we look forward to welcoming Frank back from February."*

The partnership between Xbox and Pringles gives gaming fans the opportunity to win a variety of prizes through on-pack promotions, including an Xbox Series X Console plus a free seven day Xbox Game Pass with every can.

To be in with a chance to win one of the Xbox prizes, Pringles fans need to head to the [Pringles website](#) and insert their on-pack code to discover if they're a Pop and Play winner.

The West of Dead game is available to play now via Xbox Game Pass or purchase from a variety of retailers.

You can watch the Leah's Twitch channel takeover [here](#).

For more information visit on Pringles gaming campaign including T&Cs for on-pack promotions, please visit [www.pringles.com/uk/tsandcs.html](http://www.pringles.com/uk/tsandcs.html)

Images and samples available upon request.

#### NOTES TO EDITORS:

For more information follow @Pringles\_UK.

For more information regarding Pringles and product, please contact the Havas press office on 0161 236 2277 or [rachel.bie@havas.com](mailto:rachel.bie@havas.com)

Images available on request

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