

## Pringles gets picture perfect with Polaroid Now



Two iconic brands are coming together this summer to encourage people to get snacking and snapping. The new Pringles summer campaign gives snackers the chance to win a brand-new red Polaroid Now camera along with exclusive Polaroid film.

Launched on May 25<sup>th</sup>, this exciting on-pack promotion will be available across Europe throughout the summer. The distinctive Pringles cans will feature the newly designed Polaroid Now camera along with the iconic Polaroid frame and will encourage shoppers to 'Pop & Win' during the promotional period.

The new Polaroid Now instant camera comes with all you need to catch life as you live it. With autofocus, double exposure, self-timer, and a more human-friendly flash, it's simple to capture those spontaneous summer moments in that iconic Polaroid frame.

For a chance to win, shoppers can simply enter the 19-digit batch code found on Pringles cans into Pringles.com to see if they're a lucky winner. The #PringlesSummer campaign will be supported by a fun TVC, eye-catching POS and impactful social media posts across Facebook, Instagram, Twitter and TikTok.

Miranda Prins, Pringles VP, said: "Working with Polaroid has simply been 'picture perfect' in delivering such an exciting campaign and we can't wait to bring this promotion to shelves across Europe. It might not be the summer we all wanted but it's the perfect time to have some fun capturing those spontaneous summer moments whilst enjoying your favourite snack."

To find out more information, visit [pringles.com](https://www.pringles.com) or search #PringlesSummer on social media.

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