



# BACARDÍ

## **BACARDÍ CREATES FIRST-EVER SNAPCHAT LENSES THAT PUT SNAPCHATTERS IN THE SPOTLIGHT OF THEIR OWN MUSIC VIDEO-LIKE EXPERIENCE**

### ***BACARDÍ INVITES FANS TO SNAP THEIR WAY INTO AN EPIC SUPERCUT OF MAJOR LAZER'S NEW HIT 'FRONT OF THE LINE'***

**(Thursday, June 22, 2017)** – To further celebrate the BACARDÍ and Major Lazer partnership, BACARDÍ today debuts the first-ever Snapchat Lenses that will put Snapchatters in the spotlight of their own music video-like experience as they jam to Major Lazer's latest hit, *'Front of the Line.'* Following the debut of this dynamic experience, fans can send their snaps to BACARDÍ for a chance to be featured in the first-ever music video created from custom Snapchat Lenses. BACARDÍ will produce the sound of rum track into an epic supercut with a compilation of snaps they receive from fans.

BACARDÍ's custom Snapchat Lenses will debut on June 22 and will be available directly within the app for 24 hours. There are two unique Lenses created with the app's dynamic 3D functionalities -- each one will play snippets of *'Front of the Line,'* allowing fans to vibe with the Sound of Rum and be in the spotlight of their own music video-like experience. Snapchatters can send their snaps to [SnapMajorLazer@bacardi.com](mailto:SnapMajorLazer@bacardi.com) for a chance to be included in the ground-breaking music video, a 3-minute supercut animation of *'Front of the Line'* featuring a collection of fan-generated snaps, produced by BACARDÍ.

The exclusive Snapchat Lenses were developed to give fans the opportunity to experience the Sound of Rum for themselves. The Sound of Rum is a creative and cultural partnership between BACARDÍ and Major Lazer, aiming to break down the barriers that separate traditional music genres by infusing the legendary sounds of Caribbean music with modern day beats to bring people of all cultures and musical tastes together.

"We're excited to give Snapchatters an opportunity to be a part of such a unique music video experience," Zara Mirza, Global Head of Creative Excellence, BACARDÍ Limited added. "We're always on the look-out for innovative 'firsts' that surprise and entertain our consumers, so we grabbed this opportunity to celebrate the Sound of Rum in this dynamic way."

BACARDÍ's custom Snapchat Lenses will be exclusively featured in the Snapchat app for 24 hours on June 22. After the 22nd, fans can unlock the custom Snapchat Lenses by scanning the Snapcodes that can be found on BACARDÍ's Facebook or Instagram. Once fans open their Snapchat app to take a photo of each Snapcode, a "New Lens Found" notification will appear. To experience the custom lenses, Snapchatters will set the Snapchat camera in selfie mode and press on their face till the camera recognizes it.