Honda Will Use Snapchat to Bring Its 2020 Rose Parade Float to Life

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On January 1, automaker Honda will use Snapchat to give viewers of the 2020 Rose Parade in Pasadena, California a unique look at its float.

Rose Parade attendees will be able to point the camera in the Snapchat application at the official Rose Parade logo to activate an AR lens that contains a 3D rose, along with elements from Honda's "Our Hope for the Future" float.

Parade viewers at home and in other locations will be able to scan a special Snapcode to unlock a world lens that offers different experiences for the rear- and front-facing cameras. When using the front-facing (selfie) camera, a rose crown is placed on the user's head, and rose petals fall from the top of the screen. When the rear camera is activated, an interactive version of Honda's float appears on the screen, which users can tap to hear special sound effects.

Honda's 2020 Rose Parade float features figures of six children who have different passions, such as medical science and the arts.

In a press release, Steve Morikawa, vice president of corporate relations & social responsibility at American Honda, said, "Honda believes everyone, especially children, should follow their dreams. By nurturing children's passions and encouraging them to achieve their dreams, there is hope for a

bright future.”

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