

3D cinema campaign drives sales

3D cinema campaign creates 20% sales uplift for Birds Eye

Birds Eye launched a 3D cinema campaign for Fish Fingers with major family movies over the school holidays, providing a perfect opportunity to reach parents and children together in a high impact environment.

The commercials were created in stunning 3D replicating the popular Pixar computer animation style.

Birds Eye recorded a twenty percent increase in Fish Fingers sales after launching the campaign, with no other media activity for the brand at the time.



"Birds Eye is the first FMCG company to have utilised this spectacular technology in Australia and the sales results support the creative execution."

Rob Belgiovane - Executive Creative Director BWM



A trip to the cinema is always a special event.

The magic of the big screen combined with the unique sense of occasion creates an unrivalled advertising environment and 3D technology only enhances this immersive experience.

The Birds Eye campaign is a great example of how 3D can be used to take a campaign to the next level.

Solus 3D campaign drove 20% sales uplift

