Google

Dim the Lights integrated bumper

**OVERVIEW**
To showcase the functionality of the Google Home Hub, Google undertook an integrated bumper campaign.

A 30” TVC was played towards the end of the Val Morgan preshow, with a 5” bumper in the Premium Position spot to cue the lights dimming.

The bumper demonstrated the capability of the Google Home Hub to dim the lights, as the cinema lights also dimmed once the command was given.

This integration was executed across HOYTS, Event Cinemas and Village Cinemas nationally, appearing in the preshow for *Fantastic Beasts: The Crimes of Grindelwald* and *The Grinch*.