

Google

Dim the Lights integrated bumper



Campaign Summary

ADVERTISER	CATEGORY	TARGET MARKET	TIMING	CAMPAIGN
 Google	 Technology	 P25-54	 Nov 2018 – Jan 2019	 Home Hub

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*.

Pre-Show

30" Brand TVC



Pre Show



Integrated Google Home Bumper



TOYP Spot

