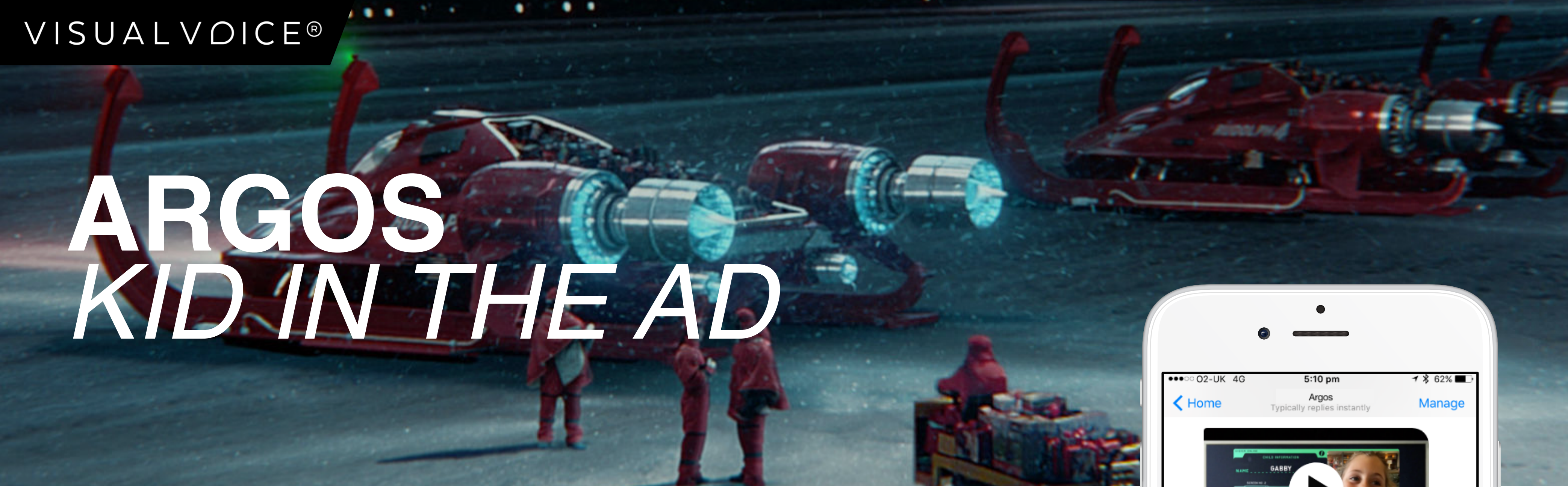


ARGOS KID IN THE AD



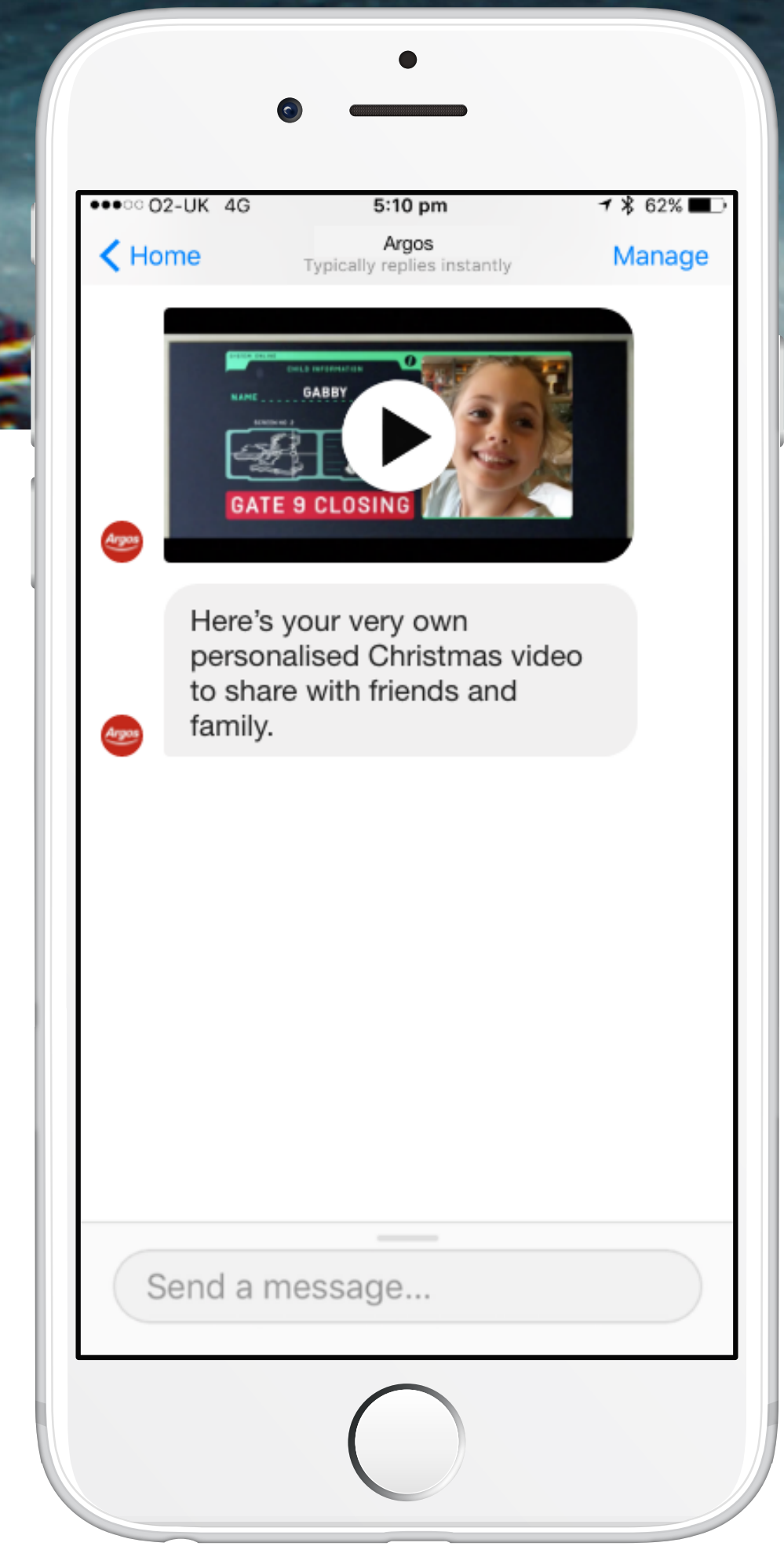
Brief

- Draw conversation away from competitor launches
- Appeal to a wide audience
- Create shareable content


Solution


Give everyone the opportunity to be part of the advertising first, were three children got to feature in the ad on TV.

Build a bot to upload a picture of your child, ask for their name and respond with a personalised ad. Develop complex facial recognition algorithms to ensure that the kids in the submitted photos were always the main focus of the video.




4.5m
Reach


5,647
Comments


Over 50%
Share rate


Direct
ROI