



Movie Theater Ads Get the Public Involved in Onscreen Interaction

YDreams technology debuts in Brazilian movie theaters to promote Ogilvy One ad campaigns for Dove and AdeS

Huge, frothy soap bubbles fill the silver screen and prompt movie-goers to use their hands to burst, or volley the virtual on-screen bubbles back and forth. The bubbles react to touch and movement, thereby enabling the public to directly influence what's happening on the movie screen. In another commercial, the audience is instructed to make lots of noise by clapping and shouting. The rising sound volume magically "squeezes" an on-screen container of AdeS fruit juice causing the liquid to shoot from the container into an adjacent glass. Ogilvy One created these playful campaigns for Dove and AdeS (both Unilever brands) using YDreams Brazil's most recent interactive advertising solutions, which are sure to surprise and get audiences to interact with brands and products while they wait for the movie to begin. Both ads are "coming" to Rain Digital Movie Theaters in São Paulo (*Kinoplex Itaim* and *Frei Caneca*) and will be featured in all the weekend sessions from August 17th to the beginning of September.

This is the first time that YDreams uses this kind of technology for advertising related actions inside movie theatres, simultaneously taking advantage of the actual movie screen to create a truly innovative and immersive experience. In Portugal the company has worked with the *+Cinema* movie theatre chain for over a year creating unique campaigns for brands like Malibu in the foyers of various theaters. Over the past few years they have also developed solutions using similar technology for brands like Nokia, Axe, Vodafone and Coca-Cola.

These recent solutions are based on a software platform developed during the last year in the company's own R&D labs. It relies on real-time image and sound processing algorithms to accurately detect sound or movement in the audience, causing the projected images to react accordingly. The solution uses projectors, PCs and webcams adapted and configured by YDreams over the last few years.