

INNOVATION

SONY

Spiderman: Far From Home

- To promote the latest Spiderman film, we teamed up with Sony Pictures & TFL to disrupt the daily lives of Londoners.
- To achieve the level of disruption that the brand was looking for, we dominated Oxford Circus Station – one of London's busiest stations.
- Busy corridors within the station were dominated with poster creatives for the film, as well the station's roundel which was adapted with vinyl spiderwebs.
- Throughout the day, two stunt actors dressed as Spiderman and walked around the station interacting with commuters and providing a photo opportunity.
- The real Spiderman, Tom Holland, also recorded tannoy announcements which ran over the course of the campaign.

SMARTER AS STANDARD

710K

PEOPLE SAW &
ENGAGED WITH
THE CAMPAIGN

72%

BOX OFFICE SALES
CAME FROM OUR
TARGET 18-34S.

