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.