

Transformers: Rise of the Beasts

See photo gallery [here](#)

Territory: UK
Date: May 2023
Category: Ents/Leisure
Environment: Roadside
Format: Static
Campaign Objective: Broadcast Awareness
Agency/Specialist: Wavemaker and Kinetic



The Campaign

Paramount Pictures uses the scale and presence of Europe’s most iconic out of home canvas to mark the UK release of its action blockbuster Transformers: Rise of the Beasts.

This is the first time our DeepScreen® 3D technique has been used at such scale and on The BFI IMAX canvas. The famous banner is situated in central London.

To recreate the drama of its popular fantasy franchise, Paramount Pictures uses anamorphic techniques together with LED lighting to create the illusion that three of the Transformers are breaking through the walls of the IMAX, creating a giant hole to reveal the cinema inside.

The Outcome

- ▶ Trade press mentions = 8 (Source: Meltwater)
- ▶ Reach = 444,453 (Source: Meltwater)
- ▶ Media value = £4,111 (Source: Meltwater)
- ▶ BFI IMAX ranking 3rd place on UK box office overall opening weekend (Source: BFI IMAX)

What the client said

John Fletcher, managing director at Paramount Pictures UK, said: “At Paramount we are always looking at new ways to create standout and engaging advertising. We’re confident this already hugely impactful site will be even more engaging using these cutting-edge anamorphic techniques to bring the Transformers world to life.”

Emily Coe, business director at Kinetic, said: “This is blockbuster OOH at its best! Made possible through the power of OOH creativity, technology, ingenuity, and Paramount’s willingness to push the boundaries.”