

Agency: Newfangled Studios

Client: Google Pixel

Summary: In 2023, Google Pixel launched 5 new phones, a tablet, watch and earbuds, and enlisted the team at Newfangled Studios to produce more than 100 assets to fulfill their massive paid social media plans. We needed to create paid social assets that were hard working and built for raising purchase consideration, native & endemic to each social platform and able to promote specific product features and benefits. In addition, the campaign featured innovative and interactive ad formats including custom AR lenses, key hashtags that shower feeds with mesmerizing Hashfettis, and even targeted media tactics turning heads during cultural moments like Black Friday and Cyber Monday.