

DELIVERING A LITTLE BIT OF MAGIC

HBO charms influencers with personalized pitch for program.

What better way to brighten a fan's day than to make it *Dark*.

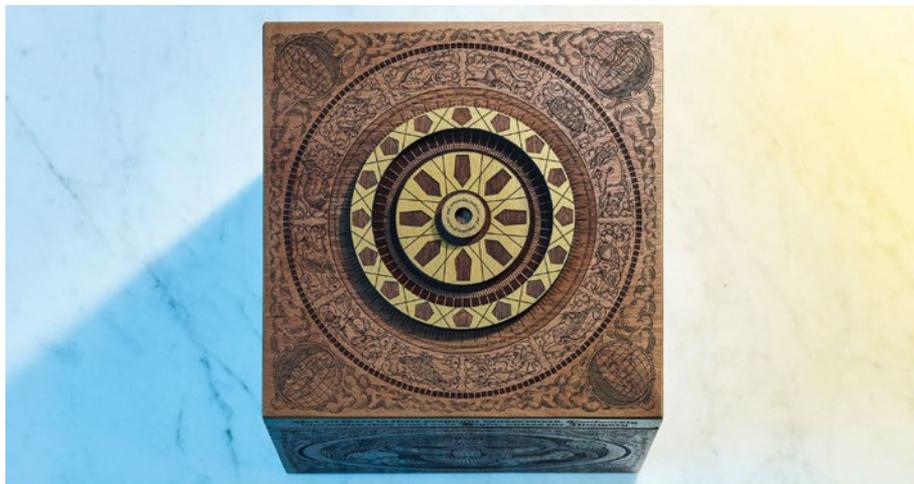
To promote the highly anticipated season finale of HBO's *His Dark Materials*, the team at 360i sought to bring the hit show to life by captivating influential superfans. In the fantasy drama, based on Philip Pullman's beloved book series, every character has a personal *dæmon* that is a physical manifestation of their soul in the form of an animal.

As such, 360i decided to send 40 influencers – who also happened to be die-hard fans of the novels – their own handcrafted personal *dæmon*. Created by artist Kate MacDowell, the distinctive sculptures were unique to each influencer, based on their social media persona of likes, interests and activities.

The porcelain figurines were each delivered in laser-engraved and detailed wooden boxes inspired by the show's *alethiometer* [truth reader] along with a personal letter explaining why their specific personal *dæmon* was chosen for them.

Fans were overjoyed by the surprise delivery, sharing their excitement with their followers across Instagram and Twitter. The campaign generated organic press coverage from notable creative outlets, including *Campaign* and *Muse by Clio*.

The magic in the moment was simple – surprise and delight remains key. When you charm your fans, they'll be sure to spread the word.



COMPANY: HBO | PRODUCT: His Dark Materials | COUNTRY: U.S. | AGENCY: 360i | TEAM: Chief Creative Officer: Menno Kluin | Executive Creative Directors: Sam Shepherd, Frank Cartagena | Creative Directors: Andrew Hunter and Doug Murray | Senior Copywriter: Dany Rothemund | Art Director: Sarah Arrington | Design Director: Brian Gartside Designer: Sophia Del Plato | Porcelain Artist: Kate MacDowell | Project Director: Melissa Cohen | Project Manager: Kevin Tamayo | Head of Integrated Production: Carissa Ranelycke | Executive Producer: Kristina Kane | Senior Producer: Adrienne Darnell | Head of Graphic Studio: John Kinsella | Group Director, Brand Mgmt & Growth: Dani Calogera Associate Director, Influencer Marketing: Joy Glass | Director of Business Affairs: Andrew Zinker