

Live Board

Global Simultaneous Broadcast of “The Matrix Resurrections” Ad Supported by LIVE BOARD and Hivestack Wins Award at Adweek’s 2022 Experiential Awards in New York Recognition for Effective Integration of Twitter and OOH

Congratulations to Warner Bros. for winning Best Use of Celebrity in an Experiential Activation

“With the release of the ‘The Matrix Resurrections’ trailers, we wanted to share this experience with more fans in a new and innovative way, and partnered with Warner Bros and DIVE to make it happen. This global digital-out-of-home campaign tributes the epic story of Neo while also bringing fans into the fold, and we’re thrilled to see its impact recognized by Adweek. Congratulations to all the teams who helped us immerse fans into The Matrix world.”

— **Ged Tarpey, Managing Director of Media & Entertainment at Twitter**

“Embedding talent into the Billboard creative made this the perfect pairing of social conversation and the real time capabilities of digital out of home. Neo summoning tweets on the streets around the world rewarded audiences for being a part of the global conversation.”

— **Michael Girgis, DIVE Billboards**



LIVE BOARD, INC. (Headquarters: Shibuya-ku, Tokyo; President and CEO: Jun Sakurai; hereinafter, “LIVE BOARD”) is proud to announce that a campaign on which LIVE BOARD and Hivestack collaborated with DIVE Networks in Canada to promote the Warner Bros. film “The Matrix Resurrections” won an award at Adweek’s 2022 Experiential Awards. The outside-in campaign using the integration of Twitter and OOH won the Ad Award “Best Use of Celebrity in an Experimental Activation” at the awards, which were held in New York in September.

- Adweek official website: [here](#)
- Comment from DIVE Networks (on LinkedIn): [here](#)

◆ About Adweek

Adweek is the leading source of news and insight serving the brand marketing ecosystem. First published in 1979 and owned by Shamrock Capital since 2020, Adweek boasts award-winning coverage that reaches an engaged audience of more than 6 million professionals across platforms including print, digital, events, podcasts, newsletters,

social media and mobile apps. As a touchstone of the advertising and marketing community, Adweek is an unparalleled resource for leaders across multiple industries who rely on its content to help them do their job better.

◆ **About the Award**

Award name: "Best Use of Celebrity in an Experiential Activation"

Title: "The Matrix Resurrections"

Contents: Effective integration of Twitter and OOH. The campaign displayed fan tweets on OOH, which was distributed in Times Square in New York City and around the world (including the U.S., Mexico, and Japan). Real time updates of the tweets prompted fans and viewers to take part in the hope that their own tweets would be featured.

These measures were also shared at the "AdverTimes.Days 2022 Autumn" seminar held on Friday, September 16, 2022.

Note: The seminar has already ended

Presentation topic: "Twitter Ads x LIVE BOARD Effectiveness and Potential of On-off Integrated Planning"

Outline:

At a global OOH industry event held in Toronto, Canada in May 2022, reports on "social amplification" based on integrating social media with DOOH* have been presented by speakers from various countries, which attracted much attention. Did you know that its effectiveness has been reported in Japan as well? In this seminar, we will share the latest situation in the global OOH market and introduce the effectiveness of on-off integrated planning in Japan and its potential for the future through case studies.

*Abbreviation for "Digital Out of Home." Advertising media using digital signage installed on public transportation, outdoor advertising, and in commercial facilities, etc.

Details : <https://youtu.be/r74F-sF1o90>

Archived distribution was made available from October 7, 2022. Please refer to our website for details.

URL : <https://liveboard.co.jp/case/>

Adver Times Days

Live Board オンライン to オフライン to.. グローバルでの一元買い付け事例

Warner Bros. (米国)
 “マトリックス レザレクションズ”
 SNS×DOOHのクロスチャネルによる
 グローバルプロモーションキャンペーン

**狙い：DOOHとの連携によって
 SNSの力をさらに増幅させること**

- ✓ Twitterでの投稿をハッシュタグ (#) ベースで世界中のDOOH媒体にて拡散
- ✓ LBでは上映映画館周辺のエリアセグメント
- ✓ 封切り前に集中出稿し、盛り上げりを醸成
- ✓ ラッキーな投稿者にはメンション (@) 付きツイートで実際の掲出写真をプレゼント

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Live Board Hivestack DIVE

LIVE BOARD×Twitter広告
 オンオフ統合プランニングの効果と可能性

株式会社 LIVE BOARD
 クライアントサービス部 シニアマネージャー 高山 晋太郎 氏

Case study: [The Matrix Resurrections](#)

Live Board

◆ About LIVE BOARD, INC.

A digital OOH adnetwork operator achieving data driven targeting and effectiveness verification

LIVE BOARD is the first company in Japan to achieve impression-based advertisement delivery in OOH. We deploy advertisement delivery and billing systems in accordance with actual conditions that are based on the estimated number of viewers "at that time, in that place, and for that specific ad," even during the COVID-19 pandemic, when the patterns of movement of people are prone to change. In addition, by combining big data from Japan's largest carriers with our proprietary network that comprises a wide range of digital OOH throughout Japan, including outdoor, indoor, train, and station OOH ads, we have enabled the delivery of personalized ads such as targeting by gender and age, which was not feasible with conventional OOH.

Company name	LIVE BOARD, INC.
Representative	President and CEO, Jun Sakurai
Location	7th Floor, Daiwa Aoyama Building, 3-1-30 Jingumae, Shibuya-ku, Tokyo
Capital	2.5 billion yen
Start of operation / Date of establishment	February 1, 2019
Business areas	DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales
Website	https://liveboard.co.jp/en/

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