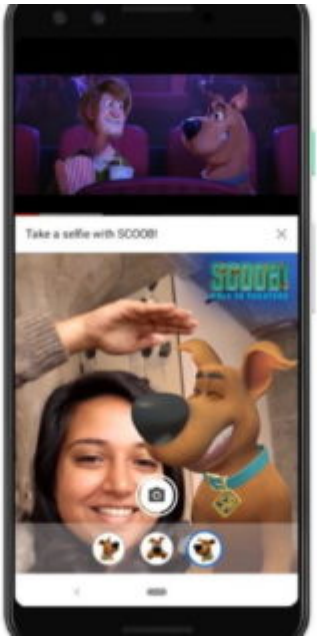
Warner Bros. Adds an AR Component to the YouTube Trailer for Scoob!



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4 hours ago
Why just watch the trailer for an upcoming animated feature film when you can take a selfie with the star?

Warner Bros. Pictures is promoting Scoob!—which is set to hit theaters May 15, 2020—with the first-ever movie trailer on YouTube to embed augmented reality.

[embedded content]
Fans viewing the trailer via the latest version of the YouTube application on their mobile devices will see a launch camera button on the screen. Clicking that button will enable them to take selfies with Scooby-Doo as a puppy.

Scoob! is the first full-length animated Scooby-Doo feature film, and it tells the story of how Scooby and Shaggy first met and how they joined with Fred, Velma and Daphne to form Mystery Inc.

Warner Bros. executive vice president of worldwide digital marketing and chief data strategist Andrew Hotz said in a release, “Trailers continue to play a critical role in the movie industry, but today’s digitally savvy audiences want new ways to connect with the trailer-viewing experience. In partnering with YouTube to create the first augmented reality movie trailer for Scoob!, viewers around the world now can become part of the trailer experience, enabling all generations of fans to take pictures with Scooby-Doo and heighten their connection to the iconic character.”

https://www.adweek.com/digital/warner-bros-adds-an-ar-component-to-the-youtube-trailer-for-scoob/