

ITV and Facebook join forces to promote Portal

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Special Christmas campaign features Holly Willoughby and Ashley Banjo

ITV is to partner with Facebook on a brand new festive partnership featuring two of ITV's most recognisable faces, Holly Willoughby and Ashley Banjo, to promote smart video product, Portal from Facebook.

The 30 second spots, produced by ITV Creative, are introduced with an ITV channel license and will debut Saturday 14th November in a specially selected spot in The Voice Final. Shorter cut down spots will also be used across Facebook, ITV and talent social channels.

The cobranded ads will feature Dancing on Ice colleagues Holly and Ashley staying in touch and discussing festive traditions via the different features of the Portal device.

From the AI-powered Smart Camera and AR Masks, through to Group calling and WhatsApp integration, Portal's technology allows consumers to focus on what matters; coming together during the holidays and keeping Christmas traditions alive.

Media Planning, Buying and Strategy was handled by Mindshare UK's specialist Invention team which focuses on developing and managing creative media partnerships.

The campaign runs Saturday 14th November to December 13th.

Simon Daglish, Deputy Managing Director, Commercial at ITV, said "We're all aware of how important staying connected has been throughout the numerous challenges posed by the lockdown, and it's a pleasure to work alongside the team at Facebook, as well as some of our best loved ITV talent, on this festive campaign for the Portal, at a time when we're all looking for new ways to keep in touch!"

"Portal was created to keep friends and loved ones close, even when they can't physically be together," explains Aaron Hoffman, EMEA Marketing lead for Portal from Facebook. "Partnering with ITV and featuring the real friendship of Holly and Ashley is a perfect way for us to show that with Portal, you can still feel like you're in the same room together, and that Christmas can still feel like Christmas."

Drew Simmons, Client Director Mindshare Invention said "We built our partnership strategy around those who intuitively aligned with the thoughts and feelings of the nation, and ITV is that perfect fit. Driving culture through ITVs leading talent and programming enables us to connect Portal from Facebook brand, product, message and sentiment seamlessly in media with a truly standout and meaningful use of storytelling during a festive season unlike any other"

About Portal from Facebook

Portal from Facebook helps you feel close to family, even if you can't be together. Meaning you, your friends, and your family can partake in all of your favourite holiday traditions, from baking treats and wrapping gifts to just hanging out and spending time together. And with features like AR masks, Group calling and Rooms, you can create some new ones. Portal's Smart Camera automatically keeps everyone in frame, so you feel like you're in the same room with friends and family even when you're thousands of miles apart. So, while it can feel like nothing is normal anymore, at least the holidays will still be the holidays.

Campaign Credits:

Creative - ITV Creative

Executive Creative Director - Tony Pipes

Creative Director - Shane O'Neill

Producer - Amy Thornton

Senior Client Services Manager - Amy Connery

Production company - Electric Robin

Director - Kevin Batchelor

Producer - Ross Brandon

DOP - Nick Bradbury

Post house - TenThree / The Ark

Editor- Alaster Jordon

VFX Compositor- AJ Moger

Colourist: Trevor Brown

Sound design - James Saunders

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Viewer enquiries

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