



Syfy, M&M's, and Jurassic Park Combine in Branded Campaign

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That red blip is either a tyrannosaurus rex or red M&M's stunt double, as part of a brand integration that was conceived, written and edited by New York-based creative agency Black Spot.

The campaign aims to be both scary and hilarious as the team worked with Syfy and USA Brandworks to bring together the hallmark humor of M&M's-with custom animations by HouseSpecial-and the terrifying dinosaurs of Jurassic World: Fallen Kingdom.

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Syfy and USA Brandworks

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M&M's animation

HouseSpecial