



## Bobblehead Versions of CBS Stars Wish Viewers Happy Holidays

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Bobblehead versions of Stephen Colbert, James Corden, the cast of The Big Bang Theory and more are wishing viewers happy holidays as part of CBS' newly launched campaign.

The network debuted a series of 10-second promos featuring some its stars from primetime, late night, daytime and sports lineups portrayed as figurines created specifically for the campaign.

The 6 1/2 -inch size becomes apparent when a real-life human hand reaches into the screen to activate the head-bobbing.

The spots take on the same tone as CBS' vintage animated holiday classics such as Rudolph the Red-Nosed Reindeer and Frosty the Snowman, which inspired the campaign.

The campaign was spearheaded by the CBS Marketing Group's on-air promotion team that includes Executive Vice President Garen VandeBeek, Senior Vice President Lori Shefa, Directors Laurel Dusenberry and Valerie Dillingham, and Vice President, On-Air Design, Matt Hernandez.

Other shows featured include Madam Secretary, Superior Donuts, S.W.A.T., Let's Make a Deal, Young Sheldon and CBS Sports.

The playful promos follow CBS's previously announced on-air campaign that pays homage to the network's hand-drawn animated holiday greeting from 1966, designed by renowned illustrator and animator R.O. Blechman (The New Yorker, The Soldier's Tale, Sesame Street) and brought to life by famed animator Willis Pyle (Pinocchio, Bambi, Mr. Magoo).

The same team behind the bobbleheads recreated several greeting inspired by 1966 classic spot. They exude cuteness with various birds peeking out of birdhouses to perform "Jingle Bells," a shivering squirrel who finds some warmth, a moose who is suddenly adorned with colorful ornaments, and a bird on a roof who pecks on the one working bulb on a string of lights and causes them all to glow.

"We thought it would be a good time to celebrate [the] past and take a step into the future," George Schweitzer, president, CBS Marketing Group, said in a statement. "Our team has done a terrific job doing just that!"

Both campaigns will run through the end of December.

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