# Black Mirror season seven launches alongside innovative marketing campaign



Season seven of the acclaimed Netflix anthology series Black Mirror launches today, following an innovative 10-day mock product launch campaign designed to enhance viewer engagement and build anticipation.

The campaign prominently features Rylan Clark, a well-known media personality recognised for his role on The X Factor. In a TikTok video, Clark is seen unboxing a fictional brain chip named Nubbin, a product claimed to possess ‘memory curation’ capabilities. The video presents him engaging with the chip in a peculiar manner, described as having “clouded-over eyes and wobbly-voiced nostalgia.” However, the Nubbin is not a genuine product but rather a fictitious creation of TCKR Systems, a tech company from the series originally introduced as Tuckersoft in the interactive episode "Bandersnatch."

Executed in collaboration with marketing agency Dentsu, the campaign took an unconventional approach by mimicking the polished aesthetic of Silicon Valley product launches, rather than adhering to customary entertainment marketing styles. Alongside spoof social media content such as Clark’s video, the campaign involved out-of-home advertisements in tech-centric areas, particularly in London’s Old Street Roundabout. Additionally, it incorporated partnerships with popular Twitch streamers and mentions on various podcasts.

While the campaign is infused with the signature dystopian essence characteristic of Black Mirror, it is noted that it successfully created a satirical commentary on real-world technology launches, achieving its aim without deceiving audiences. Harry Davenport, client partner at Dentsu, elaborated, “By blurring the lines between a dystopian narrative and present-day reality, we’re creating a unique experience that will leave audiences questioning the world around them.” Davenport further noted that the campaign “celebrates the return of Black Mirror” while promoting a more profound discussion regarding contemporary society's relationship with technology.

As viewers prepare to delve into the new season, this marketing initiative not only highlights the series' return but also invites audiences to reflect on the interactions between technology and daily life in a nuanced manner.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.hindustantimes.com/entertainment/web-series/what-is-nubbin-tech-and-is-it-real-black-mirror-brain-chip-goes-viral-ahead-of-season-7-release-101744179860615.html> - This article explains that the Nubbin is a fictional brain chip from Black Mirror's promotional campaign, reinforcing the idea that it's not a real product.
* <https://www.indy100.com/tv/black-mirror-season-7-easter-eggs-nubbin> - This article discusses the Easter eggs and references in Black Mirror Season 7, including the Nubbin chip's role in multiple episodes.
* <https://www.indy100.com/news/nubbin-dream-curation-brain-chip-tckr-systems-black-mirror-netflix> - This piece highlights how the Nubbin campaign, despite its realistic presentation, is actually an elaborate PR stunt for Black Mirror.
* <https://www.noahwire.com> - This is mentioned as the source of the original article, though it doesn't directly corroborate specific claims about the Nubbin campaign without access to its content.
* <https://www.linkedin.com> - TCKR Systems has a LinkedIn profile as part of the campaign, furthering the illusion of Nubbin's existence.