

## Aug-Sep 2012 winner Build with Chrome

**Client:** Google Australia

**Creative Agency:** Mark

**Media Agency:** PHD

**Industry:** Technology

### Campaign overview

<http://www.buildwithchrome.com/static/map>

### Campaign Information

Mark's challenge was to demonstrate the experience that Google Chrome could offer, by pushing the boundaries of what's possible in a browser.

Chrome's strategy is about imagination and creativity: 'The web is what you make of it', so Mark used one of the areas in which Chrome excels – WebGL – to bring this strategy to life. To demonstrate what can be created within Chrome in 3D, Mark combined two of the world's best-loved products: Google Maps and LEGO®.

It's easy to play - users were assigned a plot of land on the LEGO Google Map and are encouraged to let their imagination run free and start building their LEGO construction. From unicorns in Uluru, spaceships in Sydney, boats in Brisbane and monsters in Melbourne, up to 1,000 LEGO bricks were able to be used on each land.

### Judge's Comment

I'd be lying if I wasn't jealous of this work. I love the playful simplicity of the idea. The world loves LEGO and the CHROME is fast becoming the window to the world together they made something awesome.

