

House of ✨ Gemini

House of Gemini 2024

To introduce Google Gemini to a young audience through engaging, interactive content that went beyond traditional video, encouraging direct product exploration on-platform.

Post-event analysis showed success, with over 2.5 million views, 2% increase in consideration and 99% positive sentiment on social.



2.5M
views

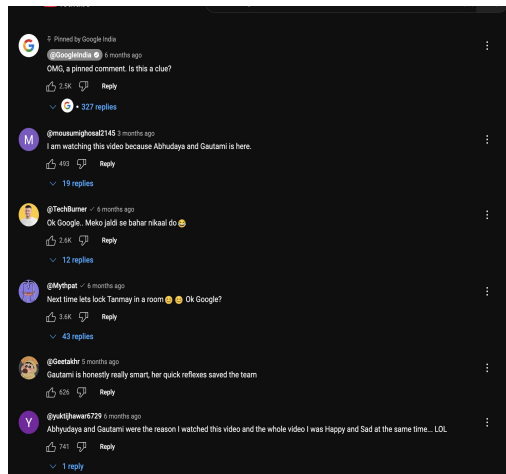
1.5K
Comments

2%
Increase in
consideration

99%
Positive sentiment
on social

41K
Likes

1.7K
Concurrent viewers



House of Gemini

Creative solution

We conceived "House of Gemini" as YouTube's first-ever AI-led mystery room show—built natively for digital natives. Designed as a dual-layered experience, it paired top creators with absurd challenges powered by Gemini, drawing in their fan bases while seamlessly integrating product discovery into the entertainment. Viewers weren't just watching; they were invited to play—solving hidden clues across descriptions, comments, and timestamps using Gemini. This turned passive viewership into interactive trials, transforming YouTube into both the stage *and* the playground.

Top chat replay ▾

26:54 Tanmay Bhat ✓ Vishal is no mor...

- 27:42 HARSHIL MAGO mythpat op
- 27:44 Astha Garg printtttttt
- 27:47 Astha Garg krdo
- 27:50 Aditi Gupta 🤔🤔🤔
- 27:51 Suvarna T gautami n abhyudaya ❤️❤️
- 27:52 hardik Team Patooties JOD 100
- 27:55 Astha Garg solve it
- 27:55 Dewesh Shankar shaayar op
- 27:58 Astha Garg les go
- 28:02 Aditi Gupta @PAYAL GAMING konsa team h aapka?
- 28:02 Astha Garg les do this
- 28:08 Hemang Pandya Lol Printer 😄
- 28:08 Astha Garg chewing
- 28:10 PAYAL GAMING ✓ 😄
- 28:11 Astha Garg gemini
- 28:21 Astha Garg chmchm chewing gum
- 28:21 hardik @Aditi Team Patooties
- 28:22 SHUBHAM PAUL 🤔
- 28:27 Aditi Gupta navi...

