

BLACK MIRROR

SEASON 7 - TCKR SYSTEMS WEBSITE

March

**LET'S GO BACK
TO THE BEGINNING**

WHO ARE WE?

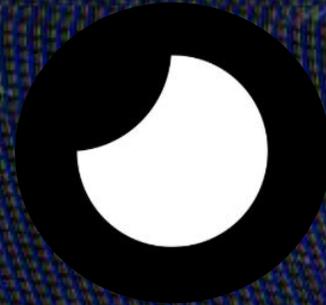
NOTHING

ZD
NET

First we had to set the tone of voice for TCKR Systems - establish a set of guiding principles for the in-world Black Mirror tech company - that feels both real and authentic to the show.

How would we speak to our customers, our peers, our competition? How would we launch our new tech asset?

Our first step was a market evaluation of our 'competition' - what were they saying and how would they say it? We wanted to be unique but also uncanny - we wanted people to question if we were real.



TCKR SYSTEMS

Eventually landing on our guiding hook -

The solution to our challenges won't come
from changing the world.
But entering a new one.

This was then distilled into the website, ensuring a consistent tone and narrative thread throughout, we became TCKR Systems - *Bold, visionary, and unapologetically pushing the boundaries of what's possible. TCKR Systems does not describe the future, it creates it.*

About

TCKR Systems has always been at the cutting edge of neural exploration and simulated existence. It's been pushing the boundaries of virtual consciousness for decades, from gaming innovations to nostalgia immersion and implantable technology.

The solution to our challenges won't come from changing our world, but entering a new one.

TCKR's latest innovation unlocks limitless experiences through a single, seamless interface. A new world at your fingertips. A reality redefined.

EASTER EGGS

What's the difference between the Nubbin and traditional VR?

VR is a simulation. This is much more real.

Where are you based?

Our research and development teams operate in multiple locations. Some you know about. Some you don't.

Is the Nubbin carbon neutral?

TCKR Systems is committed to considering carbon-neutral products when financially viable. Fortunately, the Nubbin allows you to enter a new world, where climate anxiety doesn't exist.

How do I sign up to be a beta tester for upcoming Nubbin upgrades?

You don't have to be a neuroscientist to join the TCKR Systems family. The many and varied perks of being a Nubbin beta-tester completely outweigh the risks. If you want to apply as a beta-tester, sign up at info@tckrsystems.tech

Do you have any job opportunities at TCKR?

We're always looking for minds that think beyond boundaries. If that's you, reach **out**.

What security measures do you have in place?

Rest assured, our technology is designed to protect, optimize and enhance your experience. Safety is a matter of perception.

Alongside a working contact email, a careers page (an accompanying LinkedIn company page - with active employees) there was an extensive Terms and Conditions page and FAQs.

For those looking, the website offered a treasure trove of fun and playful nods to the Black Mirror dark humour.

PHASE ONE



In March 2025, after months of preparation and strategy, the Black Mirror S7 campaign officially kicks off ... but not as we would know it. Alongside early seeding (hidden QR codes in trailers sparking a reddit frenzy) we built and launched a fully functioning multi-page website befitting of a mysterious new tech product.

It was quietly set live and hosted minimal information about the company and its latest product soon to be launched - the Nubbin.



WORLD BUILDING

On 31st March the first Nubbin AV was broadcasted onto the Piccadilly Circus Lights. Coverage from this on the BASELINE YouTube Channel led to the first visitors to the newly officially launched TCKR Systems website, with 1.5K total unique visitors in this window.



PHASE TWO

REALITY
CAN'T
COMPETE
WITH NUBBIN™



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Visit tckrsystems.tech

NUBBIN™



A full suite of paid media went live across OOH and Online, making no mention of the Black Mirror series.

Instead these ads were promoting a mysterious new device and included a URL to the TCKR website.



The site showcased the device as well as offering curious fans the opportunity to register their interest.

Rather than joining a waitlist for the fictional device, fans were entering a draw for the opportunity to attend a special screening event in the guise of a “product trial event”

TCKR
SYSTEMS
PRODUCT TRIAL

REGISTER
YOUR INTEREST

DON'T GET LEFT BEHIND

SPARKING IMAGINATION

People started to question... IS IT REAL?



-  Jesus Molina
this is real?
-  nicolahalls
does the nubbin exist
4-22 Reply
-  _rimz
I'm scared for our future
4-17 Reply
-  Muhammad ARIF
world is ending 🙌
-  viral_with kennjy
how do we get this
-  I need one ASAP. Send me one, Mr. Black Mirror 🙏

IS THIS REAL?

The End Times

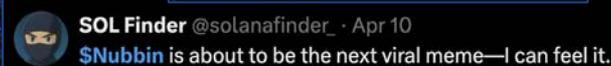
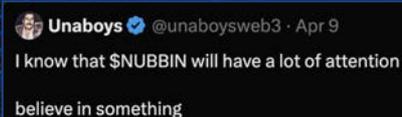


How are you believing this?



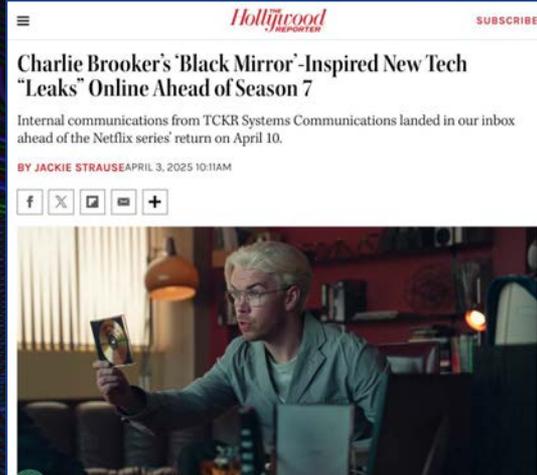
Website Hack & Crypto

In true Black Mirror style, the campaign started receiving hacking attempts via memecoin highjacking on X and website threats, all of which were blocked.

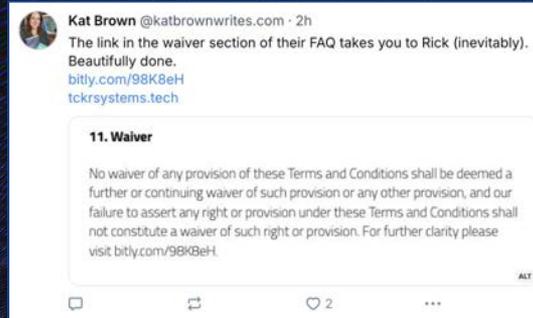


TCKRSYSTEMS.TECH

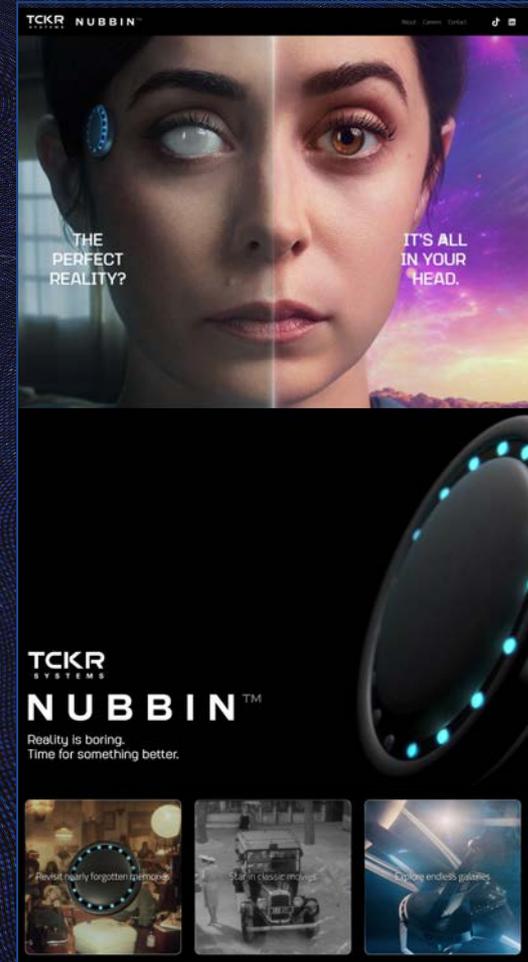
With [the website](#) officially live, the site updated finally connecting with TCKR's social links, further details and AV about the 'Nubbin', launch event information, FAQs, and the now fan favourite - Terms & Conditions that gave the first clues and easter eggs hidden with the copy - including a Rick Roll moment.



Included in the "leaked" email is a [live website](#) introducing the implantable technology, while also [making users](#) aware of its risks. [Writers note: Anyone interested in Nubbin should check out the FAQs section, and then go watch *season six episode "Joan Is Awful"* before engaging with this product.]



3rd April saw 18.6K total visitors to the website, followed by an additional 74.5K visitors in the following two days, making their way from TikTok as the socials launched.



TCKRSYSTEMS.TECH

Over a 2 week period the site had **over half a million unique visitors** generating over 700,000 page views.

The campaign extended to a hyper-realistic website listing potential side effects and showcasing "Employee of the Month" updates, alongside corporate-style social content and even a fully fleshed-out LinkedIn profile featuring fake job listings – all adding a chilling layer of credibility.

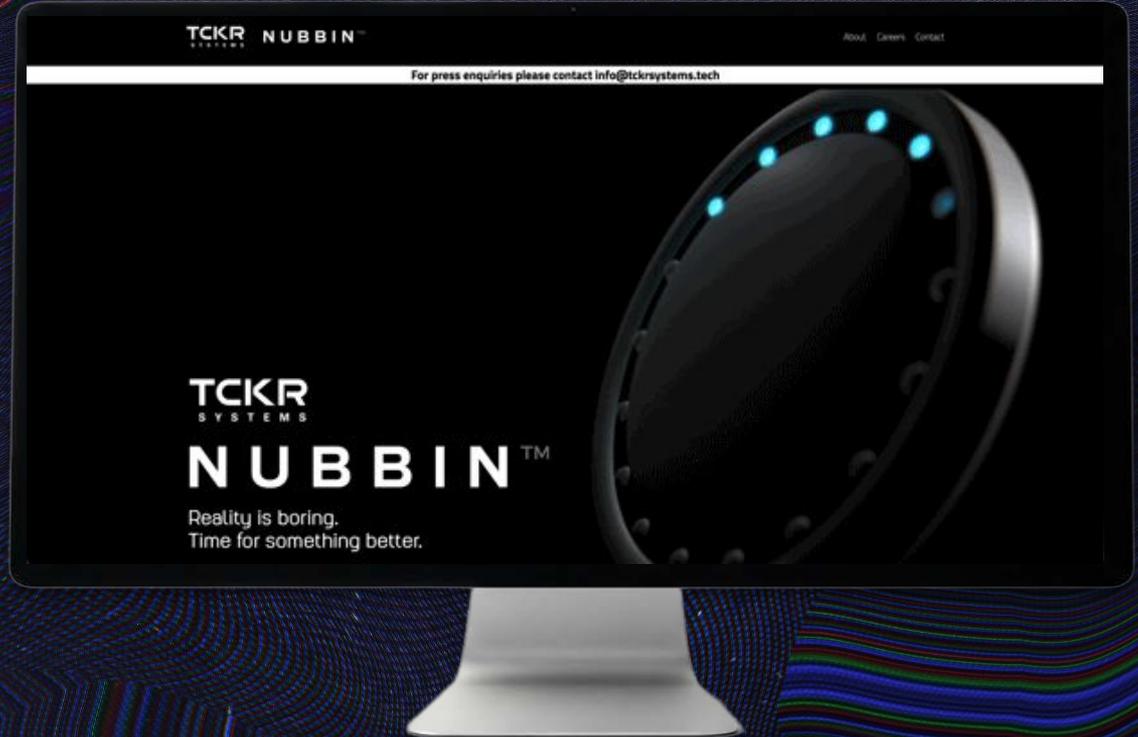


TCKR Systems

Breaking the glass ceiling of human capabilities, one lifetime at a time. The future needs you.
Technology, Information and Media · London · 2K followers · 51-200 employees

+ Follow

Message





APRIL

**IT WAS
BLACK MIRROR
ALL ALONG...**

THE REVEAL



The sign up for the fictional product launch, became the fan screening event and with it finally revealing that it was indeed, Black Mirror all along.

Fans were treated to an immersive experience from the world of TCKR Systems before the grand reveal.

MARKETING THINK PIECES

Whilst we saw no immediate change in conversation or any significant 'penny drop' moment from the collective audience when we revealed it was Black Mirror, we did start to see more marketing think pieces dropping as the campaign reached its final stage and the series landed on streaming - particularly on LinkedIn but also on TikTok.

 **Manasik Al Moosawi** · 3r... + Follow ...
AI Design Expert, Marketer & ...
2w · 🌐

When I saw the ad for #Nubbin, I literally thought "What in the sick world of creative marketing is this?"

It was eerie. It was brilliant.

 **Kareem Hussien** · 3rd+ + Follow ...
Information Technology Operati...
2w · Edited · 🌐

Black Mirror Just Gave Us a Masterclass in Marketing

This is next-level marketing: immersive, clever, and perfectly aligned with the show's theme of tech blurring into life.



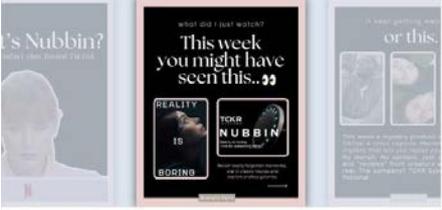
 **Brandin Paris**
2.8k followers
3w · Edited

Did you spot this mysterious campaign on TikTok? Swipe to uncover the story behind it.

Well, Netflix has done it again! What are your thoughts? Drop them in the comments 🗨️

TCKR Systems

#Netflix #BlackMirror #TikTok #ViralMarketing #Storytelling #DigitalCampaign #InnovativeMarketing #TCKRSystems #Nubbin



 **beanioz** · 2mo ago

This is genius! Legit freaked out after I saw it so looked it up immediately and now I'm here. Marketing team need a raise.

2 🌐 Reply Award Share ...

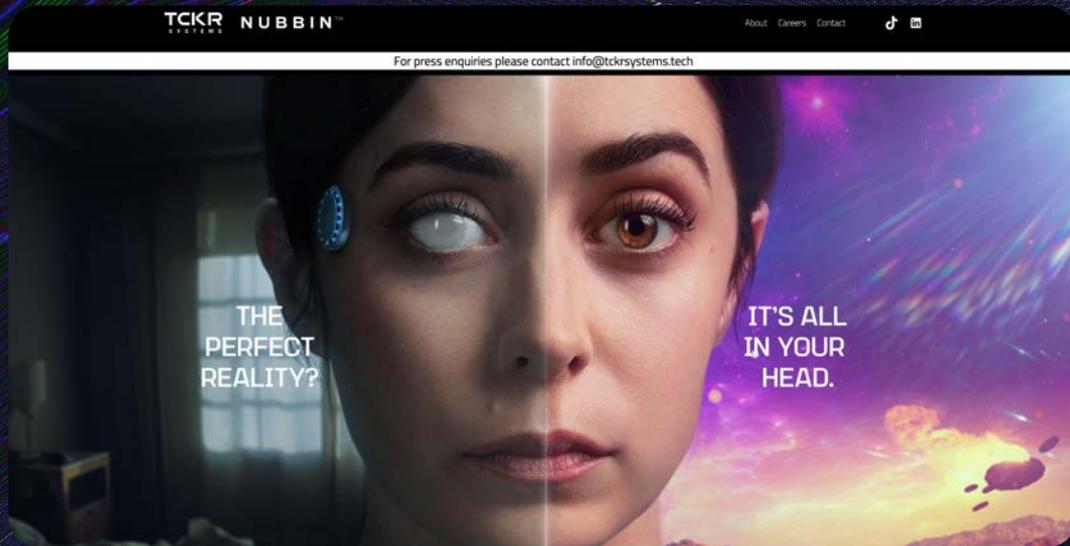
 **jdsz** · 2mo ago

SAME LOL

1 🌐 Reply Award Share ...



SOURCE



<https://tckrsystems.tech/>

OUTPUT

 **Launching a brand new TikTok channel, reaching over 400k followers in under 4 weeks.**

 **A full custom 'in world' website build for TCKR Systems.**

 **Building the tone of voice and full community management for TCKR Systems and Black Mirror channels.**

 **Live on the ground coverage from the "Nubbin Product Test" event screening.**

 **Additional bespoke creative for owned platforms.**