

Overwatch : Blizzard advertises than-life plastic figures

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Blizzard moves for his team shooter Overwatch on big guns when it comes to advertising . In an unusual advertising campaign than-life plastic figures of Overwatch heroes were placed all over the world . Under the slogan “ Activating Agents “ were the first already revealed .

Blizzard revealed larger than life Overwatch - plastic figures worldwide. [Source: Noel Hack] As part of the publicity for his forthcoming team shooter Overwatch Blizzard has ascended big guns in every sense of the word. In a Tweet was initially announced that “ agents activated” in Hollywood , Paris and Busan at certain times . The tension was great because at first no one knew exactly what to expect. Now it is clear : In the three cities that are spread across the globe , larger than life plastic figures of heroes of the game were installed namely , which have now been revealed .

First images of oversized toys can be found in numerous tweets . So also the heroine tracer , which is in the Downtown Hollywood and is not to be overlooked . A fan took the statue closer look and even discovered a button that plays sounds when pressed . His impressions he recorded in a video and even found that Tracer weighs three tons scarce and could only be set up with the aid of a crane and four forklifts.

Live you can watch the tracer statue also using a webcam of the website [EarthCam](#) which is permanently directed to the sensation and streaming their images to the Internet .

In Paris can be found both Overwatch hero Genji and Pharah before the national arts and cultural Centre Pompidou . For a photo gallery of the user “ Fangh “ at [Imgur](#) , showing all the Paris event , you come , if you follow our link . In Busan, South Korea , from where they do not exist but many photos, even Genji and Pharah should be erected .

More on Overwatch , which appears worldwide on May 24 for PC , PS4 and Xbox One , you can read on our extensive topics page . Link to the detailed overview of the launch times , system specs , and download sizes it goes along here . How do you like this promotion , can you like to share with us in the comments below this article !