

eHarmony UK Popcorn Dating TV Commercial Advert

Description

The eHarmony advert uses Sephra's [8oz Popcorn Machine](#) which is ideal for commercial use. The 8oz kettle can produce 8oz's of Popcorn every 3 minutes, whilst keeping the popped popcorn warm on the heater deck. Sephra's 8oz Popcorn Machine includes a matching cart although it can be used without as seen in eHarmony's promotion campaign video.

The 8oz Popcorn Machine Features include a removable kettle, sturdy metal construction and a removable kernel tray.

Inspirational Popcorn

Inspired by their new TV advert, eHarmony.co.uk celebrated all things cinema. While the weather outside might be frightful, the cinema always makes for a cosy date, plus you know there will be lots to talk about over a drink afterwards.

eHarmony Advert Reviews

There's some furious competition between TV dating sites right now, and that means a plethora of TV ads. One campaign simply shows happy daters on happy dates, but eHarmony have gone more leftfield, using a bizarre scenario to promote their rigorous compatibility checks. Nicely executed, and certainly standing out from the crowd, it's unfortunate it took three viewings to notice the machine was moving closer to the woman. And quite what the exploding kernels are supposed to represent, I shudder to think. [Magnus Shaw](#)

eHarmony once again draws attention to the unimpressive algorithms of their rivals by suggesting that they're so undiscerning that they could pair a woman with an inanimate object. John Lloyd's expertly-delivered VO combines well with the understated comedy of the woman's calm acceptance of the situation. [David Reviews](#)

Category

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Tags

1. Cinema
2. eHarmony
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