

myQ Premieres Whimsical Musical Imagining What Life Could Be if our Homes Were Smarter

Oak Brook, IL., October 23, 2024 -Chamberlain Group, the global leader in intelligent access, announced today the launch of its myQ "Boost Your Home's IQ" campaign, designed to demonstrate the transformative potential of a smart access ecosystem for the home. With myQ, managing modern life becomes simpler through a single app that seamlessly controls locks, cameras, and garage door openers—lightening the mental load of everyday tasks.

The campaign kicks off with a creative twist on a classic song to imagine how smart our homes could really be. This whimsical performance, featuring imaginative staging, highlights the ease and convenience of unlocking your home's full potential with the myQ smart home ecosystem. The app allows users to secure, monitor and control everything from the front door to the garage door from anywhere.

"Our goal is to evolve myQ from a garage door opener brand to a smart access brand, and in this saturated market we knew we needed a breakthrough integrated marketing campaign that reframed the emotional value of smart home access and monitoring," said Gina Hardy, Chief Marketing and Experience Officer, Chamberlain Group. "We discovered an untapped opportunity to own this space by making the smart home access experience come alive in a memorable way, especially as the holiday season approaches."

"This campaign takes a distinct approach in the smart home category with a striking theatrical style and elevated creative executions," said Myra Nussbaum, Co-President and Chief Creative Officer, Havas Chicago. "The musical twist to a well-known and widely loved melody brings an endearing charm and memorable approach to communicating the possibilities of what myQ could do for your home and family."

In creating this campaign, Chamberlain Group and Havas Chicago worked with directors Si & Ad, an award-winning director duo with a prolific music video career working with artists like Spice Girls and The Chemical Brothers.

The integrated campaign is extending across TV, CTV, OOH, digital, social, radio, influencer and includes a brand integration with the Jimmy Kimmel show on November 12th.

Learn more by checking out [myQ.com](https://myq.com).

About Chamberlain Group

Chamberlain Group is a global leader in intelligent access and Blackstone portfolio company. Our innovative products, combined with intuitive software solutions, comprise a myQ ecosystem that delivers seamless, secure, access to people's homes and businesses. Our recognizable brands, including [LiftMaster®](#) and [Chamberlain®](#), are found in 50+ million homes, and 11+ million people rely on our [myQ®](#) app daily to control and monitor their homes, communities and businesses, from anywhere. Our patented vehicle-to-home connectivity solution, myQ Connected Garage, is available in millions of vehicles from the leading automakers.

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Havas Chicago is part of Havas Creative, a powerful network of creative agencies made up of best-in-class, cross-disciplinary talent spread across our villages globally. Havas Chicago is committed to building brands through powerful strategies and meaningful creativity. As part of Havas Creative North America, we fuse independent spirit with global scale. Together, we share the same mission to leverage creativity as a force for good and create meaningful connections between people and brands. Learn more at our website: www.chi.havas.com.

Additional assets available online: [Photos \(4\)](#)

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