

MrBeast partners with Gemini to turn impossibly big ideas into reality

2.9.2026 - Marvin Chow | Google Italia

The MrBeast crew is brainstorming outrageous concepts and surviving harsh environments with Gemini.

We're kicking off a multi-year partnership with Beast Industries that extends our relationship beyond YouTube to Gemini and Google Health.

As the first creator to reach 500 million YouTube subscribers, Jimmy Donaldson, better known as MrBeast, is always pushing the boundaries of what's possible. Now, he's tapping into Gemini to help him execute wilder concepts, showing his fans how they can use AI to help turn impossibly big ideas into reality. Along the way, he'll also show how Google Health can support their daily fitness and wellness goals.

First up on September 5 is a new MrBeast video following Jimmy and his crew as they attempt to survive some of the most extreme and treacherous climates on Earth. Teams will race to navigate three of the planet's most unforgiving landscapes — the jungle, the desert, and the Arctic — using Gemini to help them identify dangers, survive brutal weather changes, and stay one step ahead.

Beyond YouTube, keep an eye out for Jimmy's upcoming spot in our newly launched Gemini campaign, where he'll show how he uses the app as a partner to help him pull off the logistics of his signature, larger-than-life stunts. You'll also see Jimmy integrate Fitbit Air into an upcoming challenge.

This is just the beginning of what we're building together. Stay tuned to the MrBeast channels and follow Gemini to see it all come to life.

<https://blog.google/company-news/inside-google/company-announcements/mrbeast-gemini-google-health>