

CAMPAIGN DATA



LAUNCH OF THE NEW SAMSUNG Z4 FLIP SMARTPHONE



CAMPAIGN PERIOD: August – September 2022



NETWORK SELECTED: JCD Cover (Street Furniture, Metro, Malls, Retail) + 5 selected high traffic abribus locations



INNOVATE LOCATIONS:

BRUSSELS – Place Flagey & Place Stephanie

LIEGE – Place de la République Française

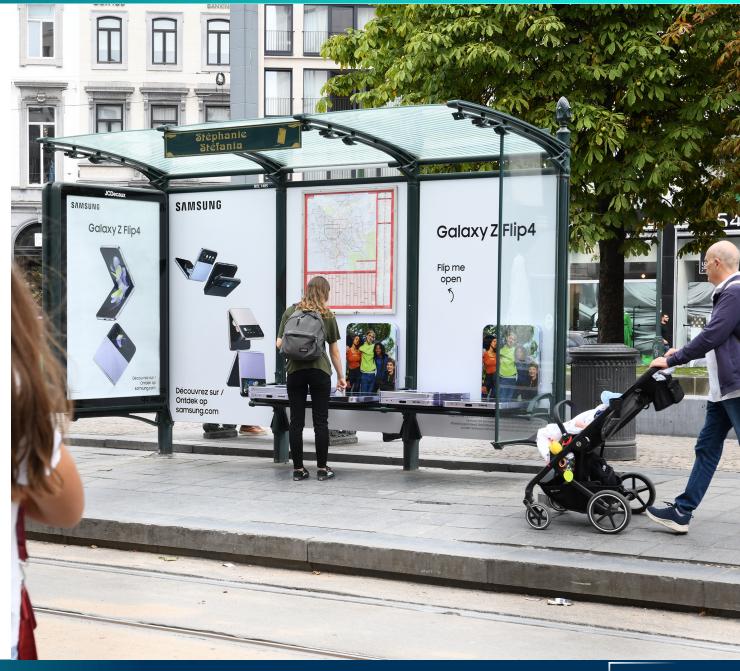
ANTWERP – Operaplein & Koninklijk Museum voor Schone Kunsten



BRIEF

For the official launch of the SAMSUNG Z4 FLIP, produce a "classic" OOH campaign with one or more differentiating elements, which would give the campaign a new dimension and create an unprecedented buzz effect.

The client's wish was simply to do "NEVER BEEN DONE BEFORE", whether in terms of creation, impact or media coverage.

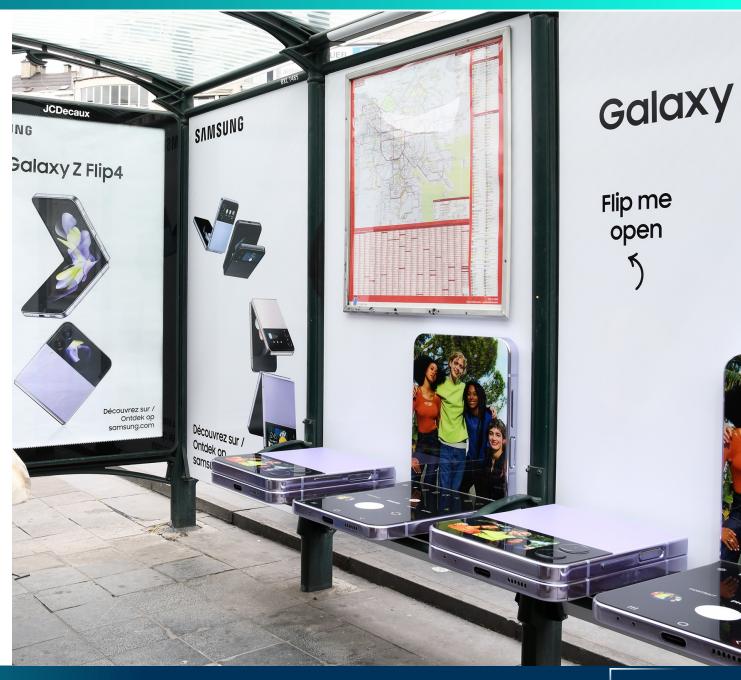


CREATIVE CONCEPT

Transform bus shelters into real showrooms for the Samsung's smartphones by transforming the benches into smartphones and thus playing on the key concept of the product, namely THE CLAMSHELL.

THE RESULT:

A surprising & impactful campaign.



PRODUCTION

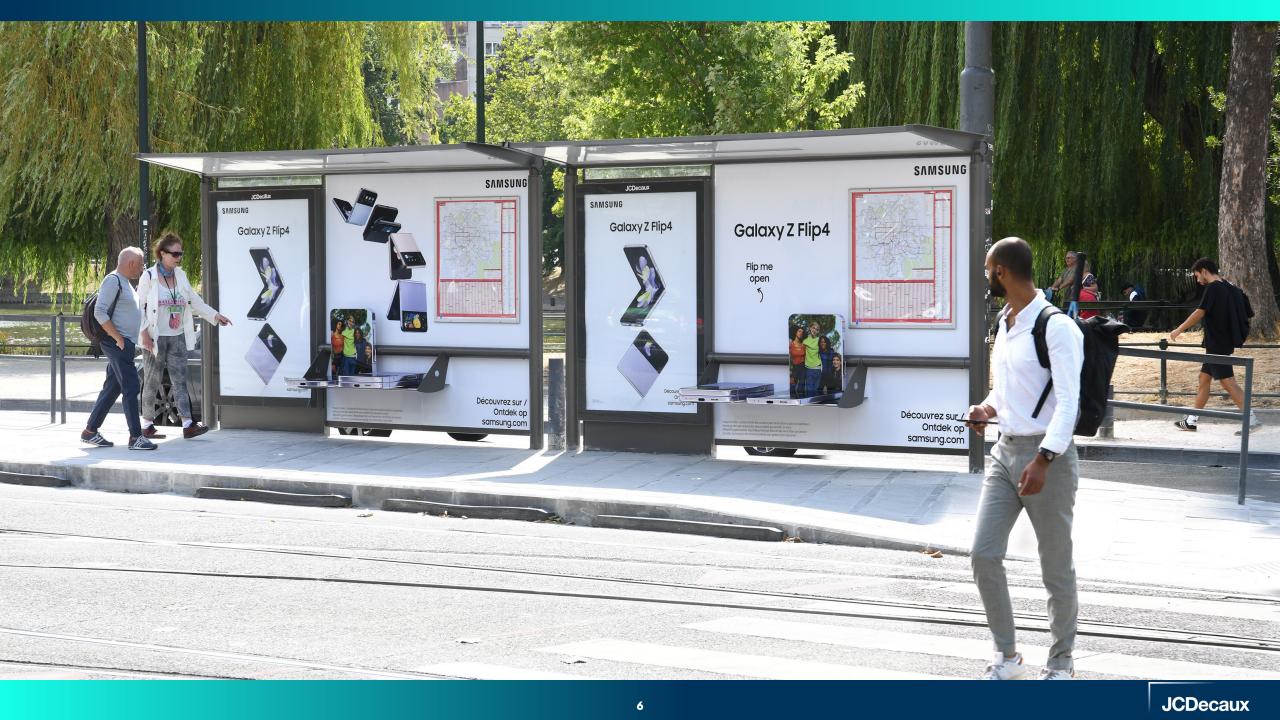
Wooden boxes were created, cut, shaped, and painted to reproduce the clamshell smartphones.

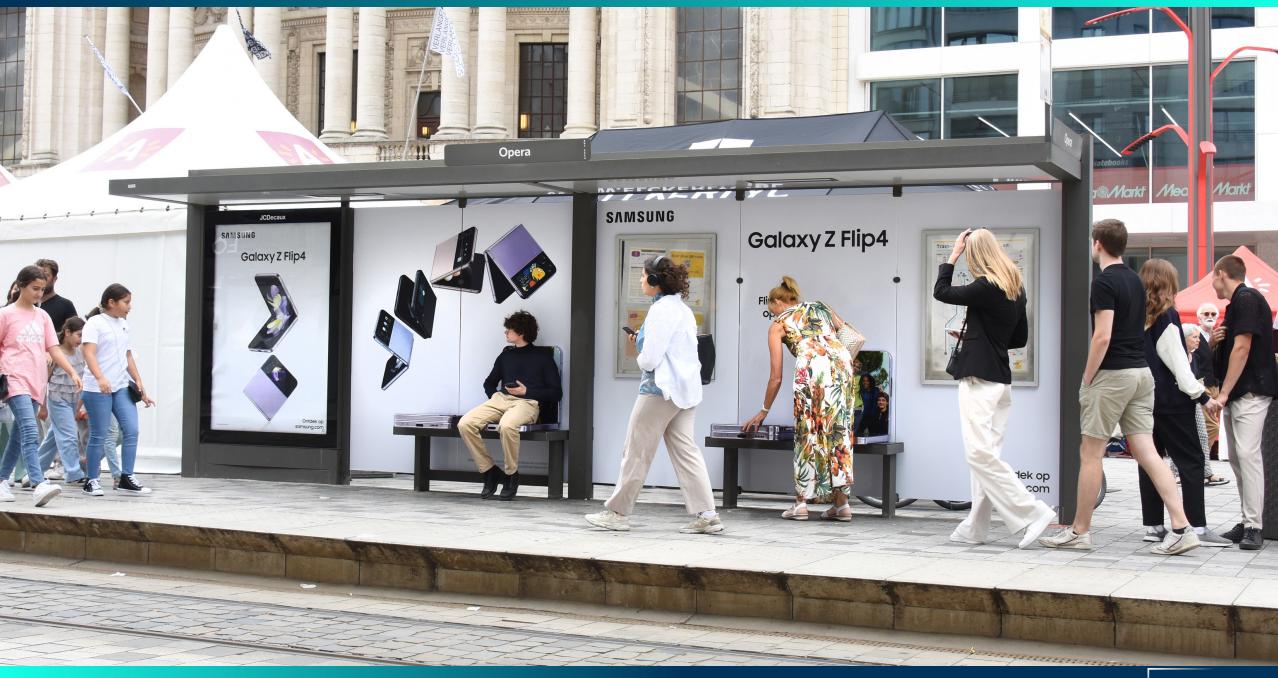
They were installed in place of the benches in the selected bus shelters which had been covered with stickers to accentuate their attractiveness and visibility in the urban landscape.









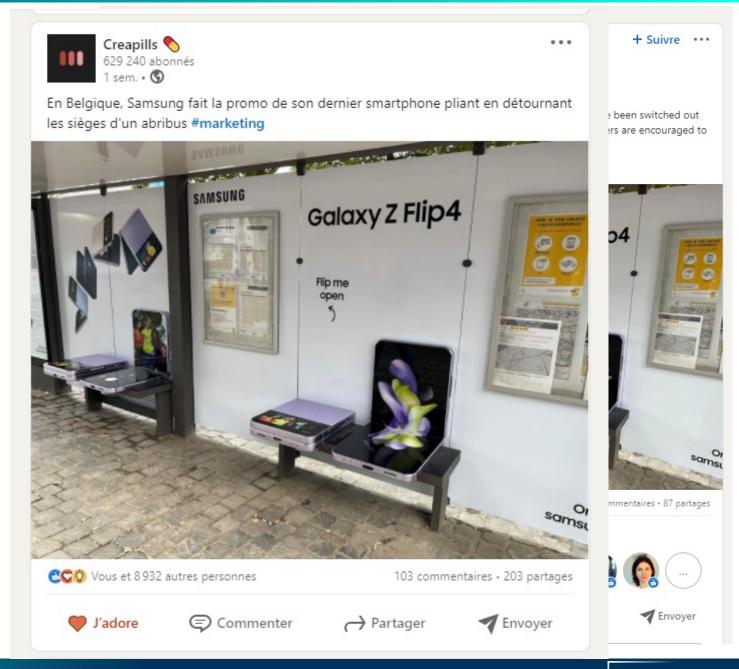


IMPACT & BUZZ

SOCIAL MEDIA IMPACT & INTERNATIONAL VISIBILITY

UNPRECEDENTED SPOTLIGHT ON OUR SMALL COUNTRY AND ITS KNOW-HOW IN TERMS OF INNOVATIVE AND IMPACTFUL OOH CAMPAIGNS

MORE THAN 60.000 LIKES
ONLY ON LINKEDIN



WHY THIS CASE DESERVES AN AMMA?



COMBINATION OF
NATIONAL COVERAGE (Classical networks) &
PRESENCE IN SPECIFIC UNIVERSES (Street, Retail, Malls, Metro) &
OUT-OF-THE-BOX COMMUNICATION



CREATIVE USE OF MEDIA OFFERING AN IMMERSIVE PRODUCT EXPERIENCE



EPIC INTERNATIONAL BUZZ GENERATED



ALREADY RECOGNIZED AND AWARDED BY A JURY OF OOH EXPERTS IN BELGIUM

