

JCDecaux

SAMSUNG

Galaxy Z Flip4



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Galaxy Z Flip4

Flip me  
open



**SAMSUNG FLIP**  
JCDECAUX - OUTSIGHT - SPACE



# 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.







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# 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**

The image shows a screenshot of a LinkedIn post from the account 'Creapills', which has 629,240 subscribers. The post text reads: 'En Belgique, Samsung fait la promo de son dernier smartphone pliant en détournant les sièges d'un abribus #marketing'. The main image in the post depicts an outdoor bus shelter with a white wall. The wall features the 'SAMSUNG' logo and the text 'Galaxy Z Flip4' and 'Flip me open' with a curved arrow. Several Samsung Galaxy Z Flip4 smartphones are displayed on a bench in front of the wall. One phone is open, showing a purple and yellow flower on its screen. To the right, there are posters on the wall, including one with the text 'SAISIE DE CON DELIBERATION'. The post has 103 comments and 203 shares. The interaction bar at the bottom shows 'J'adore', 'Commenter', 'Partager', and 'Envoyer' options.



## 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**

