BEST CREATIVE MEDIA USE

SAMSUNG x SPACE

BIG. BOLD. UNFORGETTABLE

THE TENSION

GEN Z REJECT BORING EXPERIENCES

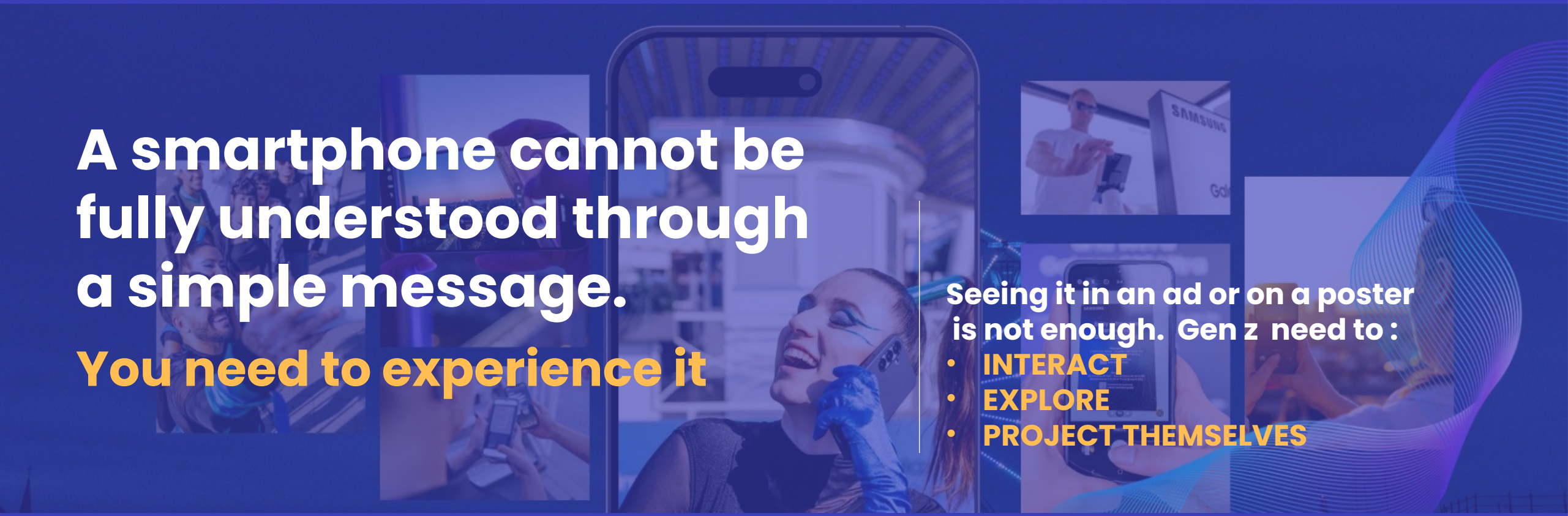
64%
Reject repetitive message

52%
Engage with creative and entertaining content

43%
respond to humour and playfulness

NCSolutions consumer sentiment survey

THE PRODUCT CHALLENGE



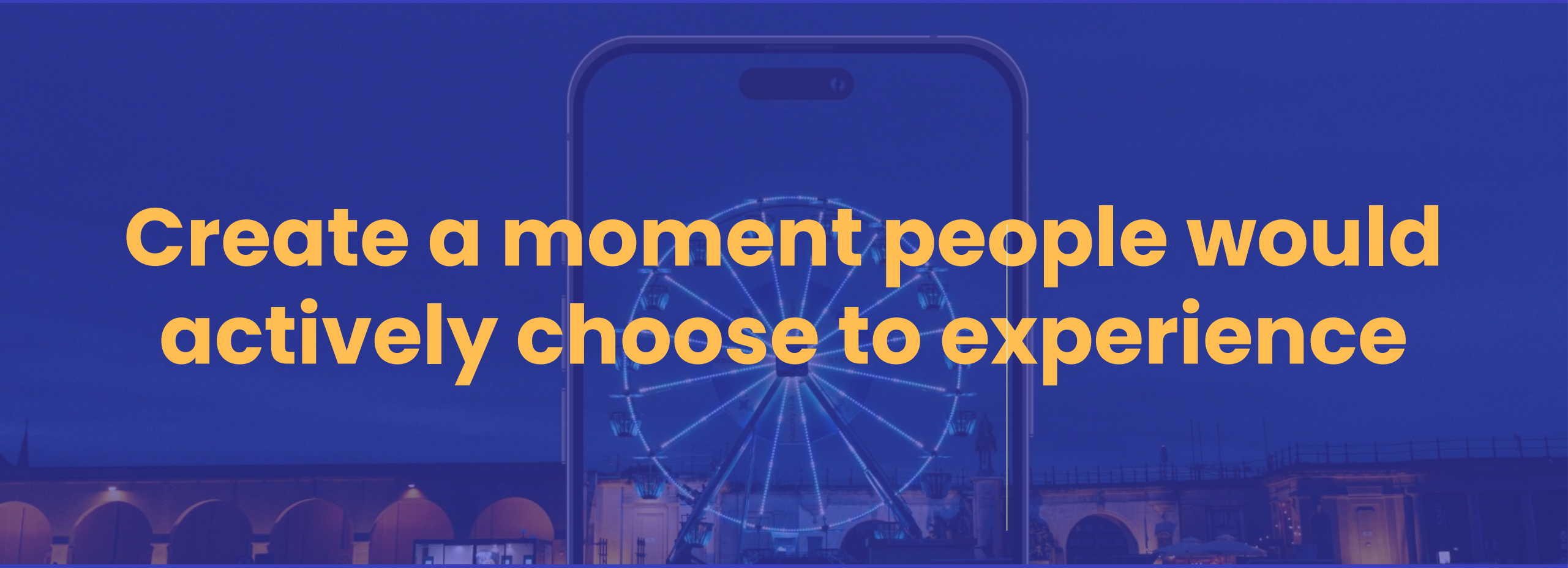
A smartphone cannot be fully understood through a simple message.

You need to experience it

Seeing it in an ad or on a poster is not enough. Gen z need to :

- INTERACT
- EXPLORE
- PROJECT THEMSELVES

THE GOAL



Create a moment people would actively choose to experience

THE IDEA

Transforming a city landmark into a fully immersive product experience.

Samsung transformed Place Poelaert into a brand destination.

The Ferris wheel, fully branded with Galaxy AI, became both a visual landmark and a must-visit experience.

A place people choose to go

THE TAKEOVER

Inside each gondola, visitors received a Galaxy S25 device
No explanation. Experience in a real and emotional context

People could explore Galaxy AI features
They could take photos of the skyline, complete interactive challenges, etc.

The iconic Ferris wheel at Place Poelaert was fully transformed into a Samsung experience
Two weeks of activation, from 3 to 18th of May

Visitors were invited to enjoy a free ride
Turning a €10 attraction into an accessible, high-value moment

MEDIA ACTIVATION

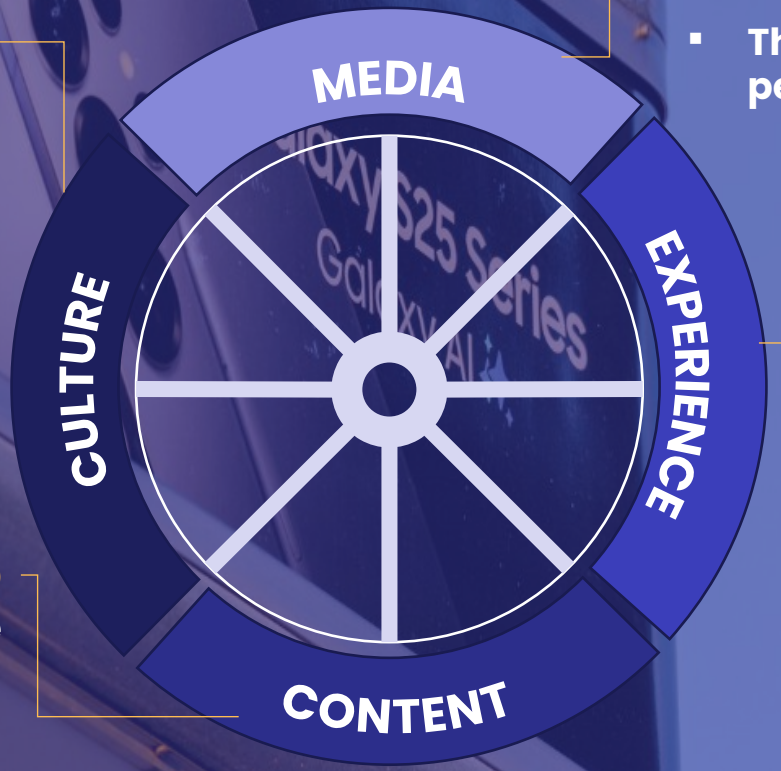
A connected ecosystem designed for participation and amplification

The takeover	Channel system	Experience-first	Amplified
Designed as a social object	*Physical traffic (OOH & Metro)* *City routines (Audio)* *Scale & Sharing (social & influencers)*	*Visitors created and shared content* *→ cultural validation*	*Beyond local visibility* *→ PR & International media coverage*

THE RESULTS

Reach & participation	Experience quality	Social amplification	Business impact
41.688 contacts (+66% vs KPI)	8 min average interaction per user	600k+ impressions	3.524 newsletter sign-ups
10.000 QR scans 24% of the contacts	4,79/5 satisfaction score	38k likes & 19k shares	2.331 qualified contacts

OUR “WHY AMMA” FERRIS WHEEL



CULTURAL RELEVANCE

- Galaxy S25 became part of the conversation

FROM EXPOSURE TO PARTICIPATION

- This campaign became a moment people chose to be part of

MADE THE PRODUCT TANGIBLE

- No explanation, only true and authentic product experience

MOMENTS, AMPLIFIED

- Sharing became the driving force

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