

SAMSUNG

x



australian open

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CHALLENGE

Samsung was looking for ways to launch its new product, the Galaxy 21 Series to market that would firmly embed it into Australian culture, while creatively showcasing how the Galaxy S21 sets the bar in smartphone photographic capability.



SOLUTION

The camera's superiority provided Nine's marketing solutions division, Powered by Nine, with the creative territory to thread the campaign across not just summer's biggest sporting event the Australian Open, but also across Nine's broader content ecosystem. Our mission was to encourage consumers to capture the epic in every day using the Galaxy S21.



EXECUTION

Cross Platform Execution-

TV - Core to the campaign was Nine's TV coverage, providing a canvas for Samsung to creatively showcase its new product features in-program, using features like the Samsung epic replays, WWOS Fly Cam and Powered Studios to shoot two commercials using the smartphone camera and sending it into the skies of Melbourne via a drone. The commercials emphasised the incredible production values of the Galaxy S21 camera, capturing city sights, Melbourne's famous alleyways, and cultural scenes that gave Samsung a local feel to their commercial content outside of their global creative.



Radio- Samsung extended their campaign across Nine's talk-radio network, with daily live updates with Sam on 2GB and 3AW Breakfast shows, presented by Samsung Galaxy S21.

Print- The storytelling power of print was used for an unmissable media first, with high-impact, double-page spreads in *The Sydney Morning Herald* and *The Age* featuring images shot by photographers using the Galaxy S21. The images showcased Melbourne at its best, capturing city scapes, laneways and the energy of the Australian Open. A visual celebration of a city reawakening off the back of the COVID lockdowns.



RESULTS

Owning the coverage from every angle delivered exceptional results for Samsung S21

+6% PTS

Consideration

+15% PTS

Those who agree that 'Samsung Galaxy smart phones have the best quality camera'

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