

The One Difference by SAMSUNG

INSIGHT.

By now our phones can do anything. But when it comes to movies, they're like the last resort before falling asleep on a train.

Yet any decent cinephile would agree that movies and TV shows are best experienced on the biggest screen and best sound available, and most importantly: together.

And usually we are away when together.

IDEA.

Let's dramatize the One Samsung experience a Galaxy phone and The Freestyle can provide on the go!

You don't need to pack a projector, an HDMI, an extension cord, your speakers and a laptop full of movies on a trip - your phone's already with you.

What you do need is an instant cinema experience with a few more inches of screen.

How 97 more sound like?

This is what you see at first glance...

SAMSUNG

**This is The Freestyle
smart theater and
portable projector
from Samsung.**

It's very good for
watching movies.



SAMSUNG

**And this is the 6.8"
Galaxy S22 Ultra.**

See where this is going?



...and this is what happens when you open the ad.

SAMSUNG

Unlock 14 times the screen in a One Samsung experience.

Up to a 100" while camping, hiking and hitchhiking,
on a shed, on a sheet, on the go, any way, anytime,
anywhere you can take a newspaper.

* For illustration purposes
only. That is, for illustrating
the actual difference in ratio.

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WHY?

- It fits perfectly into Samsung's visual identity, and adds just as much spice to the tonality to speak to the target audience.
- It showcases both products neatly, separately yet organically linked together in a concept.
- It can surprise the viewer by playing with a print ad's context: it dramatizes the message within the scope of the medium, translating a product benefit into an unexpected analog touchpoint.
- It takes its on the go status seriously and doesn't require an extra technological effort because the notion is there, crystal clear.
- And while The Freestyle is the hero here, it doesn't forget the Galaxy phone, because it's together they enable the One Samsung premium experience.

Thank you!