

# YOUNG CANNES LIONS

TEAM WASABIZÖLD

# INSIGHT

**Millenials** and **Gen-Z** spend a lot of time staring at screens, and they do so anywhere: at home, on holiday or on the go.

Consequently, if they want something **they want it right there, right now**, and in the **highest quality**.

# IDEA

A high quality on-the-go cinema experience is guaranteed by **Samsung Freestyle** and **Samsung Galaxy S22** device through the **Samsung One** system.

But what happens if you go off the grid and you find yourself in need of a projector screen?

**Grab a magazine, because we designed a print ad that doubles as a movie screen when unfolded.**

In a series we imagine different situations where you **do what you can't**: take cinema outside the movie theater.

WE PRESENT YOU  
**THE MOVIE SCREEN**

*(totally not a print ad)*

**SAMSUNG**

**This is not a print ad.**

This is a **movie screen.**

This isn't a **movie screen**, this is a **life hack**.

This isn't a **life hack**, this is the **audacity** to be at the movies on the top of a mountain at sunset.

Unfold pages for your own portable screen.

[open here](#)

Samsung Galaxy S22  
Samsung Freestyle  
**Theater experience to go.**



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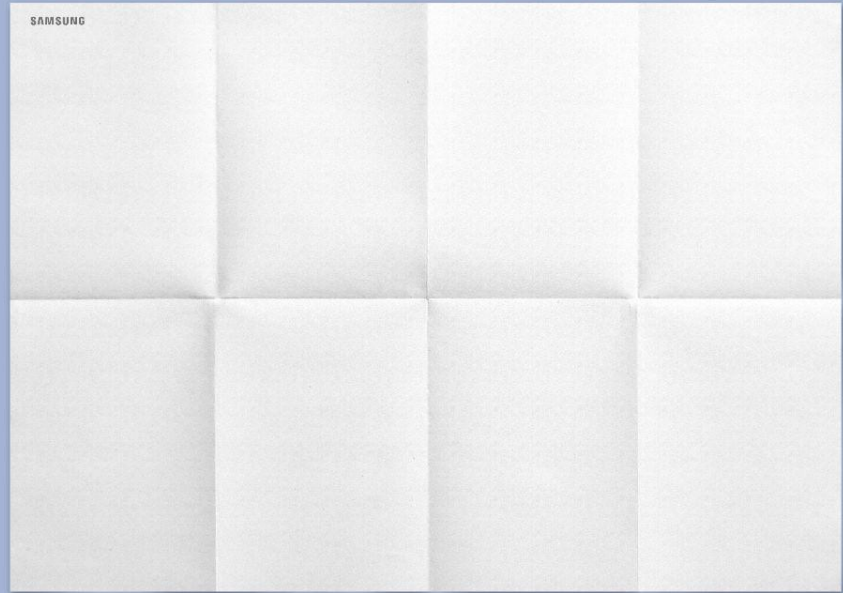
open here



Samsung Galaxy S22  
Samsung Theater Experience  
Theater experience to go.

The ad when unfolded is roughly the same size – slightly larger – as the minimum projector screen size.

**You can enjoy whatever digital activity you'd like on an astonishing 30" screen with your friends.**



84 cm

59,4 cm

# DO WHAT YOU CAN'T

**Gen Z lifestyle** can be perfectly summed up by Samsung's slogan ***Do what you can't.***

By giving them a portable movie screen we encourage them to live what Samsung stands for.



# EXTRA

Millenials and Gen-Z love to share whatever they do on social media, and with the portable screen branded, they create organic content for Samsung.



From now on,  
you can extend your screen as easily  
as you can unfold your projector screen.

# THANK YOU

TEAM WASABIZÖLD