

SAMSUNG **Starter Pack**

by villamosárga

Idea

With the new Samsung products you only need 4 things
for a perfect movie night:
a projector, a smartphone, a good movie and a popcorn.

That is why we collected all this together into a magazine
ad as a cinema experience starter pack!

Execution

We glue a pack of microwave popcorn into the magazine, and we add a cardboard box for it that can be cut out from the page of the publication.



Galaxy S22 Ultra smart phone



The Freestyle portable smart projector

You will only need to choose the movie.
Enjoy our seamless cinema experience starter pack!

SAMSUNG



Thanks!