

# SAMSUNG

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## Objective:

- Build Awareness & Boost Consideration for Galaxy Z & S24, and Galaxy Watch LTE in Gen Z segment.
- Deliver launch spikes for Z series
- Deliver South Market KPIs for S24

## Campaign:

- High production-value video assets with celebs like Varun Dhawan, Kiara Advani & Neeraj Chopra for Z series
- Films with Vijay Deverakonda and Samantha Ruth Prabhu for S24
- Created High Reach, High Impact white-label films for Galaxy Watch LTE.

## IMPACT:

Total Video Views	161 Mn+	Impressions	193 Mn+	Engagement	1.1 Mn+
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