

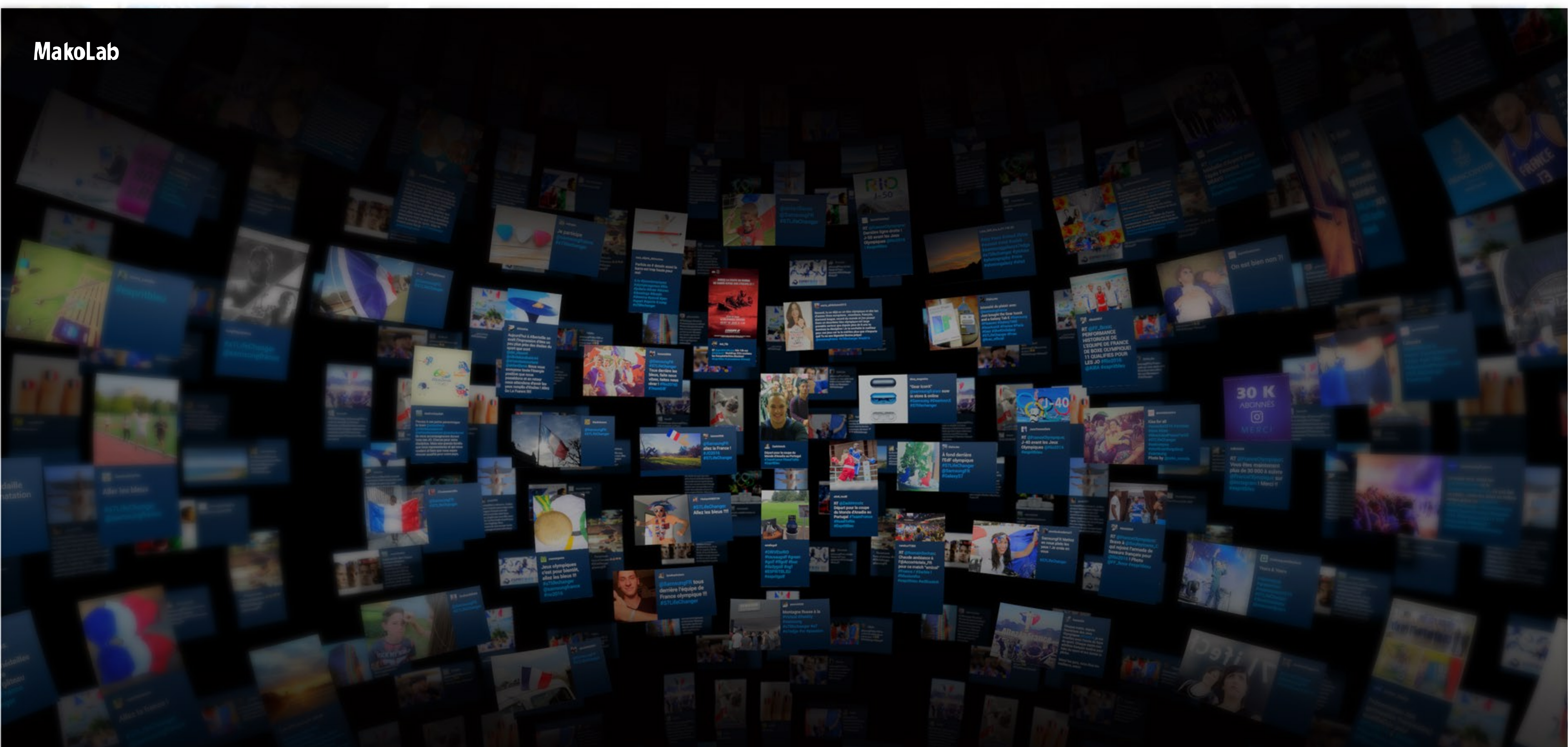
MakoLab



SAMSUNG



WILLIE BEAMEN



WILLIE BEAMEN

# Samsung 360 Social Wall

Samsung Social Wall was created as a part of huge promotional campaign of Samsung 7 blended with the company's RIO Olympics sponsorship. The whole campaign was led by a well-known Willie Beamen agency who invited us to cooperate as a technology partner.

The promo concept offered prizes of brand new Samsung S7 models for the most interesting social media publications concerning S7 and 2016 RIO Olympics.



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# Samsung 360 Social Wall

First – for the time of the campaign, we created only a desktop application, which collects and presents a huge number of Samsung S7 Twitter, Instagram, hashtagged, etc. publications in an interesting and modern form of the digital interactive wall.

And allows to browse them, click to enlarge and read or even connect straight to the users social media profile.



WILLIE BEAMEN

# Samsung 360 Social Wall

Then, we thought that it is a perfect material to apply for the VR glasses „Samsung Gear” in-store presentation and client sampling – engaging, closer to the client and building familiarity.

And we transformed the Samsung Social Wall into a VR solution as a sales sampling material.



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# Samsung 360 Social Wall



CRISTAL FESTIVAL

Grand prix  
Stratégies

Cristal Awards 2016 | Sports Marketing | Best use of Digital | Sapphire (Silver)



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