

How Virtual Reality is Transforming the Art of Storytelling

Through the Power of Partnerships

SAMSUNG

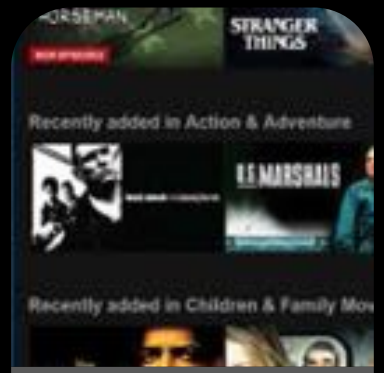
Disruption is happening everywhere



Smartphone Domination



Everything Live



TV Shift to Streaming



Ad-Blocking on the Rise



Value of Physical Experiences



Data, data, data

SAMSUNG

2017 Samsung Marketing Playbook



Be Human



Be Iconic



Be Real

SAMSUNG



1. Who we are

We will devote our human resources and technology to create superior products & services thereby contributing to a better global society.



2. What we believe

Meaningful progress comes from daring to defy barriers.

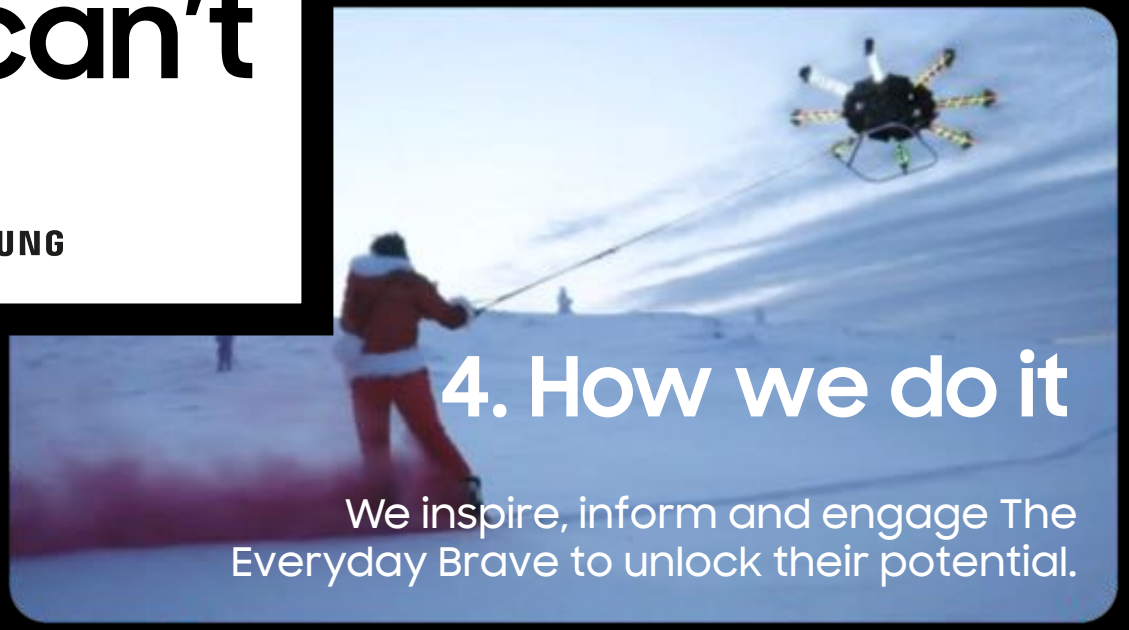
Do what you can't

SAMSUNG



3. What we do

Dare people to defy barriers with (our) technology.



4. How we do it

We inspire, inform and engage The Everyday Brave to unlock their potential.

3 Best in Class Marketing IP

VICE FOX The New York Times

SAMSUNG


SAMSUNG X VICE

SAMSUNG × VICELAND

BEYOND

THE FRAME


SAMSUNG
X
FOX


24 Legacy 'The Raid'
SAMSUNG

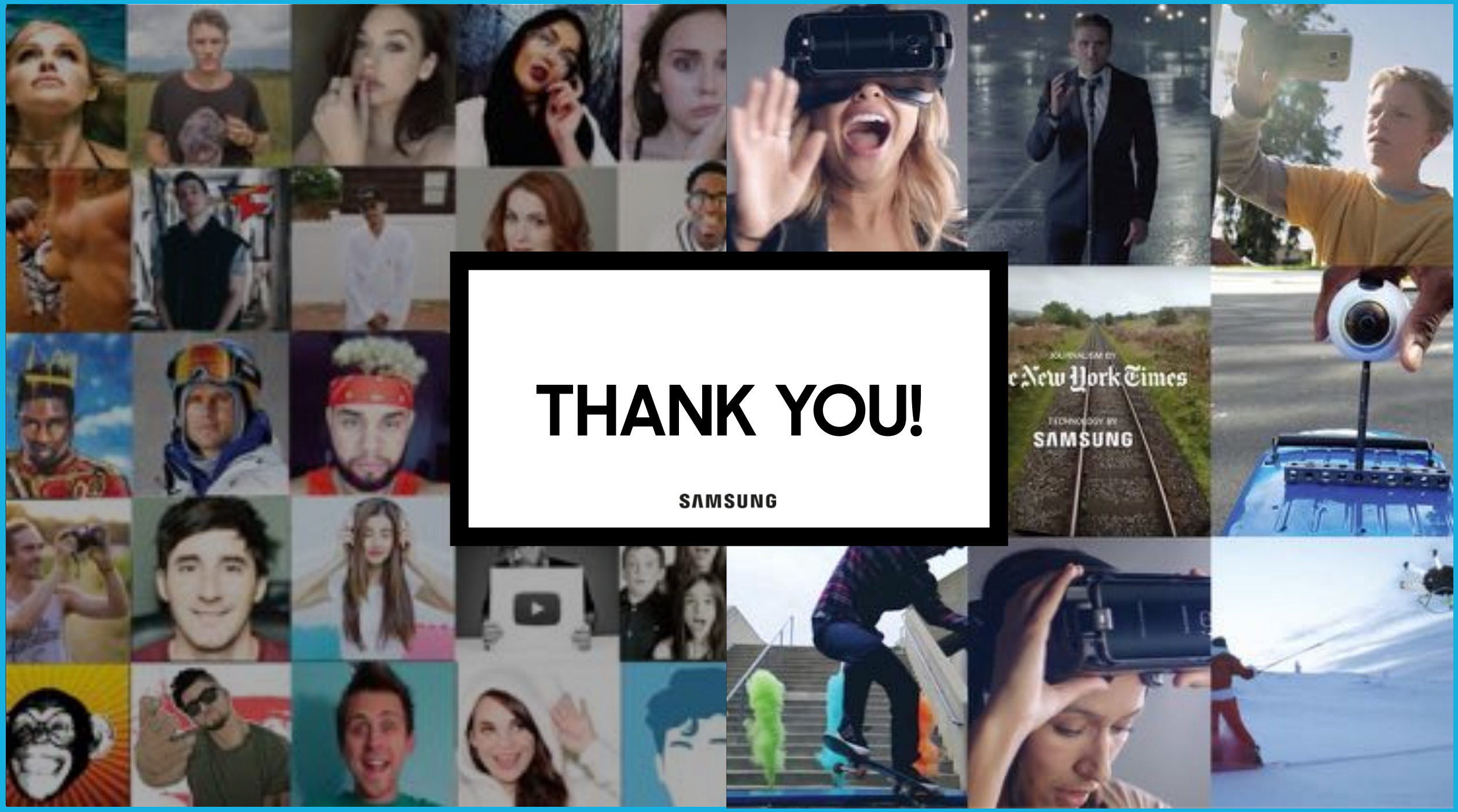

360°
SAMSUNG
X
The New York Times


The Daily 360
JOURNALISM BY
The New York Times
TECHNOLOGY BY
SAMSUNG

LESSONS LEARNED

- We need to reframe what mobile means
- There are limitless possibilities with mobile storytelling
- This is hard to do
- Creative + Media + Tech
- Evergreen platforms vs. One-Offs

SAMSUNG


THANK YOU!
SAMSUNG
The New York Times
SAMSUNG