

Example Two: Samsung Galaxy

Budget: \$1.5M -\$2M

Final Total Budget: \$2M USD

Campaign Initiative (Wearable Tech): Create an out-of-the-box content and experiential program that demonstrates the lifestyle essence and fashion sensibility of the Samsung Galaxy Ring by creating storytelling around the non-conformists and trailblazers who are defining fashion right now.

Campaign Contribution Highlights: For Samsung Galaxy, I developed unique storytelling that showcased the seamless and beneficial appeal of the Samsung Galaxy Ring and Galaxy Z Flip6 ecosystem. This campaign featured various moving parts that required intensive creative strategy and copy direction, including the production of high-profile talent interviews, NYFW coverage, and multi-brand messaging that fluidly communicated Samsung Galaxy's innovative footprint in the lifestyle space. I composed various advertorials, along with social components that were integrated into the campaign rollout on an extremely tight timeframe.

RFP Excerpts (From Ideation to Strategy):

Concept Overview: To demonstrate the lifestyle essence and day-to-day utility of the Samsung Galaxy Ring while also presenting it as a covetable accessory within the fashion landscape, Hypebeast will execute a multi-part content and experiential program that creates a diversity of cultural alignments for the product. We will leverage a collective of talent who represent the different corners of style to serve as ambassadors for uplifting the functionality and style of the product. The program will be released in four parts, first introducing the talent and product through the lens of New York's fashion scene; then sharing social-first Day in the Life content with the creators; followed by an interactive digital experience that uplifts the interface of the Samsung Galaxy Ring through their stories. The program will culminate with a splashy moment during New York Fashion Week in September.

1. Campaign Elements

a. Movers + Shaker of New York's Fashion Scene

- i. A high-impact editorial and social video lookbook that profiles three key members of New York's fashion scene, outfitted in the Samsung Galaxy Ring, to kick off our program and introduce our audience to the campaign's key talent.

b. Day in the Life Social Video Series

- i. A series of social-first videos featuring a day in the life of our talent and demonstrating how the Samsung Galaxy Ring fits within their varying lifestyles.

c. Custom Digital Experience

- i. A custom-designed digital experience and accompanying social media campaign that takes a visual approach to showing the talents' lifestyle by presenting their unique data and how it correlates to their creative practice.

d. NYFW Integration

- i. Integrating Samsung in our fashion talent's New York Fashion Week presence with an afterparty.

Supplemental Editorial:

- Items highlighted as such, I composed.
- Items highlighted as such were copy edited, proofread, fact-checked, and managed/supervised by me to ensure cohesive and streamlined copy development.
- **Honey Balenciaga x Samsung Galaxy Feature Story:**
- <https://hypebeast.com/2024/9/samsung-galaxy-ring-honey-balenciaga-behind-the-scenes-interview>
- **Honey Balenciaga x Samsung Galaxy Supporting Behind the Scenes Editorial (Franchise Content):**
- <https://hypebeast.com/2024/9/samsung-galaxy-honey-balenciaga-behind-the-scenes-photo-shoot>

- **Emma Winder x Samsung Galaxy Day in the Life NYFW 2024 (Franchise Content)**
- <https://hypebeast.com/2024/9/day-in-the-life-samsung-galaxy-ring-emma-winder-lookbook-video>
- **Emma Winder x Samsung Galaxy Unboxing (Franchise Content)**
- <https://hypebeast.com/2024/9/unboxing-samsung-galaxy-ring-emma-winder-lookbook-video>
- **NYFW Supplemental Editorial (Supporting Editorial)**
- <https://hypebeast.com/2024/9/samsung-galaxy-laquan-smith-new-york-fashion-week-2024>

Integrated Custom Socials:

Samsung Galaxy x Honey Balenciaga Feature Post:

- <https://www.instagram.com/p/DAHSePfxo9S/?hl=en>

Behind the Scenes w/ Honey Balenciaga (Franchise Content):

- <https://www.instagram.com/reel/DAKBaNORKJh/?hl=en>

Samsung Galaxy x Emma Winder at NYFW 2024

- <https://www.instagram.com/reel/DAUT06MM6rJ/>

Samsung Galaxy x MSCHF Special Giveaway

- <https://www.instagram.com/p/DACNUQrRcPu/>