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Samsung Galazy Z Fold 4

The Brief

Drive awareness and demand for the Samsung Galaxy Z Fold 4 targeting tech enthusiasts, early adopters, productivity seekers, and mobile lifestyle trendsetters.

The Approach

- Ad targeted tech-savvy, style-conscious individuals and mobile lifestyle enthusiasts.
- Dynamic ads ran across genres including Technology & Gadgets, Lifestyle & Culture, Productivity & Business, and Entertainment & Media.
- The campaign was also followed by a Brand Lift Study (BLS) to measure impact on brand awareness, consideration, and favorability.

The Result

54% attribution*

+32% uplift in interest*

+31% Brand Image*

**above the industry benchmark*

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