



THE OBJECTIVES

- ➔ To prepare for the launch of Samsung Galaxy S25, Samsung was looking for a new, unconventional way to amplify Gen Z and Gen Alpha's awareness and involvement in the brand
- ➔ Gen Z and Gen Alpha don't spend as much time watching TV anymore, and instead spend most of their time gaming. This was the starting point for this campaign
- ➔ **Age Demographic** - Young gamers aged 13-18



RESULTS

We created an interactive cross platform campaign - in Fortnite, Minecraft and Roblox - in the center of which is a branded Samsung game area. Players meet the new device - Galaxy S25 as an integral part of the game.

- ➔ Players used the Galaxy S25 device to create unique stickers and communicate with one another
- ➔ They could take a selfie with the device and save the pictures they took
- ➔ The game area provided a variety of fun challenges that involved the device

**531,000**

Unique Players

**3,780,000**

Impressions

**9.1 MINUTES**

Average Engagement Time

**5,000+**

In-game mentions

**5,325,793**

Engagements

**100+**TikTok Videos
by players**523**

Discord mentions

A Roblox character with dark hair and a blue jacket is holding a Samsung Galaxy S25, taking a selfie with a female Roblox character with long pink hair. They are standing in front of a bright blue background with geometric shapes.

SAMSUNG

A small red icon of a person with a speech bubble, representing the ReachPlayers logo.

ReachPlayers

The new Samsung Galaxy S25 created real buzz around it, **both inside and outside of the game:**



Thousands of mentions for the following keywords:

'Selfie' - 892, **'Sticker'** - 563,
'Samsung' - 721. **'Galaxy'** - 371



The phrase **"Let's go take a selfie"** has become associated with the game



The gaming community was ecstatic, creating **Forums, Tiktoks and Organic content** that continued the conversation about the game beyond the campaign

TRAILERS



TRAILERS





BRAND UPLIFT STUDY



9749 participants, aged 13-18 with a 42% Female/ 58% Male gender split answered our survey.



The survey was performed twice, before the game integration and after the game integration.

Brand objective

Increase

BRAND AWARENESS

+12.4%↑

CATEGORY INTEREST

+10.5%↑

PURCHASE INTENT

+5.6%↑