

The Gallery of Note

Store windows that became an art exhibition

Brief

The way we now work is at a tipping point. A new generation of achievers has risen and is disrupting the traditional ways of working. Work and play have become the same when striving to break new ground. Because they are always-on, they need technology that is powerful enough to keep up with them.

Introducing the all-powerful Samsung Galaxy Note9. With an all-day battery, bluetooth S-Pen, 8 Gigs of ram and terabyte of storage, it's the perfect tool for those who demand more out of life.

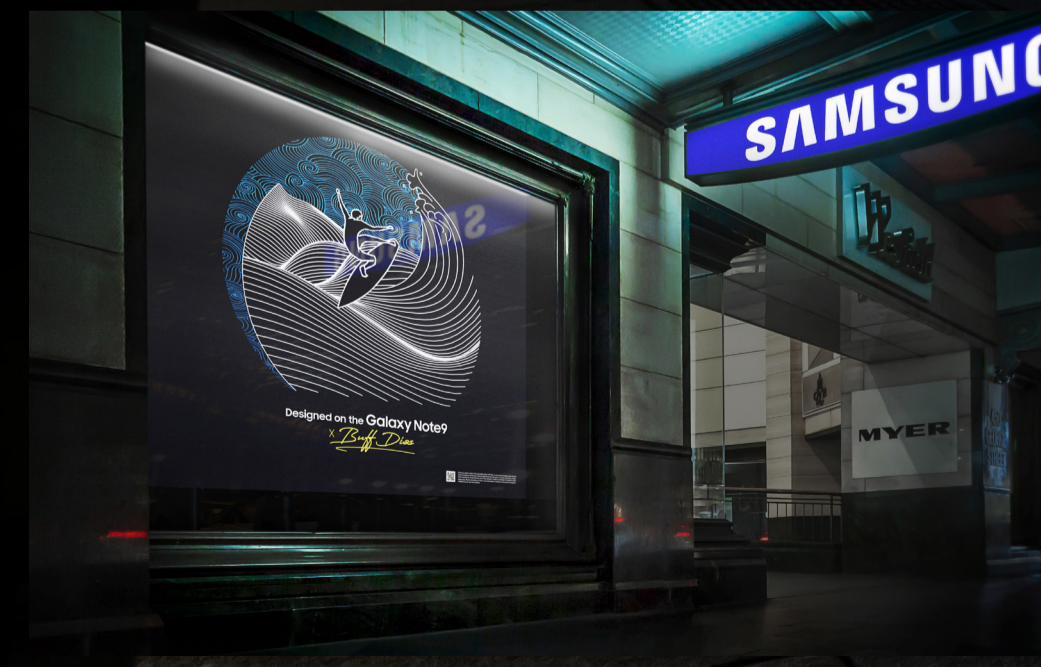
Our task was to capture the hearts and minds of Next Generation Achiever Australians by showcasing the Note9's unique power in an attention grabbing and beautiful way.

Idea

To demonstrate the power of the Note9, we partnered with a next generation achiever who's pushing the boundaries of street art. Buff Diss is an Australian artist who has created a unique brand of art solely through the medium of tape; one of the first in the world to do so.

To create a buzz around the Galaxy Note9 launch and drive excitement instore, our idea was to create a national art exhibition across all our Samsung Experience Stores. Each bespoke piece was designed and powered by the Note 9 and displayed in the store windows that became an art gallery with a fully immersive experience for passers-by.

Gallery Pieces



George St, Sydney.

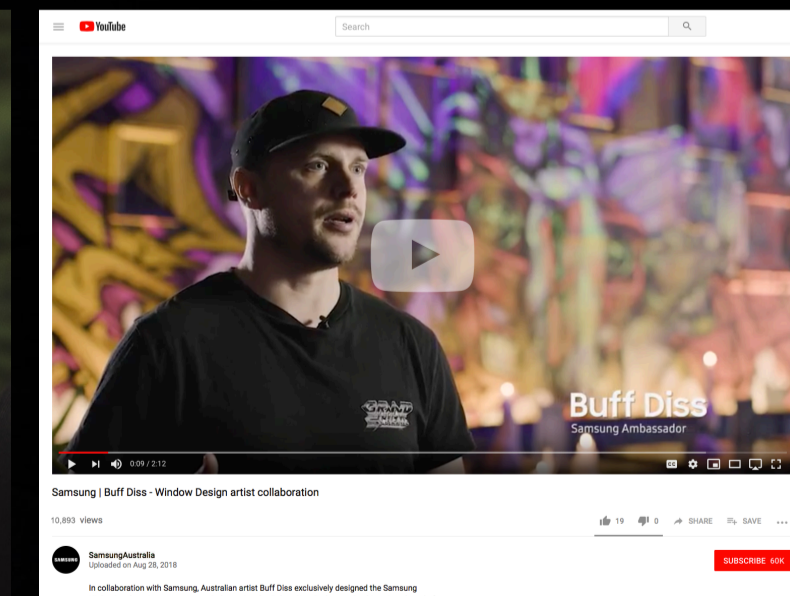


High Point Shopping Centre, Melbourne.

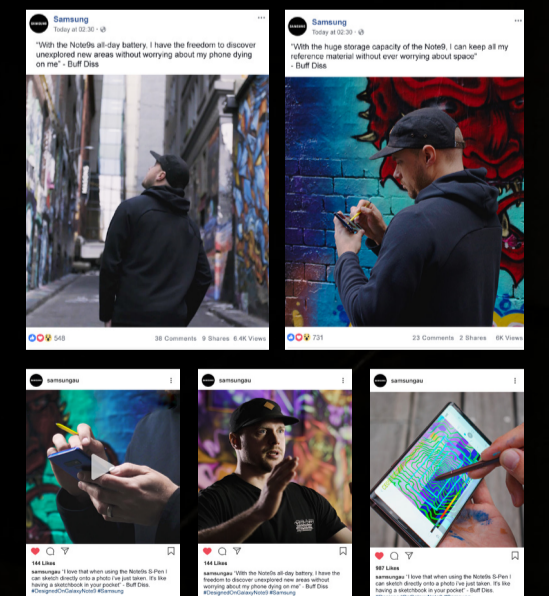
How it worked



Mounted below each artwork was a blurb describing the inspiration behind the artworks. For a more interactive gallery experience we fitted a QR code that when activated, would unlock a documentary.



The documentary features a behind-the-scenes of Buff Diss' style, his inspiration for each piece and how he interacted with the Note9 to create them.



We shared content from the documentary via social media which showcased the gallery pieces and the benefits of the phone's features.

Results

- 19% increase** Apple switch rate
- No.1** Spot with **53.9%** market share
- 4672** YouTube views on launch weekend
- Foot traffic instore **up by 41%** Vs Note8
- Note9 sales **11% increase** compared to Note8