

ARTICLE 9 MARCH 2020

## A 943km Photograph /

*Samsung*

**Electronics giant creates 943-kilometre panoramic photograph to hype new product feature**

▶ <https://www.youtube.com/watch?v=-GUdnBZCKuY>

**Samsung** created a 943 kilometre-long panoramic photograph to support the launch of its Galaxy S10 smartphone range in Portugal.

The global electronics brand took a skipper, a photographer and a blogger on an eight-day sea voyage around the Portuguese coast as part of its **943km Photograph** campaign.




As they sailed the 420 nautical miles from Moledo in the north to Monte Gordo in the south, the team took over 5,000 photos which were then stitched together to create a panoramic image of the coastline.



During the eight-day voyage, the crew kept a logbook and distributed content across Samsung Portugal's social media channels, including making use of Live features on both Facebook and Instagram to update followers on their progress.

Once the epic journey was complete videos and images of the trip – including the 943 kilometre-long photo – were uploaded to a [hub](#) on Samsung's site.


### Diário de Bordo por Carlos Bernardo



**dia 1**  
**Moledo - Porto**

Quilómetro 1, o início da jornada.


SAIBA MAIS



**dia 2**  
**Porto - Figueira da Foz**

Segundo dia viagem. Navegação entre Porto e Figueira da Foz, com passagem feliz pelas bonitas praias da Costa Nova. Dia de consolidação daquilo que é a vida no mar.


SAIBA MAIS



**dia 3**  
**Figueira da Foz - Berlengas**

Sol maravilhoso, mar agitado, praias e ilhas desertas, e santuários do surf. Foi assim o dia de hoje. Seguimos viagem pela esplendorosa costa portuguesa.

SAIBA MAIS



**dia 4**  
**Berlengas - Cascais**

Ligação entre Berlengas e Cascais. Dia de introspeção, ventos fortes e mar agitado.

SAIBA MAIS

Navigation arrows and a progress indicator are visible at the bottom of the carousel.

Samsung's newly launched smartphone boasts a five-lens camera with 'an unprecedented ultrawide 123° panoramic field of view', according to Samsung's website.

Samsung Portugal worked with ad agency **Uzina**, Lisbon, on the campaign.

**Results** / The agency reports that the campaign was seen by more than **2 million** people within the first month and received a total of **18.6 million** media impressions after generating worldwide press coverage.

## Contagious Insight /

**On camera** / Most people who want a smartphone already have one. The proliferation of device makers – like Apple, HTC, LG, Motorola and relatively new players like Oppo, Huawei and Xiaomi – means it is harder than ever for smartphone makers to stand out. Certainly, generating the same level of fanfare around a new product launch is harder today versus a few years ago.

Samsung understands that the emphasis on new smartphone product features has never been more important. Sure enough, camera quality is a key consideration for consumers when choosing between smartphone brands – 35% of people rank camera and video capabilities as their most desired feature for smartphone devices, according to [GlobalWebIndex](#).

The core features of the camera – including its super stabiliser and ultra-wide angle – were seamlessly woven into the narrative of the sea voyage. The content distributed effectively serves to showcase product benefits – namely the ability to produce extremely high quality imagery. As Susana Albuquerque, Creative Director at Uzina, put it: ‘This is the kind of camera that covers everything you may need, so the idea came from there: why don’t we cover every inch of the country? And why don’t we do it from the sea?’

**More than a feeling** / By turning a functional product benefit into an epic voyage, and producing first-of-its-kind content, Samsung aligned with its global brand platform #DoWhatYouCant. Launched in 2016 to coincide with the Rio Olympics, the creative platform has seen Samsung send a [selfie into space](#) as well as partnering with a number of inspirational people who have broken down barriers, defied expectations, or otherwise gone beyond limits –

including an athlete who qualified for the [Olympics at age 40](#) and the first private organisation to land a [spacecraft on the moon](#).

Indeed, José Correia, Samsung Portugal's head of mobile marketing, said the idea at the heart of this campaign is 'doing something never done before'.

The platform also ties in with the brand's pivot towards putting people and experiences first, rather than focusing on technical features in a bland and uninspiring way. Read more on Samsung's shift towards emotional advertising in our in-depth brand [case study here](#).

This campaign from Samsung Portugal is smart in that it demonstrates product benefits – ultimately being the core selling point of the new range – but at the same time tells an engaging, human story.

**Keep it local** / Samsung's Galaxy S10 range was launched worldwide in March 2019, but this is campaign sees a global product launch adapted to feel locally relevant. The panoramic photo specifically showcases the Portuguese coastline – a point of pride in the country – making the campaign feel local, and therefore relevant to that market.

In Portugal, Samsung's objective is to defend market share – Samsung ended 2019 as market leader with a 31% share, according to [Telecompaper](#). According to the agency local sales were boosted and the launch was considered a success.