

How Smartphone's Ad Get Gen Z's Heart

W12-D-U2

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Introduction

- Samsung's detective-style Galaxy Z flip6
- Introduction to the Ad: Samsung vs Apple
- Shot on Iphone, Draw on Ipad



Introducing Galaxy Z Fold 6 and Z Flip 6 | Samsung



About the Ad

- Detective movie: someone stole a Galaxy Z Flip6.
- Four suspects — each reveals a phone feature.



Why It Appeals to Gen Z



Creative Storytelling & Cinematic Feel

- Detective-style plot feels like a short movie
- Each scene reveals a new feature



Samsung Galaxy Z Fold 6





Why It Appeals to Gen Z



Technology with Personality

- Fits users' lifestyle and self-expression
- Makes tech feel personal





Why It Appeals to Gen Z



Humor & Relatability

- Funny and lighthearted tone
- Easy for Gen Z to connect and share



Introduction to the Ad: Samsung vs Apple



Samsung mocks Apple for “falling behind” in innovation



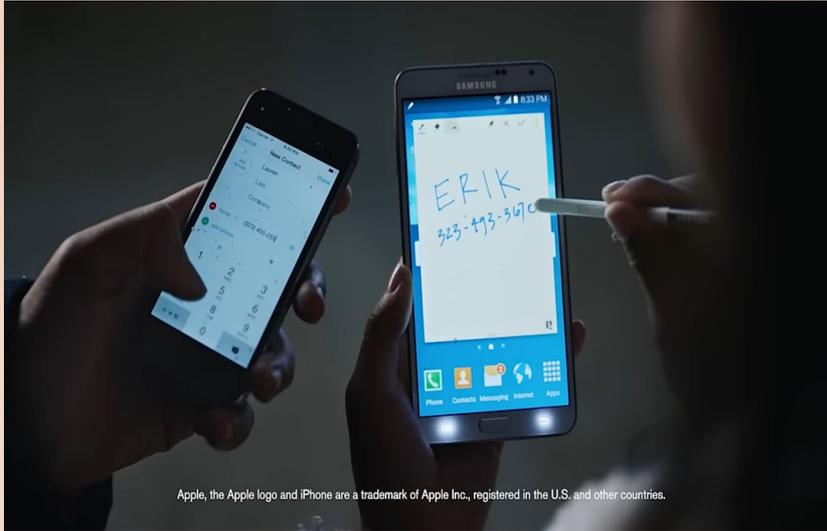
https://youtu.be/s__m7oxw01Y?si=b983BwX7av9uU0_P

Type of ad:
Comparative / Attack Ad

2017

Nov 25

Highlighting Functional Differences



The iPhone user types manually, while the Samsung user writes easily with the S Pen.



The Waterproof Feature



Apple, the Apple logo and iPhone are a trademark of Apple Inc., registered in the U.S. and other countries.

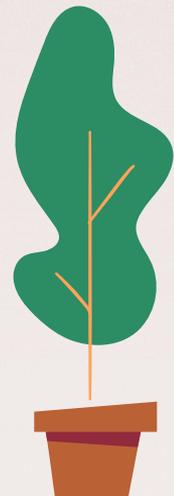
Samsung makes humorously suggests that iPhones are not waterproof, while Samsung phones are.



About the project



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Comparing Charging and Connectivity



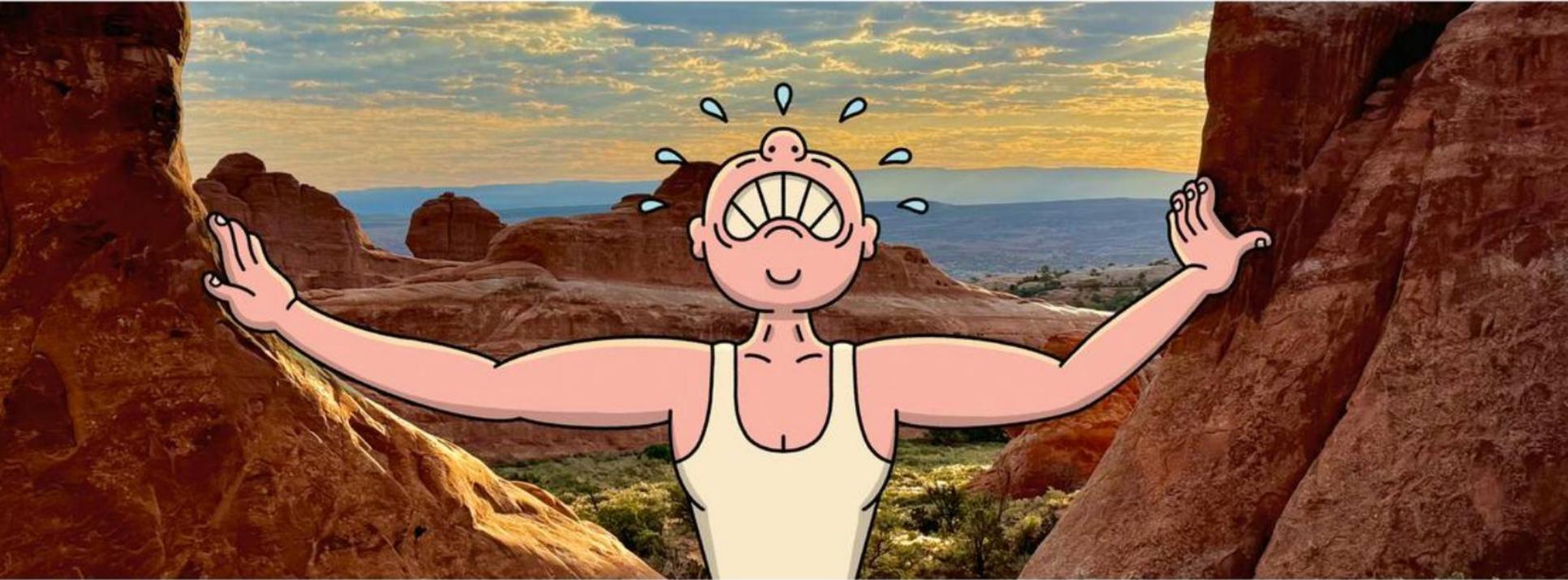
It contrasts this with Samsung's wireless charging and greater flexibility.



About the project



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Shot on iPhone *DRAWN ON iPad*

Concept

Showcasing photos captured with an iPhone and transformed into secondary artworks on an iPad using Apple Pencil and creative apps such as Procreate.



Feature

The advertisement blends real photography with imaginative illustrations, blurring the line between reality and creativity.





Why It Attracts Gen Z



Creativity & Self-expression

create and share their own art using Apple devices



Visual storytelling

Gen Z love expressive, aesthetic content on platforms like Instagram and TikTok



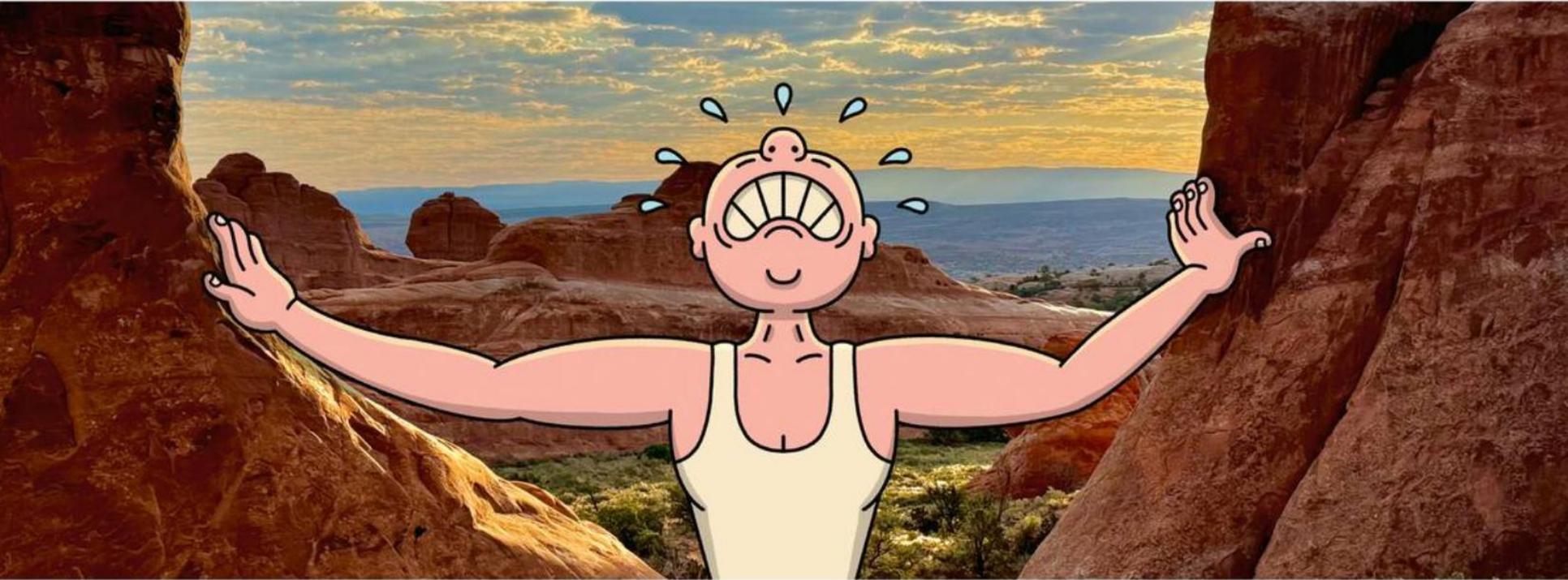
Technology as identity

technology isn't just a tool – it's part of who they are



Community & collaboration

The campaign inspires a sense of belonging in a creative community



Shot on iPhone *DRAWN ON iPad*



Conclusion

- Experiences and feelings are as important as features
 - Samsung uses humor and storytelling
 - Apple focuses on creativity and self-expression
- 



Q&A

- What makes Samsung Galaxy Z ads different from other?

A : Because this ad is storytelling.





Q&A

- What tool does Samsung show for writing on the screen?

A: The S Pen.





Q&A

- What is the campaign's name?

A : Shot on iPhone drawn on ipad.



Resources

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