

MakoLab

VR&AR EXPERIENCE

Samsung 360° Social Wall



Thousands of social media messages of support sent for the RIO Olympics athletes. All displayed on the engaging interactive Samsung 360° Social Wall.

Goal

Samsung 360° Social Wall was created as a part of the huge promotional campaign from Samsung S7, blended with the company's Rio Olympics sponsorship. The whole campaign was led by the well-known agency Willie Beamen who invited us to collaborate as a technology partner. The promo concept offered prizes of brand new Samsung S7 models for the most interesting social media publications concerning 'S7' and '2016 RIO Olympics'.

TECHNOLOGIES



Solution

First – during the campaign, we created only a desktop application which collected a huge number of Samsung S7 Twitter, Instagram, hashtagged, etc. publications and presented them in an interesting and modern form of the digital interactive wall. This medium allowed users to browse publications, click to enlarge and read, or even connect straight to the publisher's social media profile.

We then observed that the Social Wall was the perfect medium for the Samsung Gear VR glasses in-store presentations and client sampling – engaging, closer to the client and building familiarity. With this we transformed the Samsung Social Wall into a VR solution.



Results

11K+

messages
of support posted
on the 360° Social Wall

4,5M+

people
reached
on Twitter

12M+

people
reached
on Facebook

310K+

total engagement
on Facebook
and Twitter

AWARDS



PARIS LONDON LODZ WARSAW

+33 1 70 96 00 26
paris@makolab.com

+44 (0) 7827 229 807
london@makolab.com

+48 42 2392850
office@makolab.com

www.makolab.com