

# TOP 100

## THE 2018 IT LIST

CASE STUDIES OF EXCELLENCE



CHALLENGE EVERYTHING

**CAMPAIGN:** UNPACKED 2017**CLIENT:** SAMSUNG**AGENCY:** INVNT & CHEIL**VISION**

Following the Galaxy Note7 disappointment, the stakes could not have been higher for Samsung as they prepared to unveil the Galaxy Note8 at their UNPACKED 2017 event. Managing Samsung as a client, Cheil and INVNT teamed up for the first time – Cheil taking the lead on the creative for the event overall and INVNT overseeing the production, event logistics, show production and show direction. Together, they developed a vision for a groundbreaking launch that dazzled the 1,700 guests – comprised of media, VIPs, customers and super-users – and wow the millions of people watching the livestream around the world.

**CREATIVE PERSPECTIVE**

The Galaxy Note8 Tagline “Do Bigger Things” inspired the entire approach to this event. We went bigger and pushed the limits of how a product launch could look and feel.

UNPACKED 2017 filled the 55,000 square foot Drill Hall at the historic Park Avenue Armory in New York City. The hall was divided into a 1,700-seat amphitheater for the main presentation, and a product demonstration area where the guests experienced the Note8 for themselves.

Cheil conceptualized the amphitheater that consisted of an 80-foot square ultra-high-resolution LED floor – the largest ever produced – and two angled LED screens that were each 80 feet wide by 40 feet tall, totaling over 45 million pixels. The perspective created by these intersecting screens allowed us to push the limits of the visual experience to places unseen by audiences. Cheil designed graphics and photography to flow seamlessly from floor to wall, often filling all three screens to create beautiful three-dimensional vistas. Videos and animations were designed to make it appear – from the audience/camera viewing angle – as though the product was floating in space. Further reinforcing the mind-altering graphics was a highly complex 3.1 audio system and enormous lighting rig resulting in the perfect immersive balance of aural and visual elements.

INVNT installed seating that enveloped the stage, creating an ‘arena’ setting that added to the energy of the live presentation.

**CONTACT INFO**

SCOTT M. KERR  
SKERR@INVNT.COM  
917.853.6865  
INVNT.COM

For the equally important global livestream audience of 46 million people, Cheil and INVNT carefully plotted every camera angle to guarantee an incredible viewing experience.

Bringing this to life in the 150+ year old building was the biggest challenge. An installation team of hundreds needed to work for 10 days+, loading in over 70 equipment semitrailers, rotating in shifts 24-hrs-a-day. INVNT handled event logistics, re-engineered the floor and ceiling of the venue, worked with the NYPD, local residents and the Mayor’s Office to obtain the necessary permitting, and also handled security, food & beverage, exterior and interior branding and build-outs, VIP areas, guest and registration management. INVNT’s creative team worked with Cheil to shape and perfect the show into 45 minutes of precise and flawless live brand storytelling.

**RESULTS**

UNPACKED 2017 was a technologically and visually groundbreaking launch that set the standard for similar events. Samsung’s ‘comeback’ wowed audiences everywhere. Journalists gushed over the power of the visual presentation, while social media exploded with imagery and comments from people who couldn’t believe what they had seen. In addition to the 46 million who watched live, the event, posted on YouTube, has been viewed by over 16 million people since that date, and the event generated over 2 million engagements with Samsung on Facebook and Twitter and earned 825,000 social media impressions.