

SAMSUNG'S NEW CAMPAIGN IMAGINES A TECH UTOPIA

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The Future, Samsung

Watch this video at <https://www.lsnglobal.com/news/article/23601/samsung-s-new-campaign-imagines-a-tech-utopia>

Global – The technology company highlights potential breakthrough technologies in a new global campaign.

The advert builds on **Samsung's** Do What You Can't tagline by imagining the future of seamless, multi-device experiences, artificial intelligence, new displays and 5G. The campaign, simply called The Future, was created with advertising agency **Leo Burnett Chicago**.

Set to a remixed recording of Que Será Será, the concept plays on the 1950s song's message of 'whatever will be, will be' in order to position itself as an innovator whose groundbreaking products are reshaping the future for consumers. The brand also hints at its 5G products and foldable display technology, which will be launched later this year.

For more on how technology can enrich everyday experiences, read our [interview with Hirotaka Tako](#), Sony's chief art director. We will also be exploring how brands are pushing the possibilities of physical and digital realities in one of our forthcoming macro trends.