

Samsung QLED 8K Launch Kit

In 1969, the world gathered around their televisions to watch history being made. Fifty years later, Samsung brought the world together again to witness history around a television. The QLED 8K TV is the future of television, but it needs a dedicated team to help sell it to the masses. We developed this launch kit to coincide with the larger multi-media campaign that tied the future of 8K to the 50th anniversary of Apollo 11.



The kit, which was sent to sales reps and the internal sales team, featured a video player that showcased the television spot to help get them excited about the launch. An Apollo 11-themed thumb drive and brochure gave recipients all the reasons to believe that this will change the way we watch TV. And finally, each kit contained packages of "moon rocks," to keep the crew focused on the mission at hand.