



Follow your dreams with Samsung and superstar Chen Kun

Description



Samsung and Chinese superstar Chen Kun join forces to show people that dreams can be achieved in an advert for the new Galaxy Z Fold 3 and the Galaxy Z Flip 3. The latest new models from Samsung come equipped with IPX8 water resistance and a 120Hz adaptive refresh rate and many more features.

The advertisement, shot in cinematic widescreen, follows Chen Kun in several scenes that highlight some of the product’s features. Those include a martial arts fight scene, a rainy street and a busy restaurant. The film’s tagline is “Each generation, beyond expectations” which equally fits to the evolutions of Samsung’s products as well as to Chen Kun’s biography of climbing his way to

the premier league of Chinese dramatic art.

The music playing prominently throughout the film is “We animals” by ANIIML, a movie score type pop song with a James Bond-ish appeal, which adds to the mood of each scene beautifully.

