



Samsung Electronics' Galaxy Brand Advertisement 'Ostrich' Takes Home 7 Medals at the Clio Awards

SEOUL, Korea – September 28, 2017 – Samsung Electronics Co., Ltd. today announced that its 'Ostrich' advertisement won awards in seven categories at this year's prestigious Clio Awards, including one gold in short film (1-5 min), four silvers in direction, cinematography, animation, and visual effects, and two bronzes in editing and music – licensed.

Celebrating its 58th year, the Clio Awards is one of the top three advertising award festivals along with the Cannes Lions International Festival of Creativity and the New York Festival. It is judged by an international panel of advertising professionals and showcases work that pushes boundaries and establishes new precedents.

The commercial tells a story about an ostrich who learns to fly after donning a Samsung Gear VR headset and launching a virtual flight simulator. The campaign taps into the basic human urge to push beyond what is normal and demonstrates the company's commitment to providing products and services that allow people to break boundaries and do the incredible.

In June of this year, 'Ostrich' took home 3 gold awards at the Cannes Lions International Festival of Creativity under the film craft category for best direction, animation, and visual effects. This golden hat trick was complimented by 4 additional silver and bronze awards, bringing the final tally to 7 awards.

"The Ostrich, which has now won awards both at Cannes Lions and the Clio Awards, is an emotional piece that conveys Samsung's commitment to defying barriers and making the impossible, possible," said Younghee Lee, CMO and Executive Vice President of Samsung Electronics. "As a human-focused lifestyle brand, we continue to focus our efforts on creating real human value and this commercial is a great example of this."

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.