



# #GalaxyZFlip3

## Samsung Spain - Scroll Game

guud

### #Background

As part of the launch of the new Galaxy Z Flip3, Samsung Spain (@SamsungEspana) saw an opportunity to engage with younger audiences by launching a playful campaign on Twitter using the Scroll Game format, in which fans who interacted and played would have the chance to win one.

### #OurSolution

Scroll Game is a catchy and playful engagement mechanic for brands on Twitter and developed by Guud, in which users have to scroll down in a thread as fast as possible and they would receive a branded notification with their time score result 🕒.

@SamsungEspana took advantage of the format and carried it out in a very creative way: they invited fans into the thread where they had to “unfold” the phone as fast as they could using the LIKE functionality and by scrolling through it until the end. Fans could watch how the phone unfolded when scrolling across the images. The brand also added excitement by rewarding a new Galaxy Z Flip3 to the fan who completed the task in the fastest time.

This type of format can vary in so many ways and it’s great for brands that want to carry a different, fun and relevant brand message for their young target.

**BRAND:**  
Samsung España

**DATE:**  
August 2021

**MARKET**  
Spain

**FORMAT:**  
Scroll Game

Watch it here → [#GalaxyZFlip3](#)

Promoted Tweet



Thread - Scroll Game ⚡



Custom Brand auto reply with result

