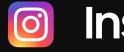
## SANSUNG Visual Portfolio

## Contents

#### J TikTok

'(Blank) Done Right' Reels Contest Reel



#### Instagram

Banner Posts Photography Tips Contest Posts UGC Story



Photography Tips Contest Posts





#### Capture the world through your Samsung Galaxy 10 it

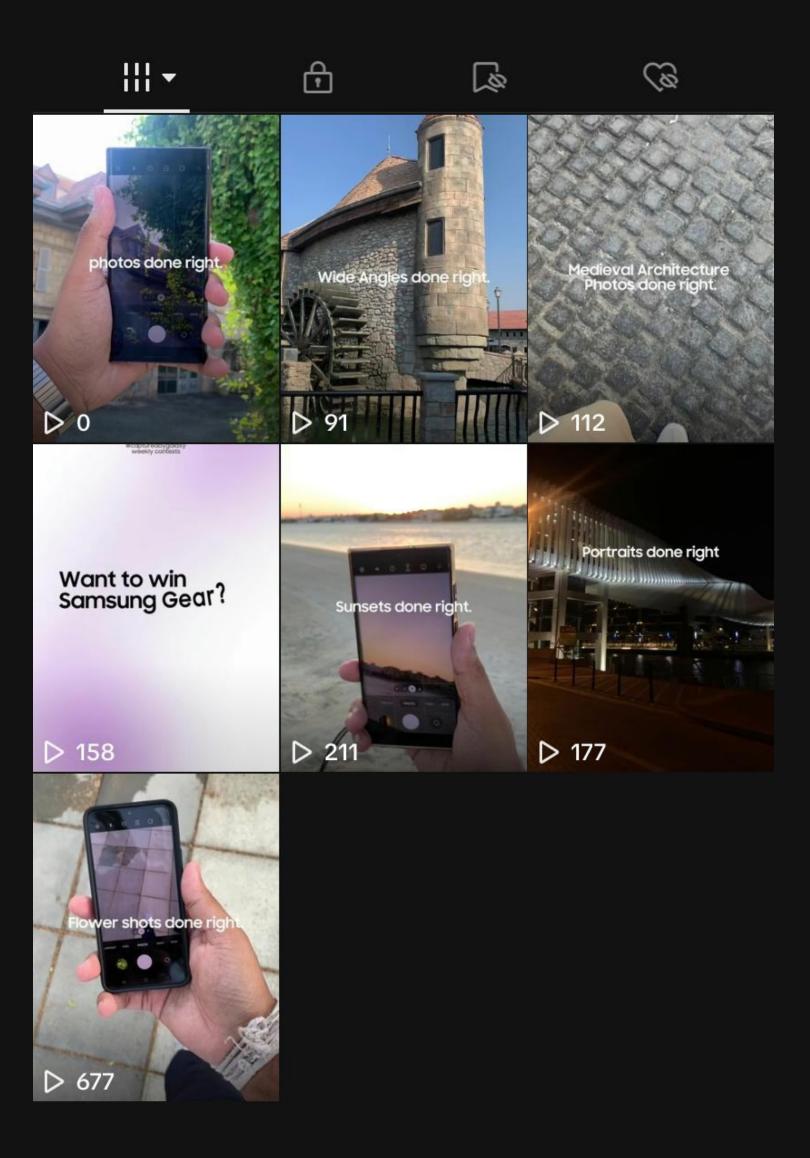
# TikTok Posts

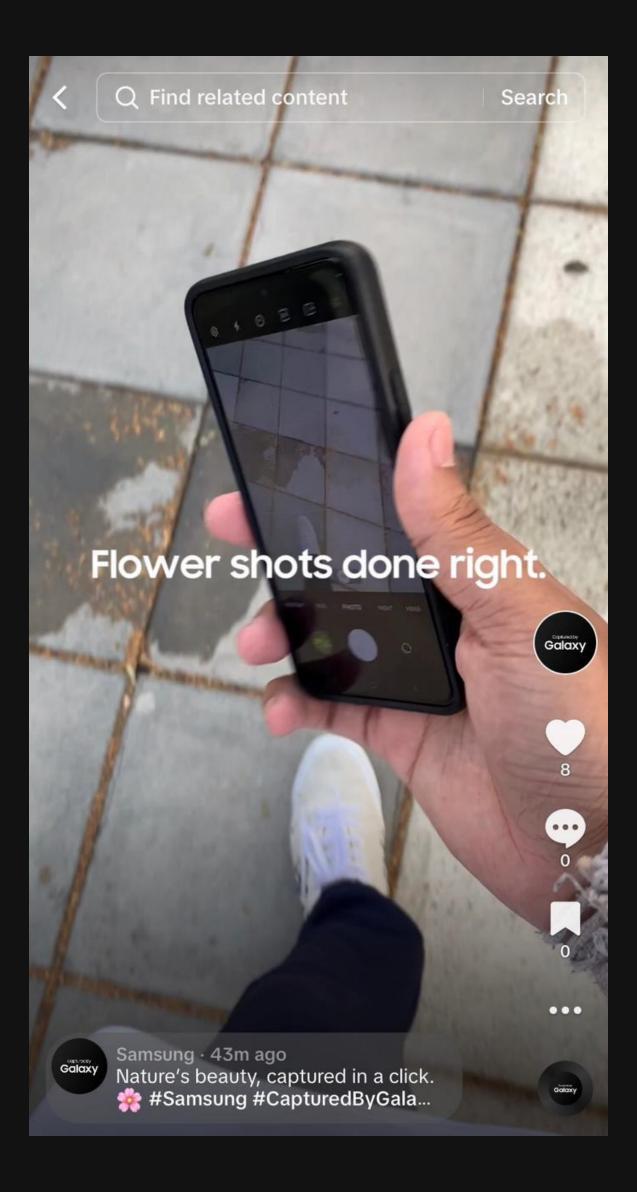
the posts on TikTok were inspired by Google Pixel's TikTok Posts.

Their purpose is to show off the versatility of Galaxy phones. The posts were made to feel professional yet casual at the same time to attract everyday users.

There is also a post announcing the contests that take place on Instagram.

https://www.tiktok.com/@capturedbygalaxy



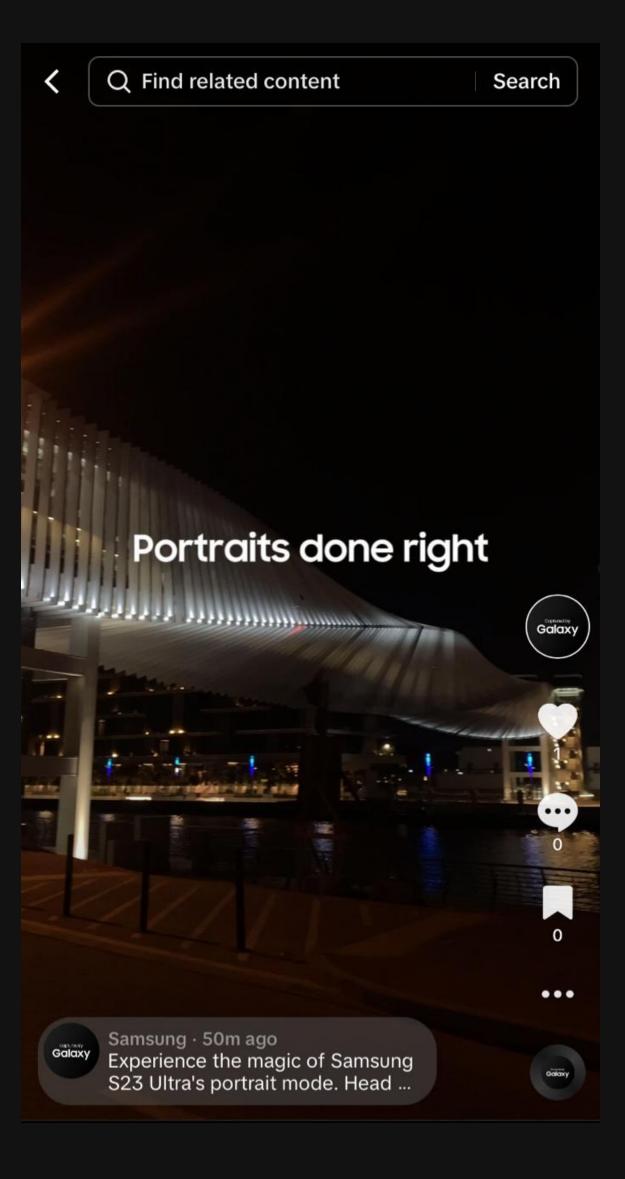


# Post #1 Flower Shots done right.

## caption:

Nature's beauty, captured in a click. #Samsung #CapturedByGalaxy #Flowers

link: https://vt.tiktok.com/ZSNpAgRap/

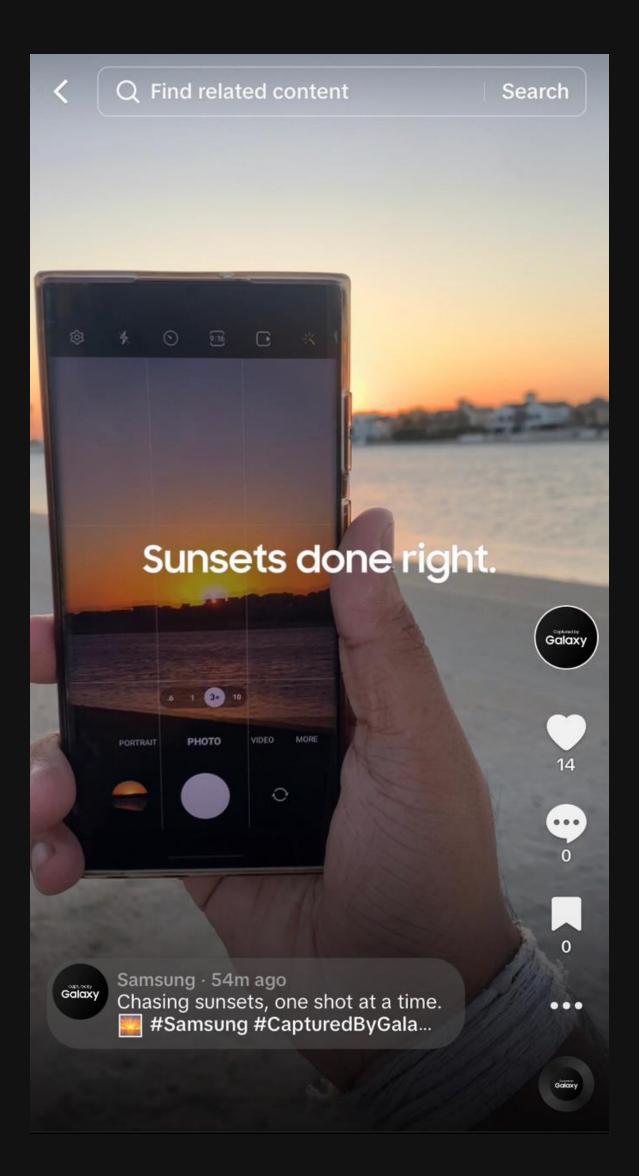


# Post #2 Post #2 Post #2 Post #2

## caption:

Experience the magic of Samsung S23 Ultra's portrait mode. Head over to our Instagram page for more stunning captures! #SamsungS23Ultra #CapturedbyGalaxy #checkusoutoninstagram

link: <a href="https://vt.tiktok.com/ZSNpA3DaW/">https://vt.tiktok.com/ZSNpA3DaW/</a>

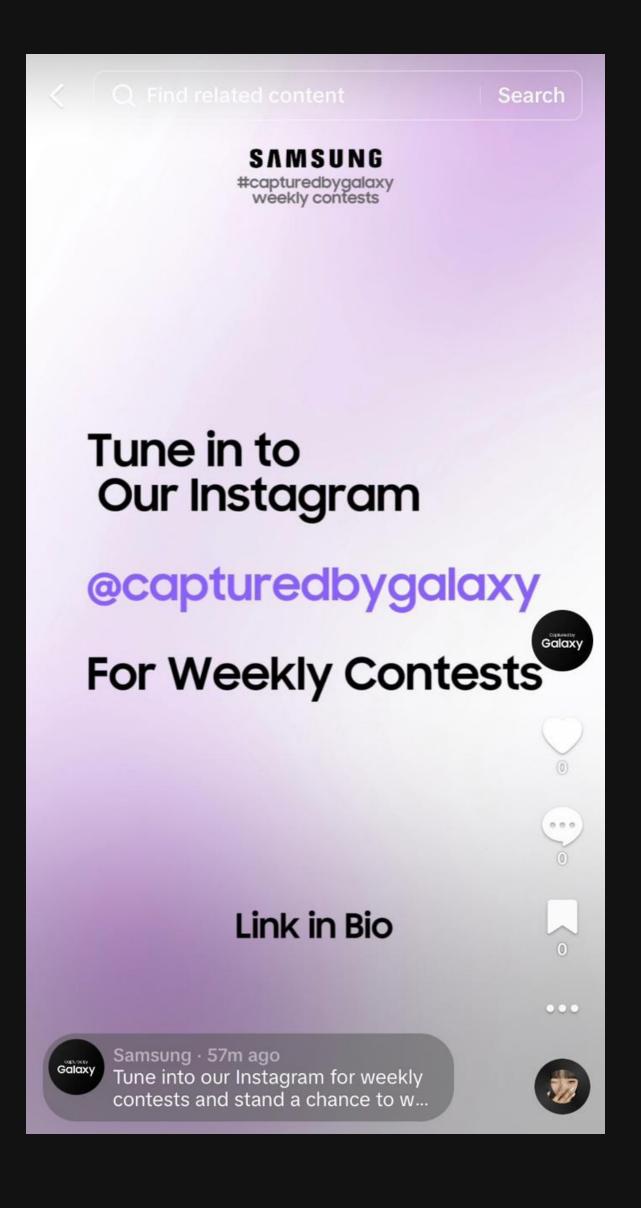


# Post #3 **Sunsets done right**.

## caption:

Chasing sunsets, one shot at a time. #Samsung #CapturedByGalaxy #Sunsets

link: https://vt.tiktok.com/ZSNpD88rE/



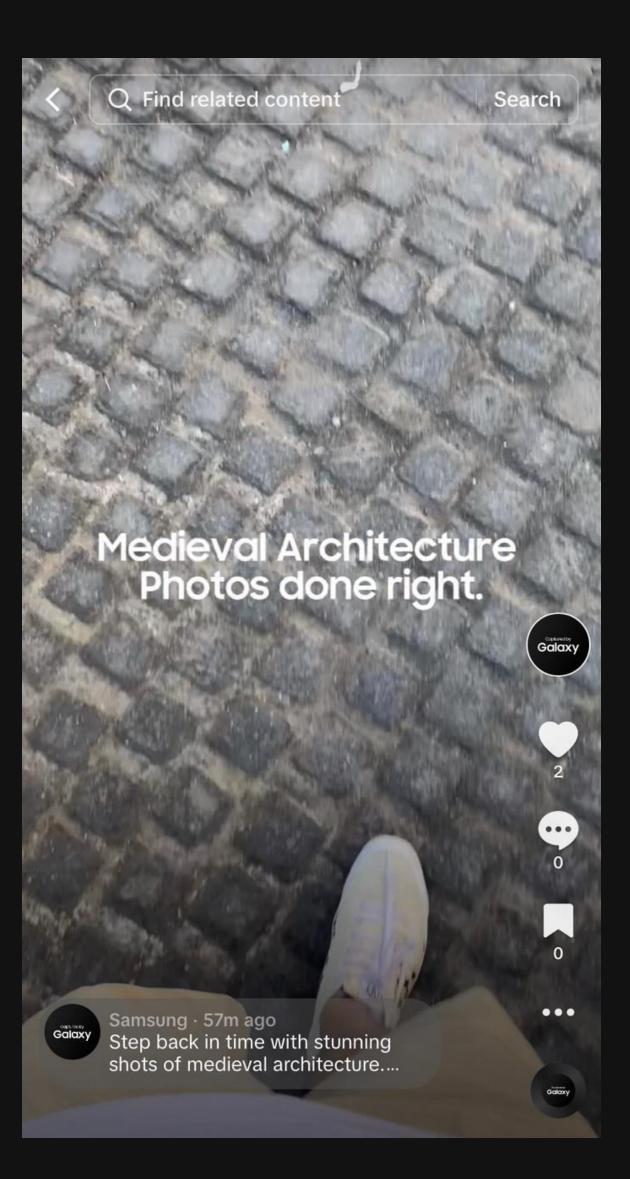
### Post #4

# Weekly Contests

#### caption:

Tune into our Instagram for weekly contests and stand a chance to win amazing Samsung gear! Ton't miss out! #Samsung #CapturedByGalaxy

link: https://vt.tiktok.com/ZSNpDRuNe/



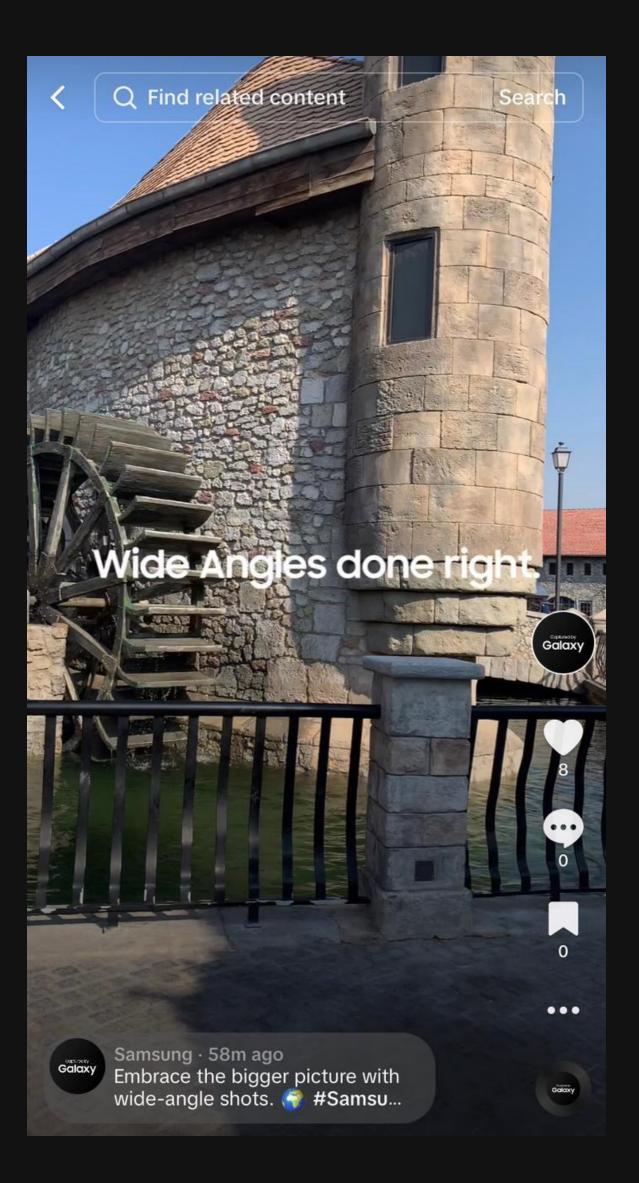
# Post #5 Medieval Photos done right.

## caption:

Step back in time with stunning shots of medieval architecture. #Samsung #CapturedByGalaxy

link: https://vt.tiktok.com/ZSNpDLEVj/



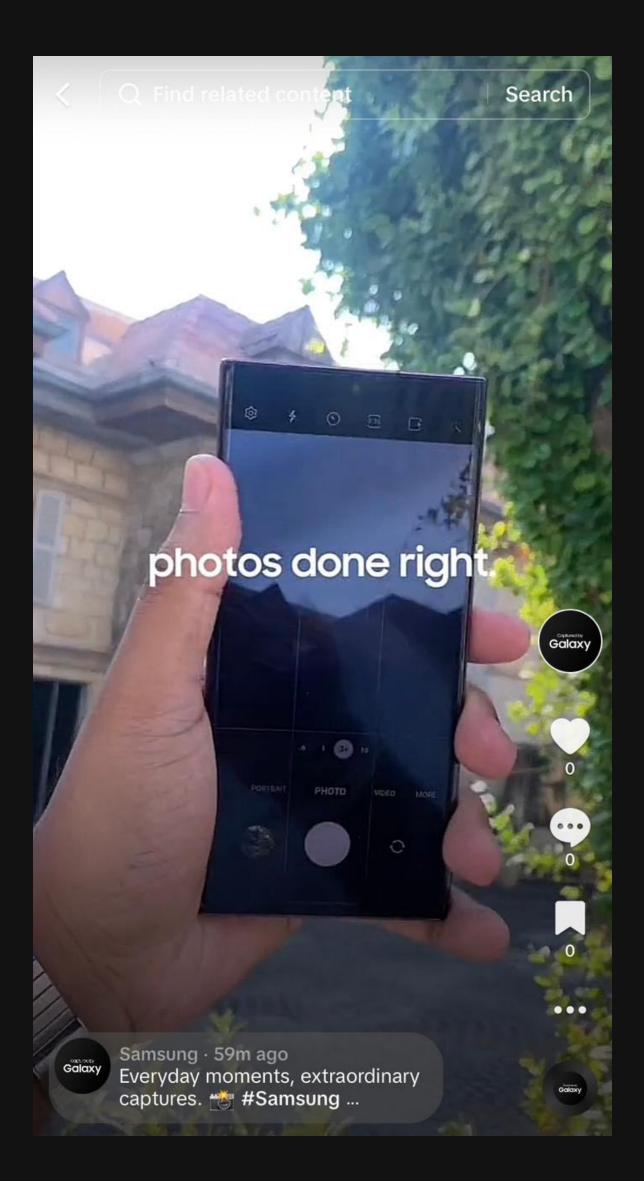


# Post #6 Wide Angles done right.

### caption:

Embrace the bigger picture with wide-angle shots. I #Samsung #CapturedByGalaxy #WideAngle

link: https://vt.tiktok.com/ZSNpDYRwe/



# Post #7 Photos done right.

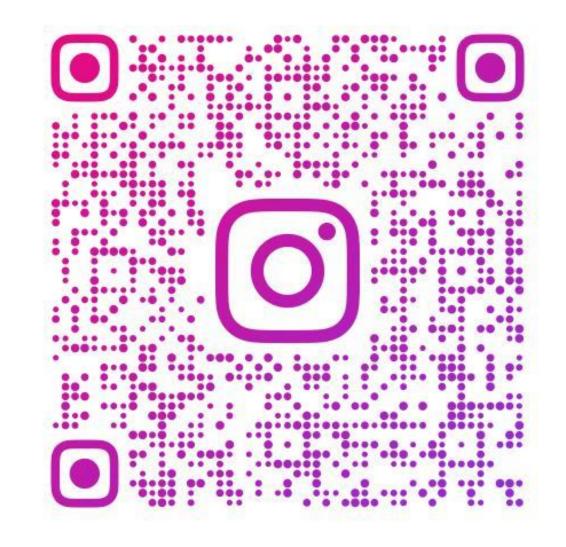
### caption:

Everyday moments, extraordinary captures. 📸 #Samsung #CapturedByGalaxy #Everyday

link: https://vt.tiktok.com/ZSNpAwJsR/

# Instagram

## **©CAPTUREDBYGALAXY**



#### capturedbygalaxy ~ •



Samsung

Capture the world through the lens of your Galaxy. Join us for photography tips, contests, and more! #capturedbygalaxy

@www.samsung.com/global/galaxy

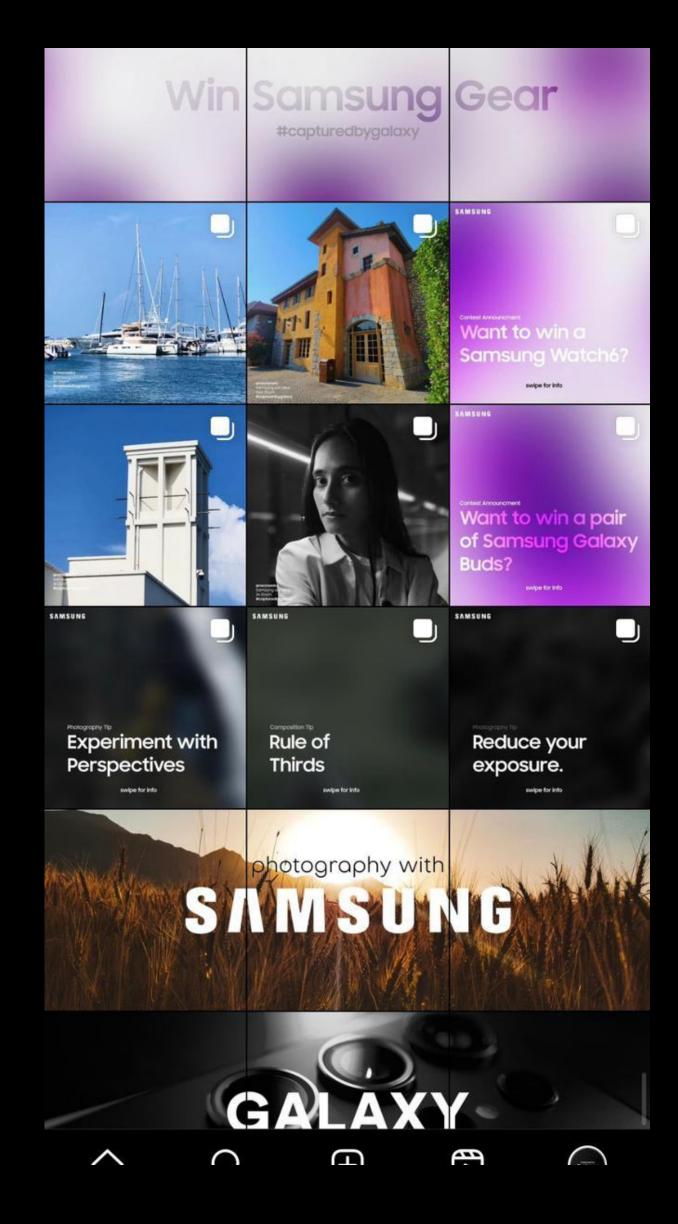
https://www.instagram.com/capturedbygalaxy

# Instagram Posts

The 'tips' posts were inspired by samsungs #withgalaxy page,

The banner posts were also inspired by Samsung's feeds along with my own feed.

The photos taken by users were inspired by Apple's #shotoniphone, and these UGC posts are encouraged through the contest posts.



## Banner Post #1

## their purpose is to make the feed visually appealing



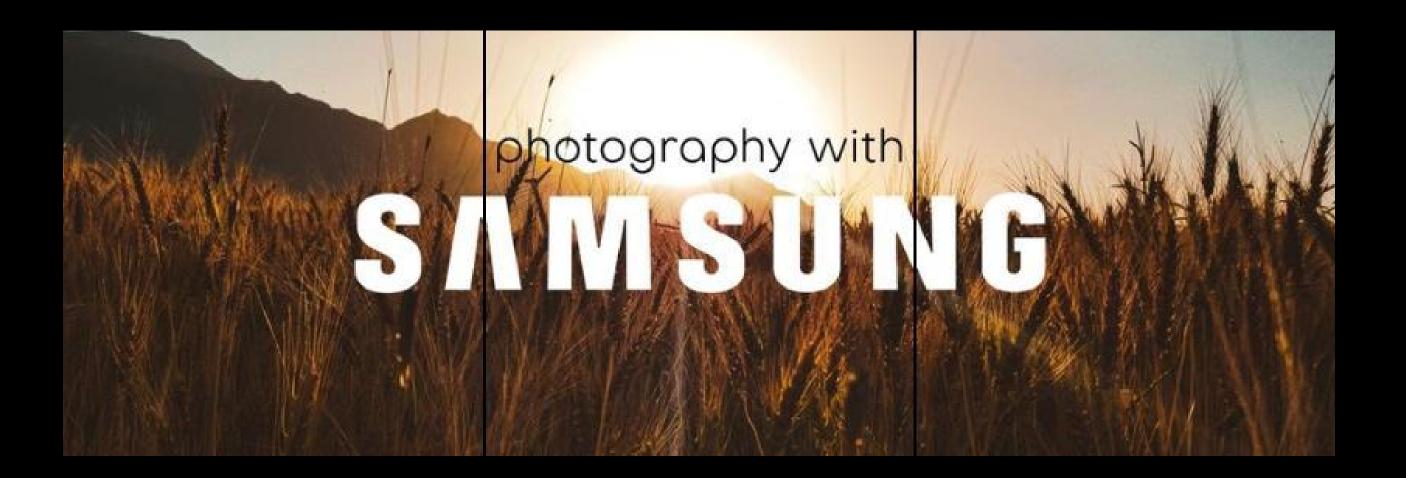
https://www.instagram.com/capturedbygalaxy

#### caption

Showcasing the world through the lens of our Galaxy. Join us on this journey. 🔊 📸 #SamsungGalaxy #CapturedbyGalaxy

## Banner Post #2

## their purpose is to make the feed visually appealing



https://www.instagram.com/capturedbygalaxy

#### caption

Every moment matters. Make them unforgettable with Samsung Galaxy. 🕻 🎚 #capturedbygalaxy #SamsungGalaxy



#### their purpose is to make the feed visually appealing



https://www.instagram.com/capturedbygalaxy

## Banner Post #3

#### caption

Hello Galaxy family! 💥 We're thrilled to announce our #CapturedByGalaxy contest! Here's your chance to WIN Samsung accesories ! Here's how to enter:

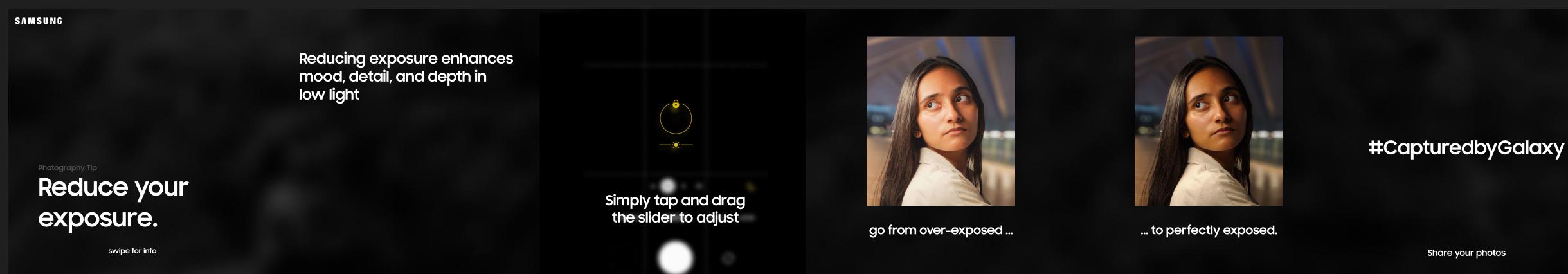
- Capture your best photo using a Samsung device. 📸 - Upload it on Instagram and tag #CapturedByGalaxy in the caption. 🛠

- Stay tuned and watch our stories!

The photo with the most votes will be featured on our Instagram page! So let's see that creativity shine, we can't wait to see your stunning shots!

Happy shooting! 🚀

## Tips Carousel #1 Reduce your exposure

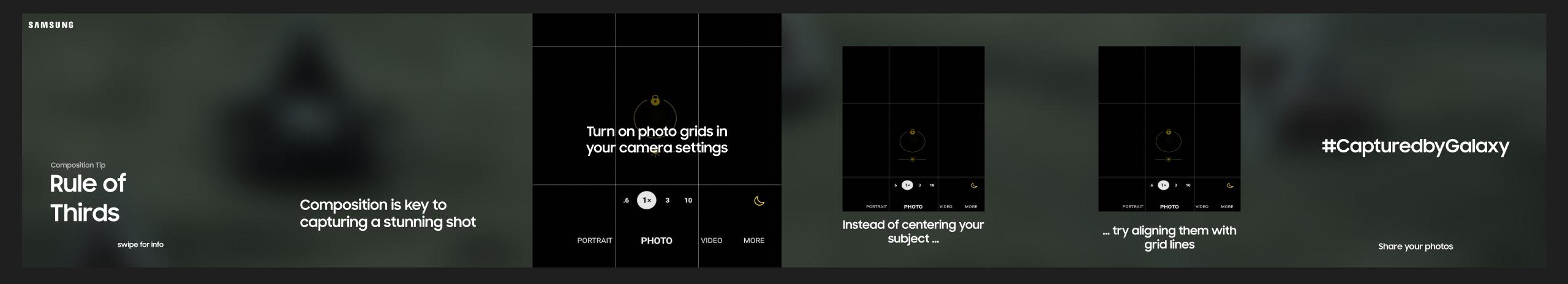


#### caption

Swipe 🖻 to learn how reducing exposure can transform your photos, enhancing mood, detail, and depth in low light conditions. Say goodbye to overexposed photos and hello to stunning visuals. Share your masterpieces with #Samsung #CapturedByGalaxy. Model: @nishkiins



## Tips Carousel #2 Rule of Thirds



#### caption

Swipe!! Scomposition is key in photography, and the Rule of Thirds is a simple yet effective method to enhance your photos. By aligning your subject with the grid lines instead of centering, your photos can gain more depth and interest. Dive into the world of composition with your Samsung device and see your photos transform. The samsung #CapturedByGalaxy. Model: @nishkiins

## Tips Carousel #3 Experiment with Perspectives

Don't just stick to eye level. Try capturing your subject from...

SAMSUNG

Photography Tip

Experiment with Perspectives

swipe for info

#### caption

Swipe 🗟 to see how experimenting with different angles can transform your photos. From high above to down below, capture your world in a whole new light. 🖄 👉 #Samsung #CapturedByGalaxy". Models: @nishkiins, @neonsesky

https://www.instagram.com/capturedbygalaxy



... High above ...



... or down below

#CapturedbyGalaxy

Share your photos



## **Contest Post #1**

#### SAMSUNG

Follow these steps to enter the contest:

Upload your best photo, shot on a Samsung Device

#### **Contest Announcment**

Want to win a pair of Samsung Galaxy **Buds?** 



tag #Capturedbygalaxy in the caption

swipe for info

#### caption

Hello Galaxy family! 💥 We're thrilled to announce our #CapturedByGalaxy contest! Here's your chance to WIN a pair of #Samsung Galaxy Buds! Winds Here's how to enter: - Capture your best photo using a Samsung device. 📸 - Upload it on Instagram and tag #CapturedByGalaxy in the caption. 👉 - Stay tuned and watch our stories!

The photo with the most votes will be featured on our Instagram page! We can't wait to see your stunning shots.

Watch our stories,



**Happy Shooting!** 

The photo with the most votes will be featured on our Instagram page!



## **Contest Post #2**



#### caption

😤 We're thrilled to announce our #CapturedByGalaxy contest! Here's your chance to WIN a #Samsung |#Watch6! 🗟

Here's how to enter:

- Capture your best photo using a Samsung device. 📸

- Upload it on Instagram and tag #CapturedByGalaxy in the caption. 🛟

- Stay tuned and watch our stories!

The photo with the most votes will be featured on our Instagram page! So let's see that creativity shine!

ice. 📸 alaxy in the caption. 抺

## **User Generated Posts**

note: please consider `@neonsesky' to be a placeholder. These posts are meant to tag people who submitted photos through #capturedbygalaxy



Want to be featured?

use #capturedbygalaxy on your next photography masterpiece

capturedbygalaxy a stunning shot by @neonsesky, using a #samsung #s22ultra

Be sure to use #capturedbygalaxy for a chance to be featured!



Want to be featured?

use #capturedbygalaxy on your next photography masterpiece

capturedbygalaxy "a grayscale portrait".

an amazing shot 📷 by @neonsesky

Be sure to tag use #capturedbygalaxy for a chance to be featured on our page

#### https://www.instagram.com/capturedbygalaxy



Want to be featured?

use #capturedbygalaxy on your next photography masterpiece

Want to be featured?

use #capturedbygalaxy on your next photography masterpiece



capturedbygalaxy "A view of yachts".

a stunning shot by @neonsesky, using a #samsung #s22ultra

capturedbygalaxy "a wide angle shot of an old building".

Be sure to tag use #capturedbygalaxy for a chance to be

#s22ultra 's 0.6x ultra wide angle lens

featured on our page

an beautiful capture 📷 by @neonsesky, using a #samsung

Be sure to use #capturedbygalaxy for a chance to be featured!

22ultra atured!





apturedbygalaxy 5m Ided to Weekly Contests >

#CapturedByGalaxy weekly contest

Which photo is better?

Send message

 $\bigcirc$   $\triangle$ 

## Stories



Send message

 $\bigcirc$   $\triangle$ 

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#### Samsung 🖨

@capturebygalaxy

Your Galaxy, your story. Sharing photography tips, contests, and inspiration for Samsung Galaxy users. #SamsungGalaxy #PhotographyTips"

Samsung.com/global/galaxy/

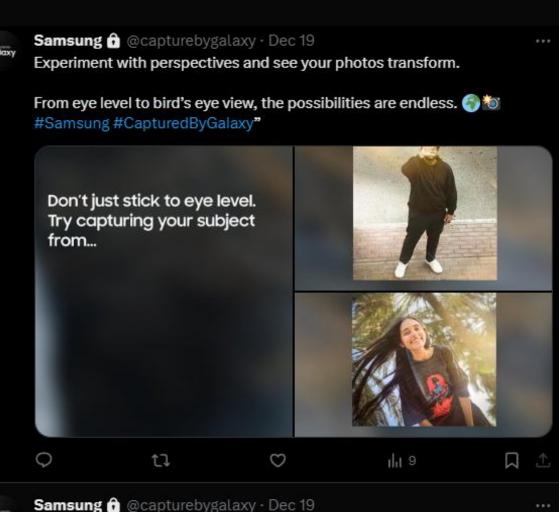


## Twitter (X) Posts

The posts on twitter are modified versions of the Instagram posts (Tips, Contests and UGC), with captions relevant to the platform.

The goal of twitter posts is to usher people towards the Instagram page.

https://twitter.com/capturebygalaxy



Composition is key in photography, and the Rule of Thirds is a simple yet effective method to enhance your photos. By aligning your subject with the grid lines instead of centering, your photos can gain more depth and interest. #Samsung #CapturedByGalaxy



PHOTO VIDES MORE

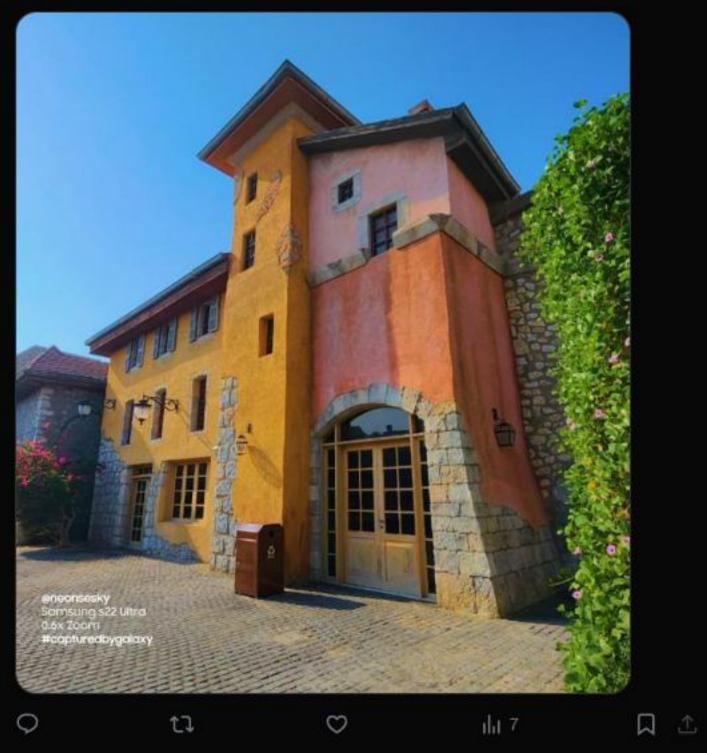
Instead of centering your subject, try...

Aligning them with grid lines

MSUNG



Samsung 🔂 @capturebygalaxy · 12h 0.6x Ultra Wide Lens on the #samsung #s22ultra ! Photo submitted by @neonsesky 🐌



https://twitter.com/capturebygalaxy



Nant to win a pair of Sam<mark>sung</mark> Galaxy Buds?

Q

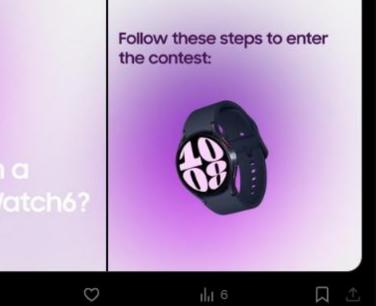
swipe for info

tļ

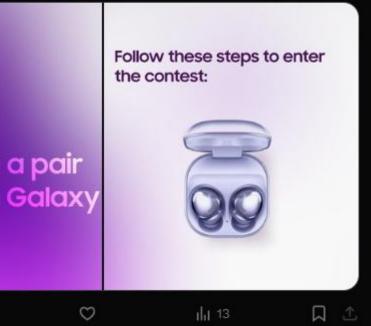


#### Samsung 🔂 @capturebygalaxy · 12h

get ready for our #CapturedByGalaxy contest! Snap your best shot with a Samsung device, upload with #CapturedByGalaxy, and you could WIN a Samsung Watch6! 🕓 Stay tuned and watch our stories on Instagram! 🚀



Galaxy family! get ready for our #CapturedByGalaxy contest! Snap your best shot with a Samsung device, upload with #CapturedByGalaxy, and you could WIN a pair of Samsung Galaxy Buds! 🕥 Stay tuned and watch our stories on Instagram for announcements! 💋



Galax



## Twitter (X) Posts



Samsung 🔒 @capturebygalaxy · Dec 19 Experiment with perspectives and see your photos transform.

From eye level to bird's eye view, the possibilities are endless. 🌍 🚳 #Samsung #CapturedByGalaxy"

Don't just stick to eye level. Try capturing your subject from...

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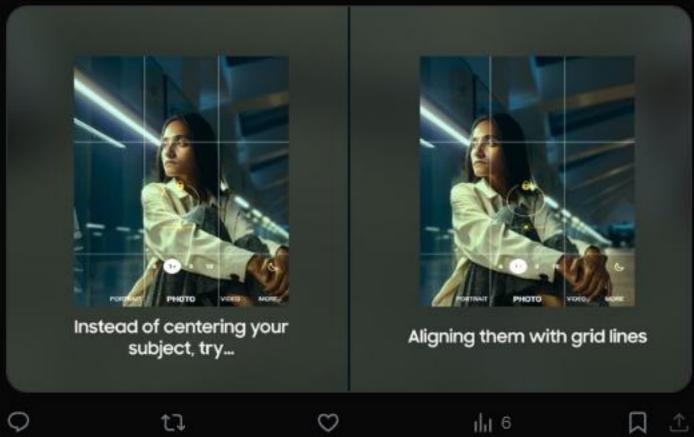
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Galaxy

Samsung 🔒 @capturebygalaxy · Dec 19 Composition is key in photography, and the Rule of Thirds is a simple yet effective method to enhance your photos. By aligning your subject with the grid lines instead of centering, your photos can gain more depth and interest. #Samsung #CapturedByGalaxy



#### https://twitter.com/capturebygalaxy

#### Galaxy

#### Samsung 🔒 @capturebygalaxy · Dec 18

Master the art of exposure with your Samsung device. Enhance mood, detail, and depth in low light. No more overexposed photos, just stunning visuals. Share your masterpieces with #Samsung #CapturedByGalaxy 💩 on Instagram!

 $\odot$ 



go from over-exposed to...

17

Q



...perfectly exposed.

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### end of portfolio