# Samsung’s Outernet takeover debuts longest immersive foldable tech activation in London



Samsung has launched a striking and ambitious marketing activation at London’s Outernet to mark the global release of its latest foldable device series, including the Galaxy Z Fold7, Z Flip7, and Watch8. Developed in collaboration with strategic and creative partners Iris and Cheil, the campaign is designed to invite audiences to explore the forefront of mobile innovation through an immersive and multi-faceted experience. Running from 9 to 24 July in the Now Building and then from 27 July to 10 August in the Now Trending Building, this activation represents the longest-running brand takeover in the history of the Outernet.

The activation is structured into four distinct segments that showcase the innovation and lifestyle appeal of Samsung’s new lineup. The Kaleidoscopic Product Reveal highlights the design and capabilities of the Galaxy Z Fold7, Z Flip7, and Watch8, while Lifestyle in Motion follows dynamic figures such as a runner, dancer, and skater, emphasising the devices’ alignment with active urban life. A vibrant animated cityscape is brought to life in London Unfolded, and the Interactive UGC Moment encourages visitors to engage creatively by producing their own content using Samsung’s latest technology.

Annika Bizon, Samsung’s mobile experience vice president for product and marketing in the UK and Ireland, explained that the campaign aims to “stop people in their tracks” and reflect the cutting-edge design and AI advancements embedded in these foldable devices. She highlighted Samsung’s intention to push the boundaries of what is possible in mobile design, fusing foldable form factors with sophisticated AI features to redefine user experience.

The Galaxy Z Fold7 and Z Flip7, unveiled at the Galaxy Unpacked 2025 event, bring significant upgrades in both hardware and software. The Z Fold7 stands out as the slimmest, lightest, and most durable model yet in the series, equipped with a 200MP main camera and an expansive 8-inch Infinity Flex display. Meanwhile, the Z Flip7 offers a more compact form with a 4.1-inch Super AMOLED FlexWindow and a 6.9-inch main screen, ideal for users seeking portability without compromising on display quality. Both devices run on Android 16 with Samsung’s One UI 8 and integrate advanced Galaxy AI features alongside Google’s Gemini AI enhancements, providing seamless, transformative performance and enriched user interaction.

Pricing details revealed at the Summer Unpacked event positioned the Z Fold7 as a premium flagship starting at $1,999, while the Z Flip7 begins at $1,099. Additionally, Samsung introduced the Galaxy Z Flip7 FE as a more affordable entry point into foldable technology, retailing at $899.99. The new Watch8 lineup, including the Watch8 Classic and Watch Ultra, also features enhanced technology such as a world-first smartwatch antioxidant index and preloaded Google Gemini AI, which boosts voice command capabilities and deepens AI integration across Samsung’s ecosystem.

Cheil Europe’s CEO, Minsoo Kee, emphasised the power of bringing Samsung’s innovations into a physical, highly visible space like the Outernet. He described the activation as a demonstration of how experiential marketing can deliver large-scale impact by blending creativity, technology, and location to create memorable brand experiences. The use of CGI by Inertia and technical screen production by Outernet further underscores the sophistication and scale of the campaign.

This launch has been met with enthusiasm in tech circles as well, with experts noting the Z Flip7’s competitive edge against rival flagship smartphones and praising Samsung’s bold redesign approach as a fresh breath amid a market increasingly focused on AI-first devices. The foldable line, combined with the company's deepening collaboration with Google on AI, signals Samsung’s intention to reimagine mobile technology through innovation in form and function.

Samsung’s Outernet takeover not only celebrates the latest in foldable device technology but also exemplifies how experiential marketing and technological advancement can converge to captivate a global audience and redefine mobile possibilities.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.marketing-beat.co.uk/2025/07/11/samsung-execution-outernet/), [[2]](https://www.marketing-beat.co.uk/2025/07/11/samsung-execution-outernet/)
* Paragraph 2 – [[1]](https://www.marketing-beat.co.uk/2025/07/11/samsung-execution-outernet/), [[2]](https://www.marketing-beat.co.uk/2025/07/11/samsung-execution-outernet/)
* Paragraph 3 – [[1]](https://www.marketing-beat.co.uk/2025/07/11/samsung-execution-outernet/), [[4]](https://news.samsung.com/uk/galaxy-z-fold-7-z-flip-7), [[5]](https://www.androidcentral.com/phones/samsung-galaxy/the-galaxy-z-flip-7-fold-7-flagship-launch-flip-7-fe)
* Paragraph 4 – [[3]](https://www.samsung.com/uk/mobile-phone-buying-guide/introducing-samsung-z-flip-7-and-z-fold-7/), [[4]](https://news.samsung.com/uk/galaxy-z-fold-7-z-flip-7), [[5]](https://www.androidcentral.com/phones/samsung-galaxy/the-galaxy-z-flip-7-fold-7-flagship-launch-flip-7-fe), [[6]](https://apnews.com/article/48302f9e826eb5f4739f7609fb3413df)
* Paragraph 5 – [[6]](https://apnews.com/article/48302f9e826eb5f4739f7609fb3413df), [[7]](https://www.techradar.com/tech/samsungs-big-folding-phone-redesign-is-a-breath-of-fresh-air-in-a-sea-of-ai-first-phone-launches)
* Paragraph 6 – [[1]](https://www.marketing-beat.co.uk/2025/07/11/samsung-execution-outernet/), [[7]](https://www.techradar.com/tech/samsungs-big-folding-phone-redesign-is-a-breath-of-fresh-air-in-a-sea-of-ai-first-phone-launches)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.marketing-beat.co.uk/2025/07/11/samsung-execution-outernet/> - Please view link - unable to able to access data
2. <https://www.marketing-beat.co.uk/2025/07/11/samsung-execution-outernet/> - Samsung has launched a bold activation at London's Outernet to mark the global release of its latest foldable devices: the Galaxy Z Fold7, Z Flip7, and Watch8. Developed in collaboration with strategic and creative partners Iris and Cheil, the activation invites audiences to explore the next chapter in mobile innovation. The experience includes four main segments: Kaleidoscopic Product Reveal, Lifestyle in Motion, London Unfolded, and Interactive UGC Moment. The activation runs from 9 to 24 July in the Now Building and from 27 July to 10 August in the Now Trending Building, making it the longest-running brand takeover at the Outernet.
3. <https://www.samsung.com/uk/mobile-phone-buying-guide/introducing-samsung-z-flip-7-and-z-fold-7/> - Samsung's Galaxy Z Flip7 and Z Fold7 are the latest additions to the company's foldable smartphone lineup. The Z Fold7 is the slimmest, lightest, and most durable smartphone in the series, featuring a 200MP main camera and an 8-inch Infinity Flex display. The Z Flip7 offers a compact alternative with a 4.1-inch Super AMOLED FlexWindow and a 6.9-inch main display. Both devices integrate Galaxy AI and Google Gemini advancements, enhancing user experience and performance.
4. <https://news.samsung.com/uk/galaxy-z-fold-7-z-flip-7> - At the Galaxy Unpacked 2025 event, Samsung unveiled the Galaxy Z Fold7 and Z Flip7, showcasing seamless integration of Galaxy AI and redefined form factors. The Z Fold7 features a 200MP main camera and an 8-inch Infinity Flex display, while the Z Flip7 offers a 4.1-inch Super AMOLED FlexWindow and a 6.9-inch main display. Both devices run on Android 16 with One UI 8, providing a transformative performance experience.
5. <https://www.androidcentral.com/phones/samsung-galaxy/the-galaxy-z-flip-7-fold-7-flagship-launch-flip-7-fe> - Samsung's Summer Unpacked event on July 9, 2025, introduced the Galaxy Z Flip7, Z Fold7, and the more affordable Galaxy Z Flip7 FE. The Z Flip7 features a 4.1-inch Super AMOLED cover display and a 6.9-inch internal Dynamic AMOLED 2X screen, powered by the Exynos 2500 SoC. It includes a 50MP main camera, a 4,300mAh battery, and starts at $1,099. The Z Fold7 boasts an 8-inch internal and 6.5-inch wider cover display, with a Snapdragon 8 Elite chip, One UI 8, and Galaxy AI tools. It introduces a 200MP primary camera and starts at $1,999. All devices are available for pre-order with market release on July 25.
6. <https://apnews.com/article/48302f9e826eb5f4739f7609fb3413df> - At its 2025 Unpacked event in New York, Samsung unveiled its latest foldable devices, including the Galaxy Z Fold7, Z Flip7, and a more affordable Galaxy Z Flip7 FE. The Z Fold7 is significantly thinner and lighter than its predecessor, featuring a larger display—6.5 inches external and 8 inches internal—with a 200MP main camera and no stylus support. It will retail at $1,999 with availability beginning July 25. The Z Flip7 offers a larger 4.1-inch top screen and a 6.9-inch internal screen, along with a 50MP main camera and a slightly larger battery, priced at $1,099.99. The Flip7 FE retains a 6.7-inch screen and starts at $899.99. Samsung also refreshed its Watch8 lineup, including the Watch Ultra, now equipped with preloaded Gemini AI from Google for enhanced voice commands. Google’s AI will also be integrated into Samsung’s apps and search features, enhancing functionality through quick visual queries. The event underscored Samsung’s deepening collaboration with Google to embed artificial intelligence across its new devices.
7. <https://www.techradar.com/tech/samsungs-big-folding-phone-redesign-is-a-breath-of-fresh-air-in-a-sea-of-ai-first-phone-launches> - Samsung has unveiled its latest line of foldable smartphones at the recent Galaxy Unpacked event, featuring a significant redesign that sets it apart from the current trend of AI-focused phone launches. The new lineup includes the impressively slim Galaxy Z Fold7, the Z Flip7, and the Z Flip7 FE, which marks Samsung’s first budget-friendly foldable device. In addition to smartphones, Samsung also introduced the Watch8 and Watch8 Classic, which come equipped with innovative features such as a world-first smartwatch antioxidant index. Tech experts Hamish Hector, Axel Metz, and guest Nick Benton have shared their hands-on impressions with the new devices. For more insights and initial reviews, consumers are encouraged to follow their YouTube channel or listen to their podcast available on Spotify and Apple Podcasts. The team highlights the Z Flip7’s potential as a competitor to the S25 Ultra and celebrates the launch as the most exciting foldable release from Samsung in recent times.