

Que

Sera,

Sera

What will be, will be

*The Samsung  
Galaxy let's you  
create the future*





**“The future's not ours to see” → The future belongs to those who makes it**

**Juxtaposes popular song from 50s with Samsung Galaxy's futuristic technology**

**Reflects the technological advances in society today and where it's headed**

**Emphasizes the potential of diverse innovators rather than the dominant “white straight males”**

**Would the ad  
have the same  
impact if it used a  
different song?**



*All scenarios are fictionalized and simulated. For illustrative purposes only.*