

Samsung Galaxy Salutes Gen Z's Night Owls With an Anthem Ad About Wellness



Samsung has spent years positioning itself as a company that defies common wisdom and challenges expectations with spots like “Ostrich,” which shows the flightless bird taking to the sky with a pair of VR goggles, and the quirky musical number “I’m Open to That.” Created by Ogilvy, Samsung’s new “Night Owls” ad continues that trend by encouraging viewers to achieve their health and wellness goals on their own schedules.

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