

Fall Off The Wall Delivers Photoreal CGI DRTV Campaign for Samsung Galaxy Z Fold8 Launch

LONDON, UNITED KINGDOM, August 7, 2026 /EINPresswire.com/ -- Creative production agency [Fall Off The Wall](#) has delivered Sky Mobile's pre-order campaign for the Samsung Galaxy Z Fold8 in just five weeks from creative brief to launch, with the accompanying "Buy Now" campaign set to roll out shortly.

Working in close collaboration with Sky Mobile's marketing team, Samsung's marketing team and production

partner KipperTie, Fall Off The Wall produced six 30-second DRTV adverts; three supporting the pre-order launch and a further three for the upcoming "Buy Now" campaign.



“

Combining photoreal CGI with live action lets us showcase the Samsung Galaxy Z Fold8 in ways traditional filming alone couldn't. Delivering in five weeks shows what great collaboration can achieve.”

Charlotte Morgan, Executive Producer

Central to the campaign was the creation of a fully photoreal [CGI](#) model of the Samsung Galaxy Z Fold8. Built from a supplied CAD model under strict embargo and security requirements, the digital device enabled the team to showcase the phone's premium design and innovative foldable technology with complete creative control before seamlessly integrating it with live-action footage.

Combining CGI with live action allowed the production team to deliver dynamic camera moves that would have been impossible to achieve through traditional filming alone, while the live-action hand model sequences provided authentic demonstrations of the phone's intuitive

swipe and touch interactions.

The campaign was filmed in 6K, with CGI created using Maxon Cinema 4D, composited in Adobe After Effects and rendered using Redshift, delivering premium visuals across every execution while meeting the demanding launch schedule.

As brands increasingly look to streamline production while maintaining premium creative standards, projects like the Samsung Galaxy Z Fold8 launch highlight the growing demand for integrated production partners that can combine CGI, live action, animation and post-production into a single, agile workflow. The campaign further reinforces Fall Off The Wall's expertise in delivering high-end product visualisation and launch content for global technology brands.

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Fall Off The Wall

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CGI image of Samsung Galaxy Z Fold8 unfolded



Samsung Galaxy Z Fold8 being held by a male hand

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