

SAMSUNG

# The Elevator Pitch

How a WiFi-connected speaker got unsigned artists inside the record industry. Literally.

Making music is easier than ever. Getting your music heard is not. We set out to give power – and a voice – to unsigned artists by letting them stream their music inside the elevator of a major record label.

We rebuilt the elevator of Warner Music Sweden, installing the Samsung R3 speaker and a new wifi network. Unsigned artists were then invited to come showcase their work without even entering the building.

Thanks to the innovative power of Samsung, unsigned artists could cut through the noise and get inside the record industry. Literally.

