



HONOR  
View 10

## CHALLENGE

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Convert critically acclaimed  
early adopters

## INSIGHT

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Heightened natural abilities

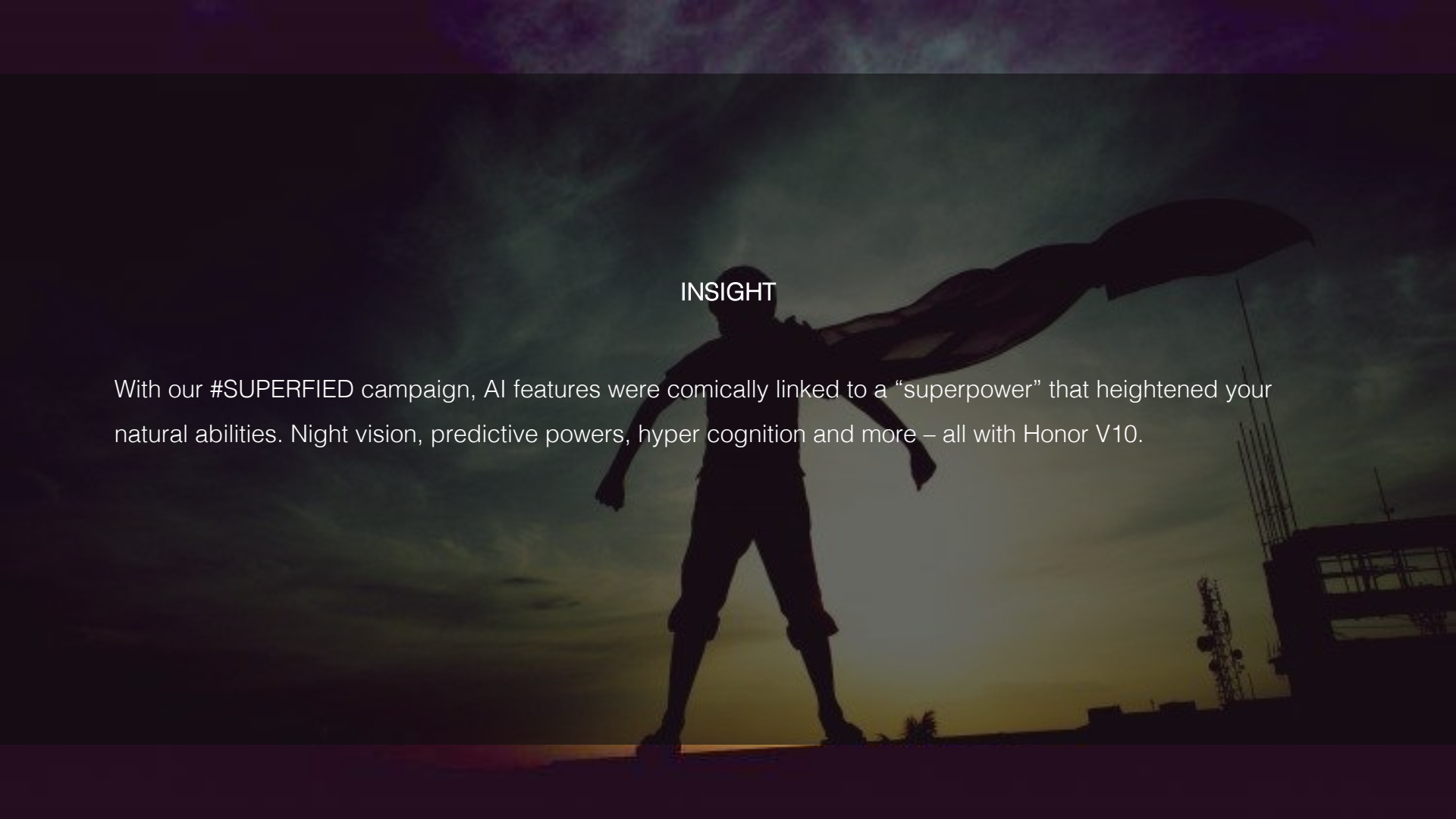
## IDEA

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AI features made you  
#SUPERFIED

## CHALLENGE

Converting critically acclaimed early adopters was no easy task. We needed to appeal to their alter ego and convince them that Honor V10's AI was worthy of conversion.



## INSIGHT

With our #SUPERFIED campaign, AI features were comically linked to a “superpower” that heightened your natural abilities. Night vision, predictive powers, hyper cognition and more – all with Honor V10.

The background of the slide features a stylized illustration of a superhero, likely Iron Man, holding a smartphone. The superhero is depicted in a dark blue silhouette with lighter blue highlights, looking down at the phone. The background is a deep blue with a pattern of small, light blue dots. Overlaid on this background is the text 'HOW DOES IT FEEL TO BE SUPERHERO?' in a large, light blue, sans-serif font, which is slightly tilted and semi-transparent.

## IDEA

With our #SUPERFIED campaign, AI features were comically linked to a “superpower” that heightened your natural abilities. Night vision, predictive powers, hyper cognition and more – all with Honor V10.





## PRODUCT TELLING STORY

Do you want to know what the future holds? We have a series of stories about the future of AI to share with you.



# Work Samples - Copywriting for Facebook posts and visuals



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BE SUPERFIED

EXPAND YOUR HORIZONS AND DISCOVER MORE

AI INTELLIGENT SCENE RECOGNITION

Get #Superfied shots with AI powered intelligent scene recognition. The #HonorView10 automatically adjusts to the best settings for your subject, every time.  
honor.com/global/honorview10\_fs

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Ambika Reddy When r u going to give Oreo update for honor 7x??  
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Honor Hi Ambika, thank you for reaching out to us. We are glad to inform you that Oreo update for Honor 7x will be rolling out soon. Stay tuned on our official channels for further updates. Thanks!  
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CONGRATULATIONS!

## RESULTS

Transforming the way we do tech reviews, we invited top tech KOLs to a viral talk show about the future of AI.

In the first month of its launch we had over 32,000 new followers and over 650,000 engagements. Are you ready to be #SUPERFIED?

• Carol chan (Jing Yi)

YOU'RE ALL TAKING HOME A FREE honor V10<sup>6G</sup>  
NOW GET READY FOR THE FINAL SUPERFIED SHOWDOWN!