

# Samsung *Jét*

This campaign aimed to raise brand awareness and encourage trial of the Samsung Jet handset amongst socially active urbanites and techno savvy early adopters. We created an open, stylish, premium stand which offered various consumer touch points and focused on the phone's ultra fast capabilities in order to engage and ultimately encourage sales.



We knew the target audience are drawn to progressive mainstream areas of the cities within which they live and work. Our solution was therefore to take the experience to high footfall boutique shopping centres on weekends and high footfall train stations and business districts during the week.

Consumers were able to interact face-to-face with a brand ambassador or with the product on a series of plinths. The chance to win a Jet handset was available daily through both a batak wall game and a Java based game via the handsets on the stand - boosting participation and data capture. Premium finished flyers featured the website details and a gift with purchase mechanic helped to further drive footfall into partner channels and online.

The overall experience was designed in line with the ATL 'Impatience Is A Virtue' campaign with impactful branding amplifying the key product features to gain maximum visibility and opportunity to see.

## The campaign delivered some fantastic results:-

- 44,000 consumers were fully engaged on the stand
- 100,000 flyers distributed
- 3,749 competition entries
- 456,000 saw the campaign in action

