

Samsung Jet Campaign exceeds reach expectations

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Running from mid June through to early August, the roadshow visited prime locations in London (Central, East and West), Bristol, Birmingham, Derby and Newcastle. Its focal point was an open stylish premium stand featuring various touch points. The consumer experience highlighted the phone's ultra fast capabilities, with the aim of engaging and ultimately encouraging sales.

"We knew the target audience are drawn to progressive mainstream areas of the cities within which they live and work" said TRO Account Director Chris Wareham. "Our solution was therefore to take the experience to high footfall boutique shopping centres - such as Westfield, Cabot Circus Bristol and the Newcastle Metro Centre - at weekends, and visit high footfall train stations and business districts during the week. Giving consumers a range of ways in which to engage with a brand such as online, print and live helps ensure high exposure and reaches targets via the most appropriate medium for them at the time."

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Consumers were able to interact face-to-face with a brand ambassador or with the Samsung JET handset on a series of plinths. The chance to win a JET handset was offered daily through a Batak wall game and a Java-based game via the handsets on the stand. This boosted participation and data capture. Flyers distributed by brand ambassadors featured a dedicated website and carried a gift-with-purchase mechanic to drive footfall to neighbouring retail outlets and online.

The 100,000 flyers prompted 3,750 competition entries. TRO applied its own internally-developed evaluation system to measure the campaign's effectiveness. The results were significantly higher than would have normally been predicted from this type of experiential activity.

Samsung Marketing Manager, Anne-Sophie Frenove said: "We're very pleased with the figures. The stand's high visibility ensured that large numbers of prime customer targets had an opportunity to see and familiarise themselves with the JET's features, but the number of flyers distributed and competition entries received are evidence of the deeper level of engagement achieved amongst a significant number of customer prospects."