

Hi-Tech competition mechanic boosts Samsung Tocco Promotion

An experiential campaign designed to boost awareness of Samsung's new Tocco touchscreen phone and drive customer prospects to retail stores, has attracted nearly 5,000 customer targets to sample the handsets and over 600 prospects to participate in a technology-driven competition mechanic.

Six weeks of experiential activity began with a one day event at Samsung's headquarters on 24 July, progressing to two-day promotions in high footfall areas at major shopping centres - the Oracle Reading, the Bullring Birmingham, Bluewater, the Arnedale Manchester, and ending at Lakeside Essex on 31 August.

Experiential agency TRO designed promotional units that reflected the Tocco's concurrent ATL communication and highlighted the 'Please Touch' message. Customer prospects were invited to touch one of six handsets built into the units' design, for their chance to win a Samsung Tocco or a subscription to T3 gadget magazine.

A competition mechanic was used to demonstrate the handset's functionality, specifically its drag and drop facility. A bespoke Java game installed in the handsets led consumers to answer three questions about the Tocco. The promotional activity drew a total of 4,993 participants to the stands. Correct answers generated a request for the customer's mobile number, after which they were sent a code via text, driving them to the nearest Samsung phone store. A total of 913 SMS texts were generated on the stand, 67% of which converted to in-store visits.

Once in store, the customer's code was punched into an Ultra PC which revealed whether they had won a prize. The instant win prize at each location was an annual T3 subscription and on each of the promotional days one customer won a Samsung Tocco.

Said Anne-Sophie Frenove, Samsung Head of Marketing/Retail and Distribution: "This was the first time we had used more technological applications for the competition mechanic – the Java game on the handsets and the Samsung Q1 Ultra tablet PC within the stores underpinned the Tocco's sophisticated technology, and also provided the opportunity to demonstrate Samsung's wider product portfolio. "

Added TRO Account Director, Chris Wareham: "Customers' use of the in-store Ultra PCs also provided an instant data capture facility. Consumer response has been very positive, giving us a high number of competition entrants and converting to good sales figures. The Tocco is currently the No. 2 –selling handset in the UK"*

TRO managed, planned and executed the activity from pitch to implementation.