

TRO wins Samsung Tocco Ultra Edition Experiential Pitch

Experiential agency TRO has been appointed by Samsung to produce an experiential campaign promoting the Tocco Ultra Edition – Samsung's new flagship phone for 2009.

Following a competitive pitch, Samsung selected TRO's proposal for a 16-day nationwide roadshow taking place in April. Its aim is to take topline messaging about the new phone to 80,000 customer prospects at eight key locations nationwide during high footfall periods.

Says Georgina Grantham, Channel Marketing Manager, Samsung Mobile: "The experiential activity taking place at key train stations and boutique shopping centres will enable us to reach and engage with the urban professionals and office workers that constitute our prime target market, and will perfectly complement our above-the-line campaign."

The promotion will centre around a large three-dimensional model of the handset, from which an interactive hologram of the phone will be spinning and bursting with brilliant light projections. Consumers will approach the installation and 'touch' the hovering hologram, which will automatically transform into a 'text to win' message. The installation will bring to life the campaign's ATL messaging 'A Touch of Brilliance' – which highlights the phone's ultra-bright AMOLED screen.

Six phone plinths will also be placed strategically around the installation to encourage handset trials, and a team of brand ambassadors will distribute flyers during peak footfall hours to drive consumers to a custom-designed website, which carries further phone information and offers the chance to win a Tocco Ultra handset.

Both elements incorporate a compelling gift with purchase mechanic offering sunglasses vouchers and enhancing the drive to purchase.

Says TRO Group Account Director, Chris Wareham: "The activity will target two groups – firstly people living in or around the location, who are more likely to stop and engage with the product, and secondly, passers-by, who will be given the flyer and encouraged to visit the website. When running campaigns in train stations like this it's important to acknowledge your time poor audience too, hence the addition of a website mechanic."

The agency designed the original concept, will produce the installations, and manage staffing on the roadshow, as well as conducting a full evaluation of the campaign.