

Samsung Galaxy Tab “Possibilities on the Go”

Campaign Dates: December 2010 – January 2011

BACKGROUND

Samsung, through Starcom, were looking to promote their new Galaxy Tablet to primarily Android users across EMEA and Asia and reinforce the message of “More Possibilities On The Go”. The campaign ran cross-media and the goal was to leverage the unique opportunities offered by mobile devices.



CHALLENGE

During the campaign period, the Android marketplace was in its relative infancy, with many large brands still without an Android application, or an application able to accept rich media solutions. Additionally, users approached the mobile web differently than the PC web in terms of filter usage on information, applications, and preference of non-intrusive advertising. Given these constraints, the task at hand was to plan a large-scale, global, Android-focused campaign that would deliver a rich advertising experience to users.

STRATEGY

Starcom brought together Phonevalley and Millennial Media to cohesively design a unique and truly rich media experience within applications. Targeted users would not need to leave their app environment that they had chosen to consume content within, and would still be able to engage with the groundbreaking creative in a deep manner. The campaign had to meet stringent targeting criteria that could be activated in over 15 markets and 200+ applications. The creative promoted the following functionality within the app so the user experience was simple and did not interrupt the user's journey with the application: Web browsing, E-reader, Navigation, Video conferencing, and Augmented Reality.

RESULTS

CONSUMER ENGAGEMENT

- Above average interaction with the ad unit. The creative drove deep engagement with both the brand, and the tablet functionality.
- A significant number of people shared the creative unit through their networks, with Facebook being the preferred channel.

KEY TAKEAWAYS

Mobile is uniquely placed, due to the intimate nature of the device, to deliver a highly personal experience. Interaction with the device preview page through the touch screen, and the sharing of the experience through channels such as Facebook and Twitter, demonstrate the connection that Samsung made with people who saw the ad.