



Samsung Share the Excitement

- **SAMENVATTING VAN DE CASE** : Samsung manage to turn the 2018 WC challenge into a success by addressing the supporters through an emotional angle - capable to move an entire country - through an integrated creative and touchpoints platform.

The media strategy was developed in phases, carefully orchestrating the different touchpoints - a full digital stack, pinpointed TV, ubiquitous OOH.

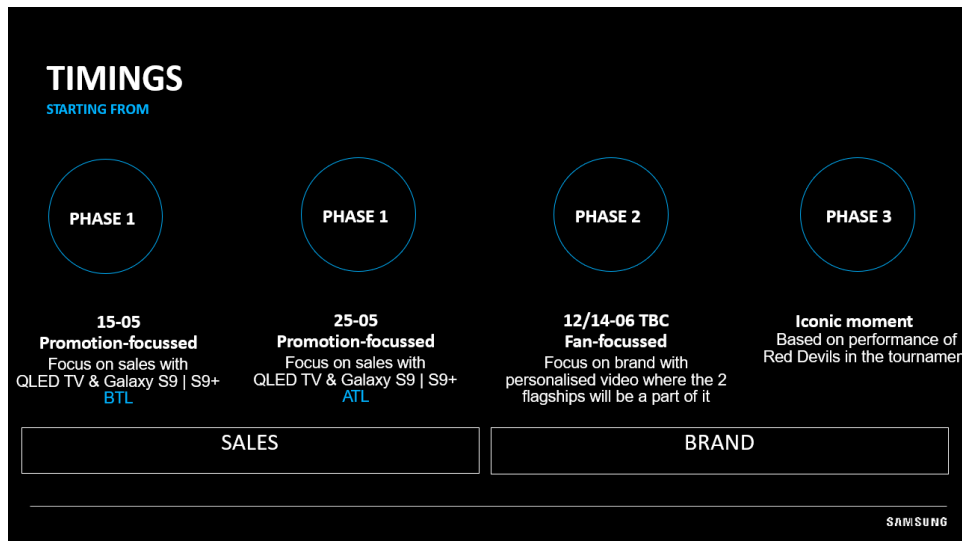
- **ACHTERGROND & BEWIJSVOERING** : As partner of the Red Devils, Samsung wanted to stand out during the World Cup 2018. A huge challenge as every ad turns red, every brand shows cheering fans, and every headline starts with "score". Samsung kicked off the Championship with a statement and launching "Share your excitement". A passionate call to you and every other Belgian. To unleash the devilish supporter in yourself and have a ball during the Championship. Because we know you don't just want to follow the match, you want to experience it. Because you don't just want to see the Devils win, you want to feel the victory too. And because you don't just want to support them, you want to be part of the team. Share your excitement and together we can do what can't be done.

Football is by far the most popular sport in Belgium. 90% of the Belgian population is interested in the performance of our Red Devils. When you compare this with football in general this is much less. Sport is one of Samsung's passion points. Both men & women are interested in the performance of the Red Devils. Samsung has broad target audience & there's a natural link with their products. We all watch football on televisions and we chat/discuss with our friends during the games on mobile devices. The main challenge was to combine different divisions and multiple products (Galaxy S9/S9+, S8/S8+, A8, A5, A3, TabS2, GearS3), into a one brand and sales campaign.

Welke media werden gebruikt in de strategie met het oog op de communicatiedoelstellingen?

Each phase of the strategy required a blend of thought-through touchpoint's selection, a effective tactical implementation and a integrated creative execution to allow Samsung to interact with his audiences.

The media campaign consisted of 3 phases.



- **1) Promotion focussed (Start May 25 till June 11)**

Objective : awareness of promo offers on mobile and television range capitalizing on the previous launch campaigns of Mobile and Television flagship products (S9/S9+ for mobile and Qled for Television)

Media selected : This phase was exclusively communicated in digital with a combination of display, video, social and search. Digital focus because of retargeting approach from previous launch campaign in combination with broader audiences (in market, contextual, interest, device, DMP, ...)



- **2) Fan focused (Start June 12 till July 7)**

Objective : building emotional engagement between the Red Devils fans and Samsung.

Media selected : start with engagement-driven media like Social and Video, followed-up with awareness driven media conveying an engagement content, like impactful formats in Display, TV, OOH and Newspaper.

Mechanic: **Social** was the starting point of the fan focussed phase being the perfect channel to engage fans by using storytelling, interaction with the audience, to be relevant with top topical on match days and to convince them to buy.



In social we asked the fans to wish the Red Devils good luck personally before the start of the Championship and they were thanked in return by the players with a personalised video. The personalised video integrated fans profile data to create a unique video they could share with their friends. In the days before each match, the personalised video continued to be pushed and the number of participants increased after each game.

RED DEVILS | personalised video

With the help of Samsung you will be able to cheer the Red Devils to the World Cup final by sending them a **personal message**. By sharing your excitement, you will receive a surprise! So, how does this work?

Post on Facebook



When you click on the FB post, you'll land on this page.
URL: www.shareyourexcitement.com




When you're connected with Facebook, you're able to send a message to the Red Devils.




RED DEVILS | personalised video

From that moment, the personalized video starts.


PLAY VIDEO



When the video is ready, you'll receive a notification & the video will be viewable on your wall.



This is an example of the post.



- **Video** helped to increase visibility and to reboost the sales. During the World Cup, we used Bumper ads 48 hours around each game to have a dynamic presence. For video as for display the strategy was 100% programmatic, with audiences such as 3rd Party Data on World Cup, Soccer Affinity & In-Market Interests, Socio-Demo and retargeting on S9 video viewers from the launch



campaign. For Television category, we included specific local video partners with Soccer context.

- With **Display** we were present with PMP (Local publisher inventories) mostly dedicated to sport and Open Exchange targeting sport & betting focused (Custom Affinity betting, Contextuel Sport, Affinity/In Market Soccer, 3rd Party World Cup etc..) Most important, we also integrated some DMP segments based on Samsung's mobile page product. A strong retargeting strategy with promo offers was put in place to integrate all audiences from previous activities.

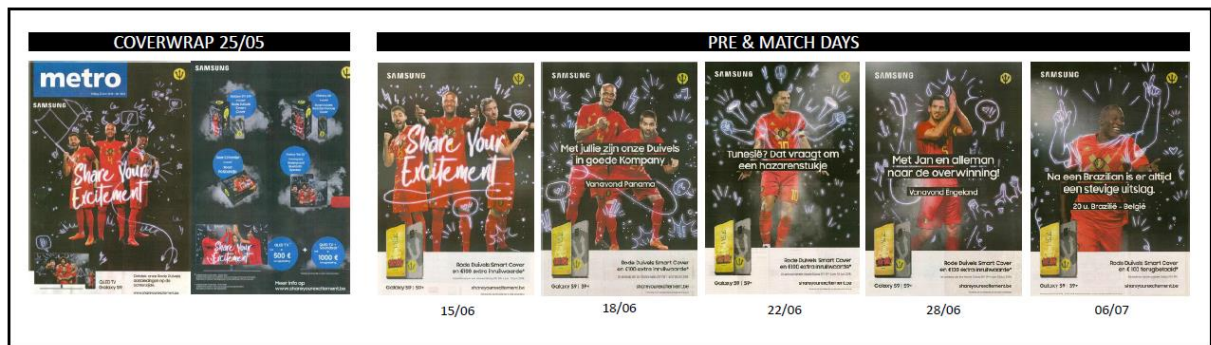
During the World Cup, as the whole country is colouring with Red and Belgian tricolour colours with lots of people on the move to see matches on major events, pubs , at friends' homes, we decided to go ubiquitous. "Share your excitement" was very visible in the streets between June 12 and June 30 with an **OOH** campaign on variable networks as JCDecaux Superstar (20m2 + 8m2), JCD Booster (2m2), Face2face and DOOH in train stations and shopping malls. We used the DOOH in train stations to be present 3 days before and on each Red Devils match day of the group phase (3 in total). OOH had 44% of total media budget.



- **TV** was used contextually: as we wanted to be as close to the matches as possible, we had a sponsorship around the World Cup matches with a 5 sec billboard on VRT and RTBF channels (TV 11% of total budget).



- As the whole tournament is highly analysed before and reported after in every **newspapers**, we also build a strong partnership with newspaper Metro starting with the sponsoring of the World Cup Calendar combined with a coverwrap on the first day of our ATL campaign on May 25, and on each match days of the Red Devils Samsung had a full page ad with a link to the opponent of the day.



- 3) Iconic moments (Start July 8 till July 15)**

Objective : take branding advantage of historic general public excitement

Media selected : After the group phase of the championship, we needed flexible media to surf on general public excitement in the knockout phase as each match could be the last one. Therefore we used newspaper Metro and social as cornerstones of this phase.

Mechanic : On each match day we had a full page in Metro and social posts before en after each match of the Red Devils.



SAMSUNG

Trots op onze jongens

Tijd voor de halve finale!

He-le-maal afgedroogd

This sucks.

On les a fait tourner en rond !

Nog een paar minuten!

SAMSUNG

SAMSUNG

Met Jan en alleman naar de overwinning!

Vanavond Engeland

Rode Duivels Smart Cover en €100 extra inruilwaarde*

Galaxy S9 | S9+

shareyourexcitement.be

SAMSUNG

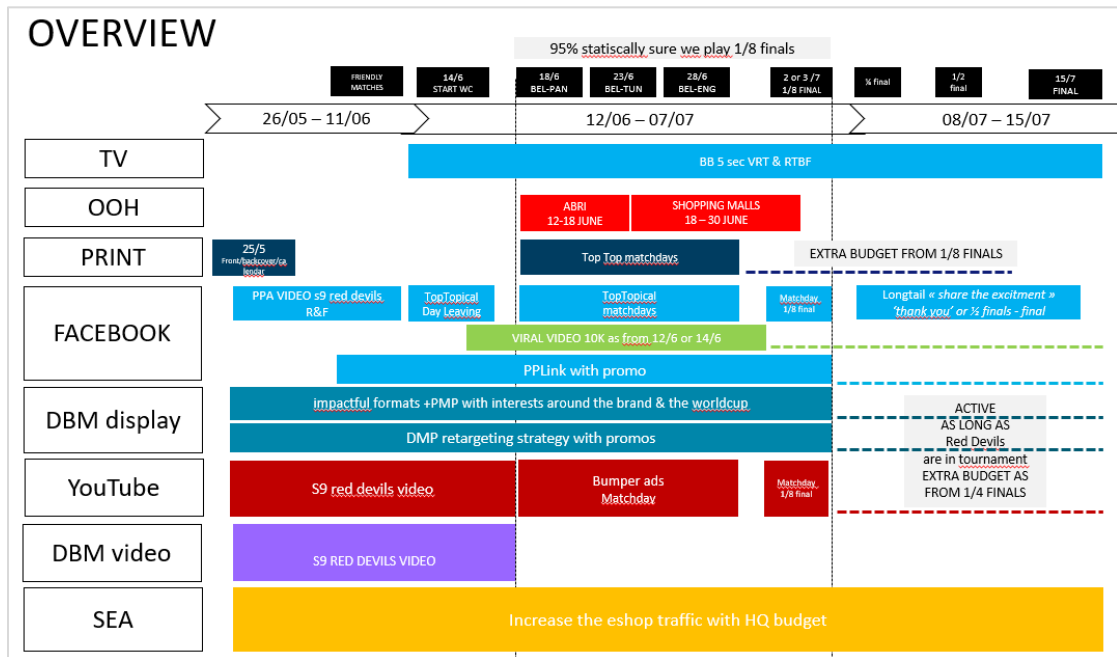
Na een Brazilian is er altijd een stevige uitslag.

20 u. Brazilië - België

Rode Duivels Smart Cover en €100 terugbetaald*

Galaxy S9 | S9+

shareyourexcitement.be



• **WAT IS ER VANUIT MEDIA-EXPERTISE TOEGEVOEGD?**

Space brought media creativity and definitely the capacity to orchestrate collaboratively with all parties (2 separate divisions at client side, creative agency) this ambitious strategy.

• **RESULTATEN**

Achieved campaign results were far higher than estimations (AVD +32% more impressions and +19% more clicks achieved vs planned, mobile +53% more impressions achieved vs planned)

RESULTS TELEVISION DIVISION :

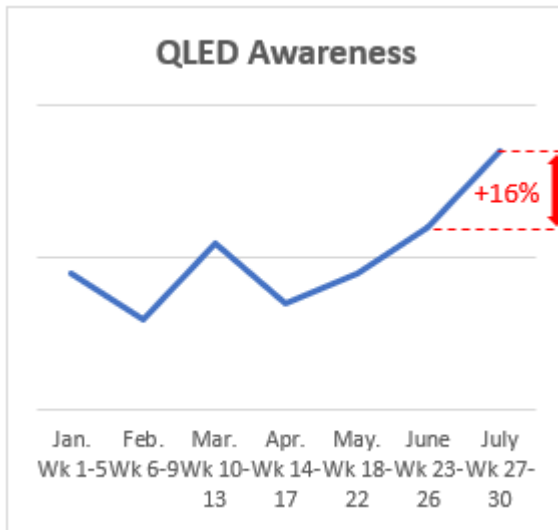
MEDIA RESULTS :

For TV division we realized 23 mio impressions in total and 5,7 mio video impressions.

BRAND KPI's :

QLED awareness increased with +16% during the "Share your excitement" campaign which followed after the QLED launch campaign from May till mid-June 2018.

Combined with the QLED launch campaign (= campaign before Red Devils in April/May) - **QLED awareness increased with 37%** at the end of the campaign (vs April)



More than 50% of the total visits to the site were realized before the start of the World Cup. The engagement rate and conversion starts where highest in the beginning of the campaign.

RESULTS MOBILE DIVISION :

BRAND KPI's :

Proud to own (PTO) and consideration have increased strong versus previous reference periods (previous month / Year / Red Devil activity)
 PTO has increased with +33% in July 2018 vs June 2018. Compared to previous Red Devils campaign during EK2016, PTO has gone x4!
 Consideration has increased with +7% in July 2018 vs June 2018. Compared to previous Red Devils campaign during EK2016, consideration has increased with +26%.

Device type	Period	Idx July'18 vs June'18	Idx July'18 vs July'17	Idx July'18 vs July'16
		Galaxy S9 (WK)	Galaxy S8	Galaxy S7 (EK)
PTO (= Proud to Own)		133	160	400
Consideration		107	116	126
		vs previous month	vs previous year	vs previous Red Devil activity

MEDIA RESULTS :

For the mobile division we realized 22 mio impressions and 7 mio video impressions.
 Personalised video : 106.884 video's created, 31.275.906 video views, 2.614.398 likes, 283.128 comments
 3.900 downloads of Red Devils wallpaper for smartphone with a peak of downloads in week 24 when the World Cup started.

Case nominated for the Best Media Strategy award AMMA 2019