CASE STUDY: 'TAKE ME DIGITAL'
CLIENT: SAMSUNG / CNBC
Type of work: Viral Marketing
Business objective: Database Acquisition / Brand Awareness
Client location: Singapore
Audience: International
Language: English

The Challenge
Samsung wanted to promote their brand internationally, with a particular emphasis on educating consumers about their concept of ‘Digital Convergence’.

This cross-media campaign was to feature an online viral competition, with offline support coming from television commercials on CNBC. The contest prizes were a 42” plasma TV and three colour mobile phones.

The Solution
Web Guru Asia developed a uniquely different viral concept. Instead of contest entrants being able to choose their own prize, it was the friends to whom they sent viral emails who chose their prize for them. By turning the viral concept on its head, we were able to introduce a fresh element of fun to this campaign.

At the same time, we built in some subtle product education by encouraging entrants to find out about the prizes. We did this with animated Flash vignettes that highlighted the key features of the Samsung products that entrants could win.

The Results
At the end of the 8-week campaign, 110,000 people worldwide had joined the contest and between them they had sent out 1 million viral emails, all with Samsung branding.

Three quarters of entrants joined the contest after receiving a viral email from one of their friends.

70% of entrants opted in to receive email communications from Samsung, giving the client a fresh and very valuable database for future promotions.