

CLIENT NAME.

Samsung Mobile
www.samsung.com/ar



BUSINESS DESCRIPTION.

Samsung is the world's largest conglomerate by revenue. It is the grouping of companies Big South Korea and is comprised of numerous international companies, all united under the Samsung brand, including Samsung Electronics, the electronics company the world's largest.

PROJECT SUMMARY.

In August of 2008 with the launch of Samsung F250 cell phone, the company devised a online campaign "What is your music?" In order to penetrate the market ABC1, 2, and so provide the Samsung F250 released as the last cell family of music-phones from Samsung.
www.cualestumusica.com.ar

REFERENCES.

The campaign lasted 2 months, which was implemented in the work of 4 with one FTE for 4 hours daily.

OBJECTIVES AND CRITICAL CLIENT ISSUES.

The critical problem of Samsung we found was a loyal customer but not delighted by your phones (high barrier to revenue). It was a segment that did not know the market alternatives, did not know the Samsung F250. At the same time, Samsung had a great interest in entering non-traditional means but know how to do. The strategy to implement since the brand was to create a massive online and offline action. On the Web created a hotsite "cualestumusica.com" which was a product demonstration, in an entertaining way, with Roberto Pettinato as an opinion leader, where users could create their own ringtones, sharing them with friends and being able to get their own cell phones . This was achieved concrete arrival to potential customers.

OUR APROACH.

For best results in online penetration, Samsung was generated market research on non-traditional online media, with a strong relationship in the musical item and cellular technology. Also, did public relations work and press by engaging relationship with the authors of the media.

DELIVERABLES.

The customer is left with the rights of a database with 1,500 such non-traditional means of music and mobile technology, and templates for communication rights, media materials and specialized content.

RESULTS / BENEFITS TO CLIENT.

The quantitative and qualitative results were positive, the site "cualestumusica.com" even be kept online and with a high level of interaction by users. With the seed generated by the database delivered to Samsung Mobile, today there are more than 5 thousand links in non-traditional Spanish.