

SUSTAINED OUT OF HOME CAMPAIGN PAYS OFF HANDSOMELY FOR SAMSUNG



THE CAMPAIGN OBJECTIVE

Samsung needed a breakthrough campaign for its mobile phones that would increase brand awareness as well as grow market share in a highly fragmented and competitive marketplace.



THE STRATEGY

Provide year-round presence in major markets featuring multiple creative designs and large outdoor formats to convey product innovation and design to young, mobile target consumers.



This research proved that we made the right decision in using outdoor as a key medium in promoting the Samsung Mobile brand. Outdoor continues to be a vital part of Samsung's advertising campaign.

JO ALLAN, MARKETING MANAGER
SAMSUNG ELECTRONICS CANADA INC.

THE CAMPAIGN



AGENCY

Cheil Communications, Toronto, ON

CAMPAIGN DATES

Campaign ran year-round through 2006 to provide continuity, with additional advertising support in the spring and fall

OUT OF HOME PRODUCT MIX

Posters, Superboards, Spectaculars, Wall Murals, Street Level, Mall Media and Transit Advertising

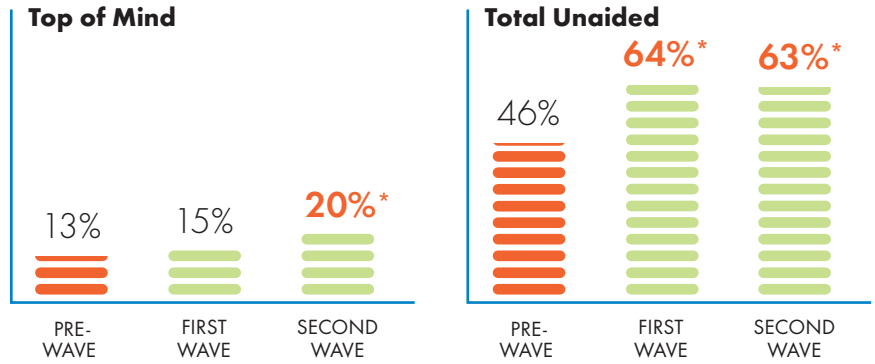
RESEARCH METHODOLOGY

Three waves of research in Toronto were designed to measure the cumulative impact of the campaign on brand awareness, brand attributes, brand image as well as the purchase intent of Samsung mobile phones.



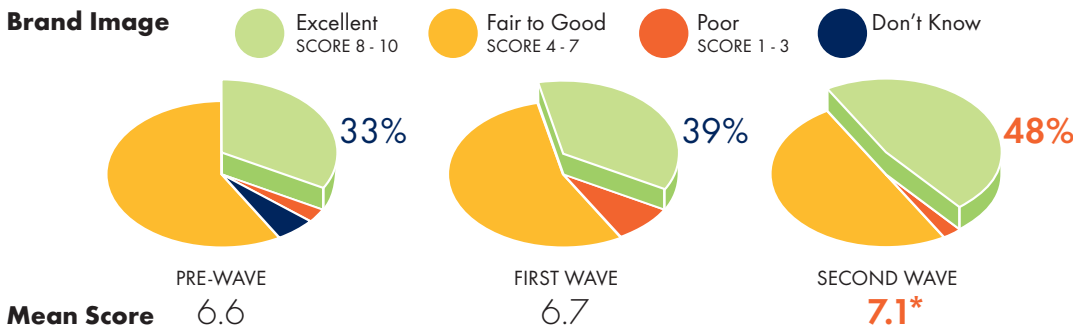
1

The campaign increased **top of mind** for Samsung mobile phones



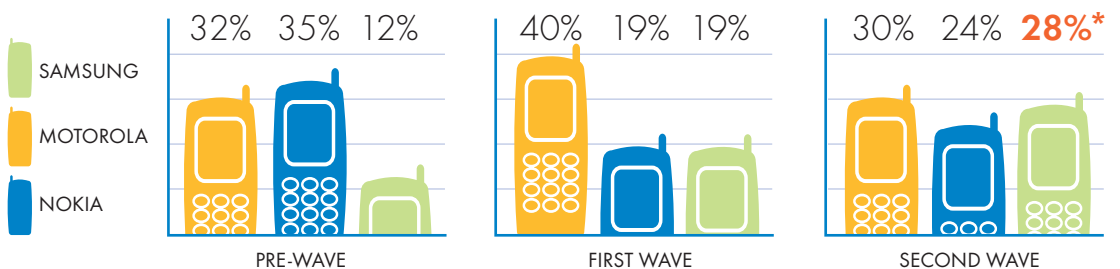
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Marked improvement on **brand image** for Samsung was evident after the first wave of research and continued to build in the second



3

Sustained advertising resulted in **top of mind** scores for Samsung surpassing Nokia and equalling Motorola, the category leader



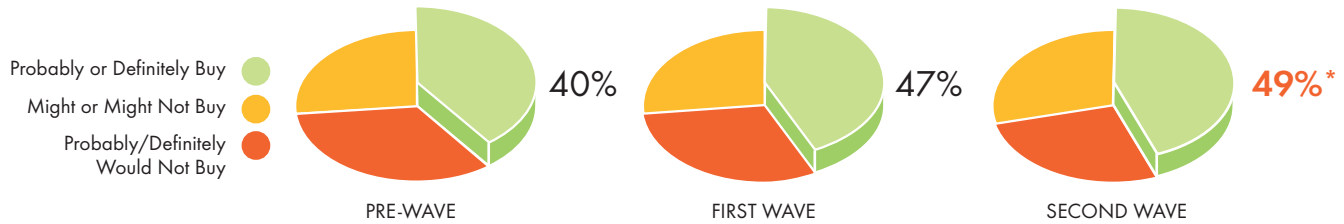
* SIGNIFICANT CHANGES TESTED AT 90% CONFIDENCE LEVEL



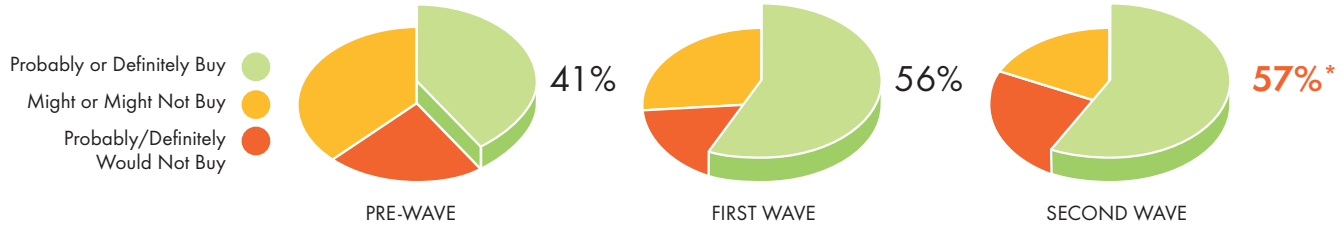
4

The overall effect on **purchase consideration** of Samsung mobile phones was significant

Total Respondents

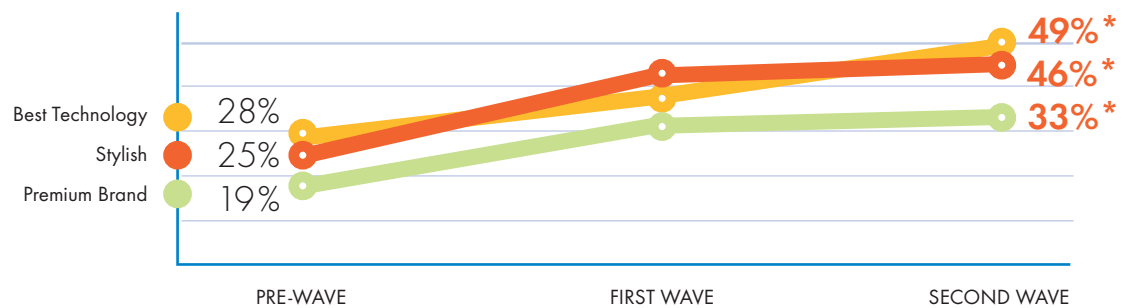


Ad Aware Respondents



5

Brand attitude improved significantly among those who were aware of the Samsung ads



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Proven Outdoor Advertising Performance

➔ www.pattisonoutdoor.com