

BACKGROUND

Samsung recently launched the Samsung Galaxy Note II, a brilliant phone, which comes with exceptional features that can redefine the concept of Smartphone. The device provides unmatched ease in capturing creative ideas with the use of its sophisticated technology, 'S Pen'. This technology can digitize, make sketches, and create artworks and handwritten text maximizing the creativity that users can experience with the device.

BUSINESS CASE

Samsung wanted the launch of their new product to be as exciting as the product itself. They wanted prospective customers to be able to get a feel of the phone on its arrival and instilled an impulse in them to make quicker decisions. The objective was to demonstrate the unique features of the phone to the target audience. The challenge was to take this demonstration to the fingertips of the consumers.

SOLUTION

A chain of print ads launched by Samsung were Point enabled to instantly demonstrate the features of Samsung Galaxy Note II on the users' hand held devices. Readers could connect to various engagements where they could experience the Samsung Galaxy Note II, view the phone from a 360° angle, connect to social media websites to share their views and experience many other such exciting activities.

RESULTS

- Over **300,000** engagements were recorded for the launch of 6 print ad releases, which is a phenomenal record
- **50%** of the users engaged with the 360° view of the phone, recording a keen interest in the device
- More than **50%** of the users who experienced the Samsung Galaxy Note II were new to the app

HIGHLIGHTS

- The number of engagements through static print ad are equivalent to the actual demos delivered, demonstrating the power of integrating mobile with a traditional medium
- Brand could gauge the effectiveness of communicating the new features through the traditional print ad, which was otherwise not possible

