



Client:
 Samsung

Product:
 Galaxy SII

Category:
 Consumer electronics

Media Agency:
 Starcom

Products used:
 Display advertising

Research methodology:
 Dynamic Logic AdIndex
 control-exposed methodology

Recruitment dates:
 June – August 2011

Sample:
 N =4,832
 (1,604 control / 3,228 exposed)

Samsung released the Galaxy SII Smartphone to the Australian market in mid-2011. To support the product launch, Samsung and media agency Starcom worked with ninemsn to develop an online advertising campaign that would increase brand awareness and grow penetration among Australian mobile phone user. Overall the campaign delivered strong results in brand awareness and communication of the campaign message.

OBJECTIVES

THE OBJECTIVES OF THE CAMPAIGN WERE TO:

- > Generate awareness of the Samsung Galaxy SII release into the Australian market.
- > Stimulate purchase intent and sales to grow penetration of the brand.

SOLUTION

NINEMSN DEVELOPED A DISPLAY ADVERTISING CAMPAIGN THAT INCLUDED;

- > Innovative creative using flash banners with a call to action that increased audience engagement. ninemsn Behavioural Targeting and retargeting capabilities (bring this point higher).
- > MREC display placements that ran on contextually relevant ninemsn content sites (News, Finance, Cleo, Cosmopolitan, Entertainment & Wide World of Sports).
- > Advertising messages within Windows Live Messenger and Hotmail to add reach and frequency to the campaign.

RESULTS

The Samsung Galaxy SII campaign delivered strong uplifts in brand awareness, message association and purchase intent with a 1+ frequency of exposure to the banner campaign.

The campaign resonated particularly strongly with males. Galaxy S11 brand awareness increased nearly 8 percentage points amongst males, while purchase intent of the Samsung Galaxy SII increased +5 percentage points amongst those considering to purchasing a smartphone.

The campaign also provided effective targeting of people in the market for a Smartphone. 62% of the audience were likely to buy a smartphone when they next buy a mobile phone.

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Metric	PERCENTAGE LIFT		
	Overall	Males	New target
Unaided brand awareness - Samsung	+1.6*	+2.2	+2.0*
Aided brand awareness – Samsung	+2.4	+2.8*	+0.3
Aided brand awareness – Samsung Galaxy S11	+2.0	+7.7*	+2.3
Message association – ‘the smartest of smartphones’	+2.5*	+3.3*	+3.6*
Purchase intent - Smartphone	+2.1	+5.0*	+3.9*

*Statistically significant difference between control and exposed at 90% confidence interval

KEY LEARNING'S

The interactivity of the Samsung Galaxy flash banner campaign was effective in gaining cut-through and communicating the campaign messages which were clearly articulated in the creative. The brand was reinforced across all frames of the advertising which drove gains in brand awareness. Optimal frequency for the standard flash banner campaign was between 5 and 8 exposures.