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## CASE STUDY | ONLINE MARKETING | SAMSUNG NOTE PC'S

### VIRAL MARKETING WORKS

Digital technology leader, SAMSUNG unveiled an online marketing campaign for the promotion of its trendy lifestyle focused NOTE PC'S. VIRAL MARKETING PROGRAM was the key concept that worked wonders for Samsung by creating cross-connections between the online community. The objective of the campaign was to multiply the brand interactions by making users participate in the online contest and making users refer the contest to their friends. Mass Portals like MSN, YAHOO AND REDIFF were used in the online promotion using innovative banners taking users to a demo test and a contest. The participants had to answer simple questions in order to win a Samsung Note-PC. The month long campaign executed and managed by **QUASAR MEDIA** ([www.quasar.co.in](http://www.quasar.co.in)), one of India's leading interactive advertising agency, turned out to be a grand success with over 50,000 participants taking part in the contest enthusiastically.

**BRAND:** Samsung

**CAMPAIGN:** Online marketing campaign to promote 'X' Series of Note PC's.

**MEDIUM:** Internet

**TARGET AUDIENCE:** Internet Users between the age group of 25-45.

**CAMPAIGN OBJECTIVE:** To promote the Samsung Note PC's by running the viral marketing program along with an online contest. The focus was not only for the generation of sales enquiries but also reaching out to potential customers through the online campaign.

**CAMPAIGN PERIOD:** Ongoing campaign launched on April 11.



**CAMPAIGN IDEATION:** The campaign used the viral marketing concept for the promotion of Samsung Note PC's by referring the microsite to three friends who could further refer it to their three friends, thus, creating a mesh of networks. The campaign also used creatives across portals to engage the net-savvy audience in a contest where the participants had a chance to win a Samsung Note Pc, by giving answers to some simple questions.

**CAMPAIGN EXECUTION:** The online marketing campaign used DHTML banners across mass portals to unfold the microsite to the users. Along with the banner ads, Rediff's e-mail signatures also carried Samsung banners to take the audience through a demo test and the contest. A unique brand gallery was created which included interactive demos, Features and Product info.



**CAMPAIGN PERFORMANCE:**

Total visitors to demo: 1.42 lakh  
 Total no. Of friends referred: 76%  
 Total visitors referred who came back to play :42%  
 Total interactivity: 1.25 Mn  
 Total OTS: 7.1 Mn  
 Total unique reach: 5 Mn  
 Media reach: 185%

**BRAND VALUE:** The engaging Creatives generated an appeal for the lifestyle-focused product from Samsung, with over 50,000 users taking part in the contest and then referring one or more of their friends. The campaign execution highlights were:

- To highlight the thin and light feature of Samsung Note PC's the product was creatively shown as if its floating in the air on the banner ads.
- Sections like "why Samsung" and "why thin and light" provided brand information and product benefit.
- Some of the differentiating features of the product like Super Bright Screen TFT Display, The fingerprint recognizing software and Instant AVS were communicated interactively.

**Advertiser's View**

As per Ramanjeet Singh, Country Product Manager, Note PC, Samsung India, "The campaign's objective was to launch the new series of Samsung Note PC's and involve users with the products imagery and features. Samsung Note PC's are the thinnest and lightest in the category and net is one medium where we believe we could present these key advantages interactively. Purely in terms of reaching to our TG and brand interactions we

were able to reach out to far larger number of audience due to the Word of Mouth Marketing and excitement that was created around the complete campaign”

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