

Samsungi “This is TV” *house-party*

KULDMUNA 2017

General information

Samsung's "This is TV" house-party

Campaign period: May-June 2016

Client: Samsung Electronics Baltics

Agency: Communications bureau Hamburg&Partnerid OÜ

Project manager – Jan Jõgis-Laats;

Consultant – Hanna-Liisa Ruul

Submitter: Hamburg&Partnerid OÜ



Samsung Eesti

May 20 at 3:32pm · 🌐

DA VINGE HOUSEPARTY!

kutsub ühe sõprade seltskonna endale külla, et maha pidada mõnus

Loosis osalemiseks:

sta videos esitatud küsimusele ja

ärgista hommani aride, sõbrad kella poole kutsuksid

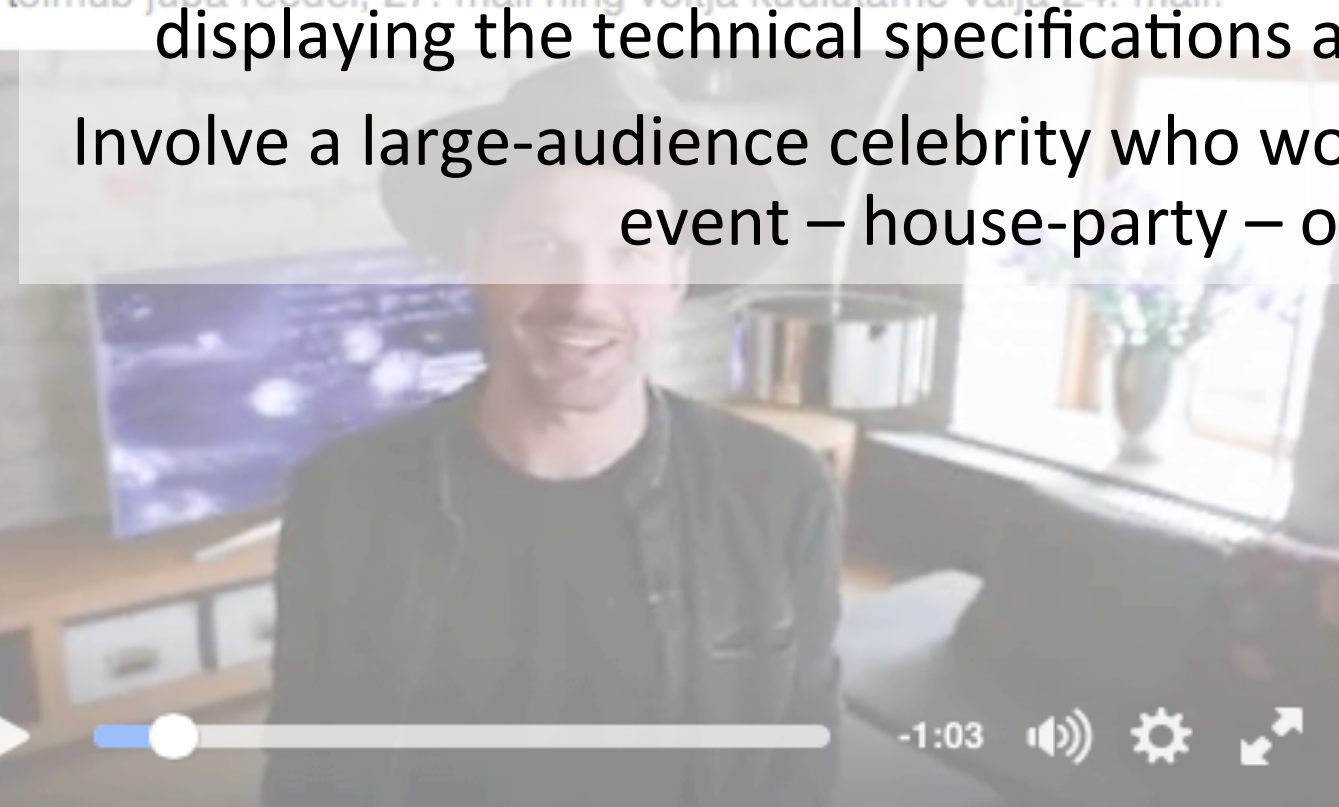
toimub juba reedel, 27. mail ning võitja kuulutame välja 24. mail!

Strategy

Organize a product event to launch the new Samsung SUHD TV

Use a likeability factor to introduce the new product instead of just displaying the technical specifications at a traditional press brief

Involve a large-audience celebrity who would host the most exclusive event – house-party – of the year





Strategy

Main communication channels: Samsung EE's FB page, bestknown Estonian celebrity website Elu24

Introduce Samsung as the innovative brand whose products people want to own

Target Group: Social Network Services (FB) users, word-of-mouth sharing people who are interested in first-class technology



Execution

We involved Reket – one of the most beloved rappers in Estonia (in all age groups and sociodemographics), cooperated with global name in tech industry Uber

Reket posted a video-announcement on Facebook to invite a random group of friends to join him and his good friends at his place for an awesome house-party watching world-famous 4K-shot content – Breaking Bad, Narcos, Bloodline

Potential participants had to write a comment below the video and name the series they wanted to watch and the friends they'd invite along

Reket picked out the one lucky group of friends

Galerii: Reket korraldas aasta eksklusiivseima houseparty



Ainult Elu24s! Otseülekanne Reketi eksklusiivselt majapeolt



27. mai 2016

Execution

Uber drove the winners to Reket's place
Tables were full of good food and beverages

The evening continued with an afterparty at trendy/alternative hangout
lounge Suhkrumoll in Old Town.

It was the most exclusive party of the year

Pre-announcements of the party were made on Facebook; Elu24 covered the
party before, during and after, and posted a livestream from the party

**Samsung's newest SUHD TV in a good moodsetting company was the
centerpiece of the party.**

Posted by Samsung Eesti
3,083 Views



KIRJUTA TOIMETAJALE

PRINDI

JÄRJEHOIDJA



Results

Reach of the video announcement: 116 228 (78 000 organic)

The post had 365 commenters and 200 sharers, who altogether involved 1300 potential participants

Reach of the winner announcement video post: 46 000

Reach of live-videostream on Samsung Facebook page: 23 000

The client was very pleased with the results and our project was presented as a case-study for other European markets. Video wrapup available at <https://youtu.be/w-OPDNUW0Q>

This year, a similar celebrity hosting house-party will be considered to be held in all Baltic countries to launch the next new technology device