

SAMSUNG SMART TV and NX300

Name of job: SAMSUNG SMART TV and NX300 (camera) launch PR campaign

Client: Samsung Electronics Baltics SIA

Category: Human relations, marketing communication, project budget over EUR 30,000

Job submitted by: Ogilvy PR (Adell Taevas PR OÜ)

Project team who submitted the job to the competition: Pille Eikner (PR), Kristi Hürri (PR), Elina Liepina (Samsung Latvia), Inga Steinerte (Samsung Latvia)

PROJECT BUDGET: OVER EUR 30,000

CHALLENGE

Samsung launched a new TV in May 2013 which can be guided by slight hand gestures or giving a voice command. The challenge of Ogilvy PR was the question:

HOW TO PRESENT TO PEOPLE AN EXPERIENCE WHICH THEY CANNOT EVEN IMAGINE?

Naturally, the best solution is to experience this yourself, but TV is just technology. What kind of content would the target group and ideally the public care about? What content could be used for demonstrating the new guiding function of the TV? We realised that it is not possible to meet this challenge by traditional public relations tools. We had to devise content that the media would talk about and consumers to get interested in this.

The solution – overview of the chosen strategy

Product presentation through creating content (photo exhibition “What is wrong with this picture?”) and involving consumers (viewing pictures by using the hand gesture function)

At the beginning of April 2013, the actress **Mari Liis Lill** made a speech called “**What is wrong with this picture?**” in the 25th anniversary of the historic creative unions plenum. The speech caught great attention in the society and the young actress rose to the centre of attention in the Estonian media within a few days. One of the aspects of the speech was about each person’s opportunity to notice the surrounding bottlenecks and try to fix them, if possible. Inspired by this, we decided to choose three famous people and take a look through their eyes at the possible bottlenecks in the life of Estonia which we could be turning more attention to and thus jointly try to help to fix these problems.

Upon developing the concept we came to the idea to include another product in the project – Samsung’s new digital photo camera NX300 – in order to make the marketing investment even more efficient for Samsung. We included Hannes Võrno (serviceman), Liisi Eesmaa (fashion designer) and Andres Kõpper (musician) in the campaign and asked them to reflect on different bottlenecks in life in various places of Estonia with the subject “What is wrong with this picture?”. We created a 3-5 minute **making-of video** with each artist about the process (<http://vimeo.com/66218688>
<http://vimeo.com/66218690>
<http://vimeo.com/66218687>)

which all people who visit the exhibition can view and also use in the media. A photo exhibition of the same name (**What is wrong with this picture?**) was created on the basis of the material which was exposed at the atriums of the largest Estonian shopping centres (Solaris, Ülemiste, Kristiine) and which we presented in a totally new format – through Samsung Smart TV-s – so all visitors could browse through the photos by a slight hand gesture and get to know the functions of the innovative TV. The opening of the exhibition took place at the Solaris Centre, where four 55-inch Samsung Smart TV-s were exposed along with the NX300 cameras which had been used for taking the photos for the exhibition.

Results:

- **In two months more than 200,000 people were communicated with in the shopping centres and largest cinemas of Tallinn and over 10,000 people got a novel TV controlling experience.**
- For communication we used traditional media, social media, the authors’ own social media channels, Facebook pages of the exhibition sites.
- **Journalists from 10 media publications (online, paper, TV) were present** at the opening of the exhibition in Solaris, where the exhibitions, the authors, the subject and the novel exhibition format (hand gesture guided TV) was introduced.

- Delfi Publik, Postimees Elu 24, Õhtuleht (paper version), Õhtuleht Online, Ringvaade, Naised, Naisteleht, Kroonika (weekly journal), Menu.err.ee, Reporter.
<http://etv.err.ee/index.php?05593527&video=7937#.UnC9zvnwbKf>
<http://menu.err.ee/uudised/elu/ff0376e3-1733-47ec-bd38-f01410f7ee0e>
<http://www.reporter.ee/2013/05/13/solarises-tutvustati-fotonaitust-mis-on-pildil-valesti/>

- Communications:

Total number of articles: 19 (6 printed, 13 online)

Total number of posts in SNS media: 31

Total number of TV videos: 2

Total number of online videos: 4

Total number of radio news: 1

Tone of voice: Positive 100%

The exhibition's cost efficiency was very high – we managed to make the technology into the exhibition object that was visited and the content of the exhibition into a nation-wide subject of conversation through a creative solution.



Liisi Eesmaa: kahju, et eestlased Evelin Ilvest materdavad

Autor: Rutt Ernits | Avaldatud: 14.05.2013 14:48



Moelooja Liisi Eesmaa ütles, et eestlased pööravad Evelin Ilvese riietele ja nende maksumusele liialt tähelepanu.

"See on tema töö ja esindusrõivas, on loomulik, et sellega käivad kaasas kulud. Mul

Seotud uudised

09.05. **Elina Pähklimägi: kõike ei saa ka raha eest teha**

VÄRSKE

- 13:22 Sh...
- 13:00 Ita...
- 12:26 Pin...
- 12:08 "Te...
- 11:37 "Ar...
- 11:01 Eks...
- 10:59 Kul...
- 10:50 Tär...
- 10:48 Jal...
- 10:19 Väl...
- 10:08 Va...
- 09:56 Va...
- 09:52 Tas...
- 09:19 Mil...

Näituse "Mis on pildil valesti?" avamine Solarice aatriumis.

Updated on Tuesday, 21

Loomatunde aastapäeval noore ja andeka näitleja Mari-Liis Ulla poolt peetud kõne "Mis on sellel pildil valesti?" puudutas peajute eestlaste väärtusi, rõhutas Solarice aatriumi ning Iga kodaniku tähtsust ja olulisust ühiskonnas. Sellest teemast ajendatuna pöördeld kolm Solarice tantsu Inimest, Hanna Värno, Liisi Seemaa ning Andreas Käpper, läbi fotokamera Solarice aatriumi aegade, mis rääkisid enim nende silma. Parimatelt pildidest pandi kokku fotonäitus "Mis on pildil valesti?"

