

SAMSUNG GALAXY S III

Objective

Promote the NFC capability of the Galaxy S III smartphone.

Strategy

Samsung placed posters embedded with NFC chips on OOH formats with heavy pedestrian traffic, such as malls, airports, subway stations, cinemas, college campuses, etc. The creative executions were all lifesized and the models were posed with their phones extended towards the viewer. When users tapped their phones to the display, a free song or e-book was instantly downloaded to their phone, providing them with a reward for the experience while simultaneously educating them about the technology.

Samsung then created NFC “vending machines” where viewers used a touchscreen to browse a variety of content, from books and magazines to music and videos, and touched their phones to a portal to download their selections using NFC. Users shared their positive experiences via social media, extending the reach of the campaign.

Results

With the social media push and earned media buzz, the campaign reached 1.4 million impressions, three times what Samsung had originally projected.

Samsung interactive posters campaign – generated over 90,000 downloads. The content was for Samsung Galaxy owners only. The phone had just been released and other phones with NFC were not able to engage with the free offer.

