

Samsung S5

Problem

How does a technology company highlight a new product advantage to its competitor's loyal consumers?

Solution

Use OOH to showcase this advantage directly in environments where the target audience will likely engage.

Background

In Q3-2014, criticism of a competitor's new operating system was poor battery life. Samsung wanted to seize the opportunity to highlight Ultra Power Saving Mode on the Samsung Galaxy S5.

Objective

Samsung had a narrow window of time to convey battery superiority before the competitor could fix their issue. Samsung knew fans of the competitor would not be open to hearing about technical features. They had to find a way to showcase Samsung's advantage when consumers would be open to listening.

Strategy

Smartphone users often panic about draining battery. Fear of missing out (FOMO) fuels a need for users to be permanently connected. Battery anxiety also peaks when people are travelling, as being disconnected when you're away from home is unsettling. This understanding and insight fueled Samsung's approach.

The campaign targeted travellers suffering battery-shortage when they would be truly receptive - while sitting at the airport, desperately trying to charge phones before they boarded a plane. If only they had a Samsung Galaxy S 5!

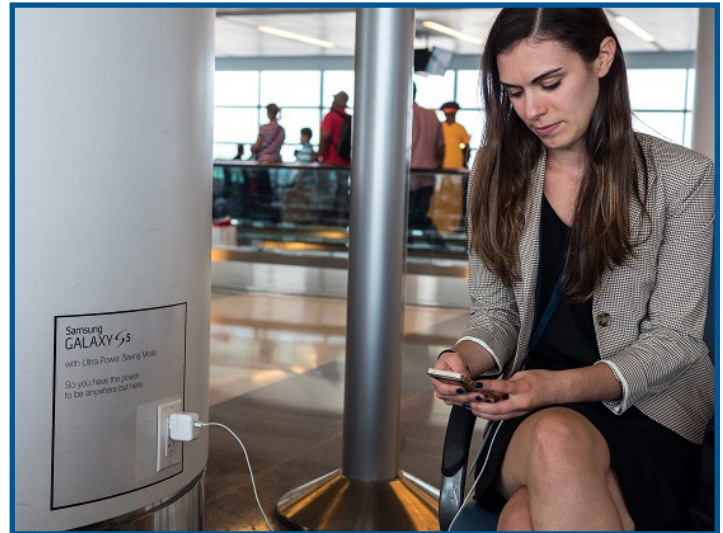
Plan Details

To reach airport 'Wallhuggers' Samsung invented a new media channel at airports. The airport power sockets were surrounded with bold OOH decals stating "Samsung's Galaxy S5 with Ultra Power Saving Mode, so you have the power to be anywhere but here." As owners of the competitor's devices plugged in, they would have to face "indignity" of using a Samsung-branded power station.

Markets:

Chicago - Chicago Midway International, Chicago O'Hare International
New York - John F. Kennedy International, Newark Liberty International

Flight Dates: 8/14 - 9/14



Samsung delivered custom creative for 416 wall sockets across 15 terminals. The campaign was executed two weeks before the competitor had updated its operating system. Smartphone owners across airports plugged into Samsung's outlets, seeing the brand's battery benefit up close.

Results

A wall-mounted, low-cost, small-scale but ground-breaking campaign achieved phenomenal things. In just a few weeks, Samsung brand awareness increased 4 percent, surpassing their target. And Samsung's competitor preference dropped almost 3 percent (Samsung Brand Metrics study).

By isolating travel as a critical moment to reach Smartphone users, and showcasing Samsung's advantage right when the 'opportunity cost' of being without battery was heightened, Samsung showed that powerful insights combined with a clever idea can move minds.

'Wallhuggers' innovative approach attracted PR coverage in 30+ articles.

