

# Case Study | **SAMSUNG**

## Objective

Drive consideration and purchase intent for Samsung mobile phones, as well as drive store visits to telecom retailers for the launch of Samsung Galaxy S9

## Approach

- Leveraged Vistar's partnership with LiveRamp to onboard Samsung's first-party data of consumers ripe for a phone upgrade
- Utilized location data and Vistar's proprietary geospatial technology to identify this "Upgrader" audience and analyze their movement patterns
- Activated digital out-of-home media to reach these consumers when and where they were most likely to be throughout the day, focusing on 6 selected DMAs: Atlanta, Chicago, Los Angeles, New York, Dallas and San Francisco
- Conducted both a brand and foot traffic study to measure the impact of DOOH media exposure on consumer attitudes, purchase intent and behavior

## Key Insights

- Mid-campaign analysis provided Samsung the ability to optimize towards the top performing venue types- office buildings, billboards and malls - ultimately driving incremental lift in consideration (from 2% to 8%) and purchase intent (from 1% to 6%) from mid-campaign to campaign end.
- The campaign was effective and efficient in driving prospective customers to telecom retailers, as consumers exposed to the Samsung Galaxy S9 campaign were more likely to visit a store than those not exposed to media.

## Results



+8% LIFT  
CONSIDERATION



+15% LIFT  
STORE VISITS



+6% LIFT  
PURCHASE INTENT

