

SAMSUNG



«8 for 9»

S9 promo in Smart Ad

Samsung S9, data-led & laser-precision successful campaign

Basis: a promotion @ Telenet...

June 2018



€849
€699
Vanaf King

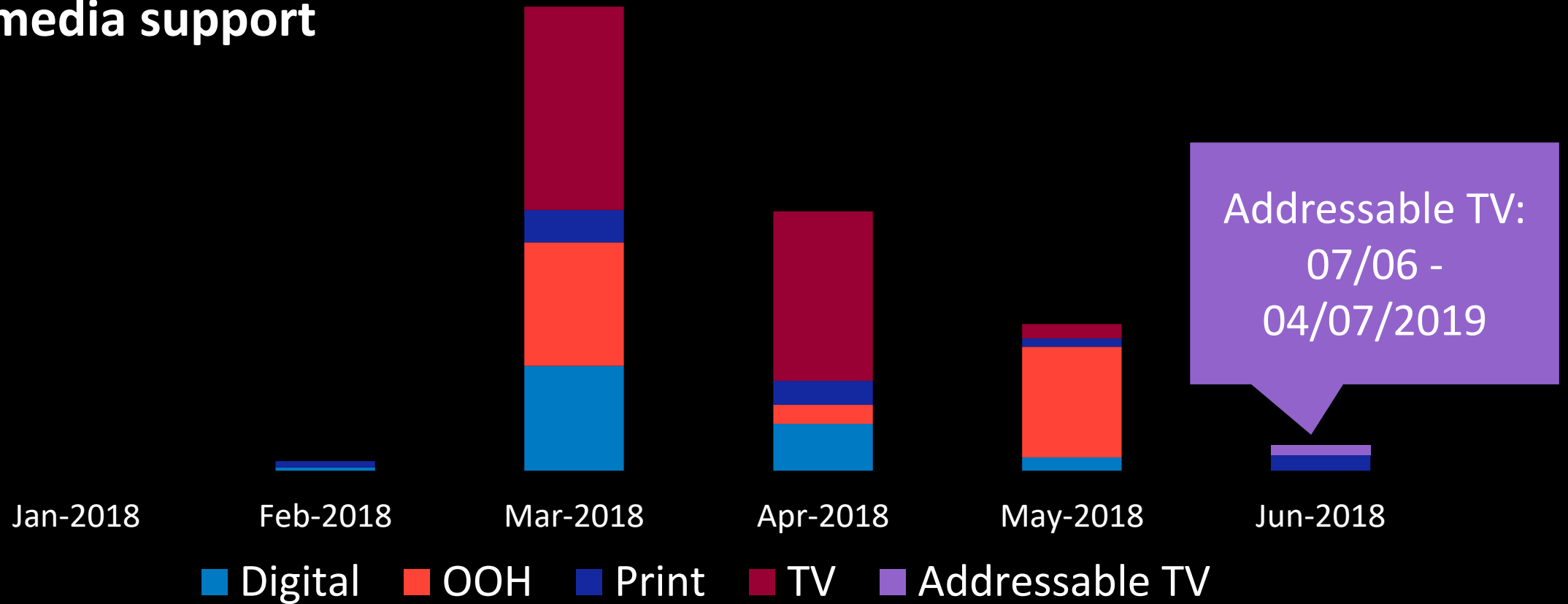
**KRIJG €150
KORTING**

Samsung Galaxy S9



Good to know: virtually no other S9 campaign @ the same time

S9 media support

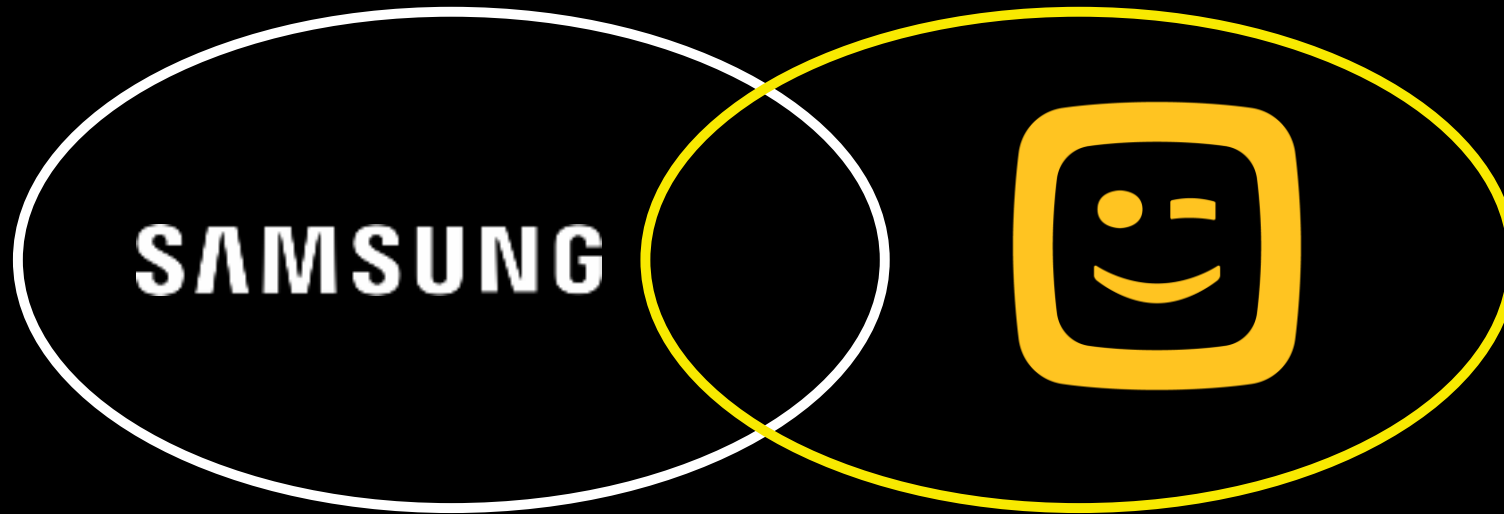


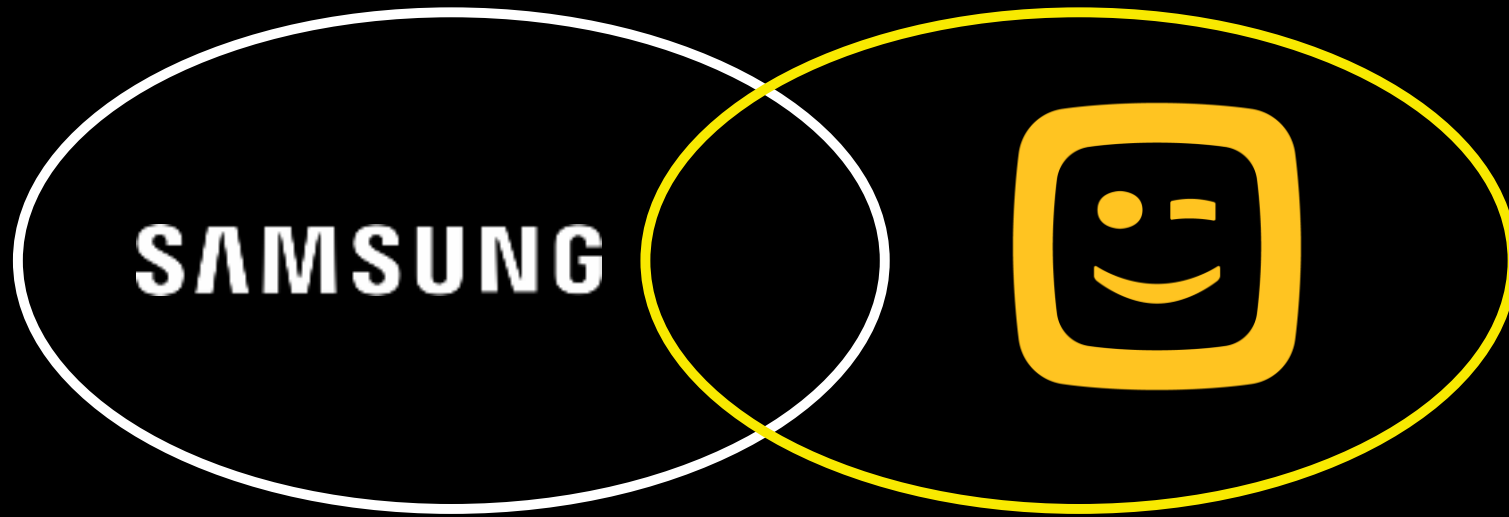
... and a unusual use of SmartAd



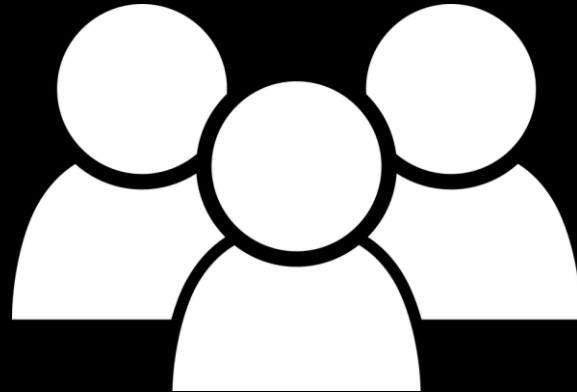
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Targeting made by crossing CRM data

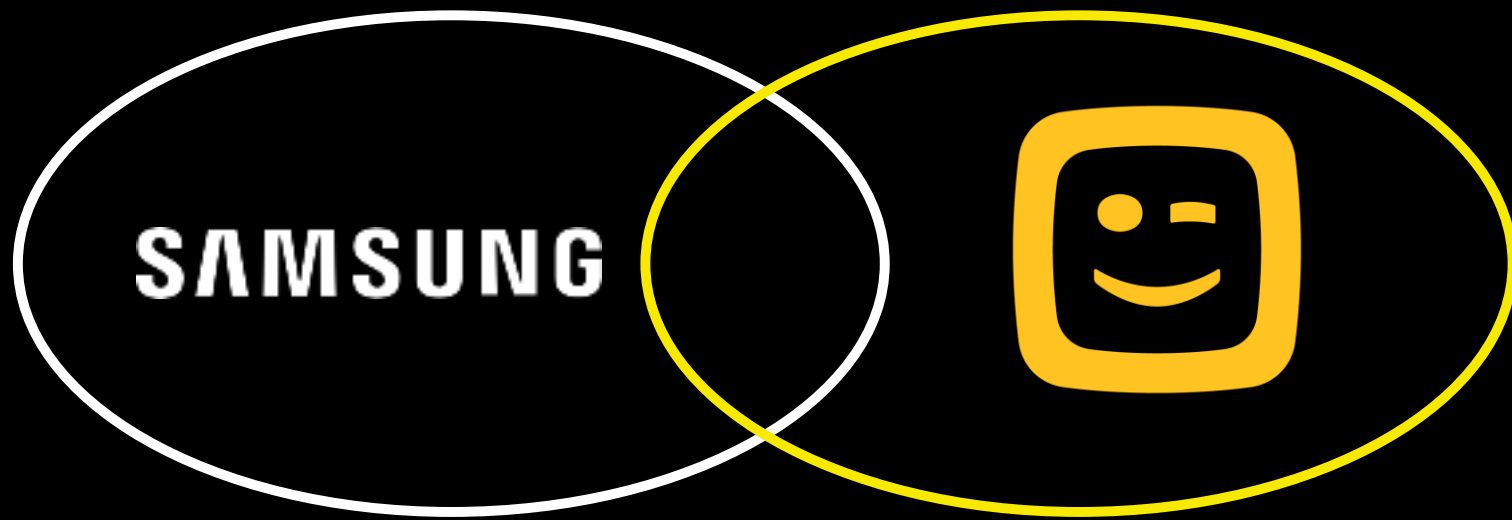




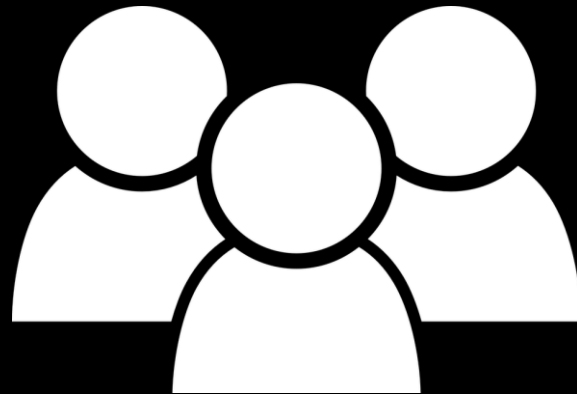
Target audience:



Households
with **owners of older
versions (S6/S7)**
& **compatible
settopboxes**



Target audience:



56.000 households

The commercial:



Galaxy S9 | S9+

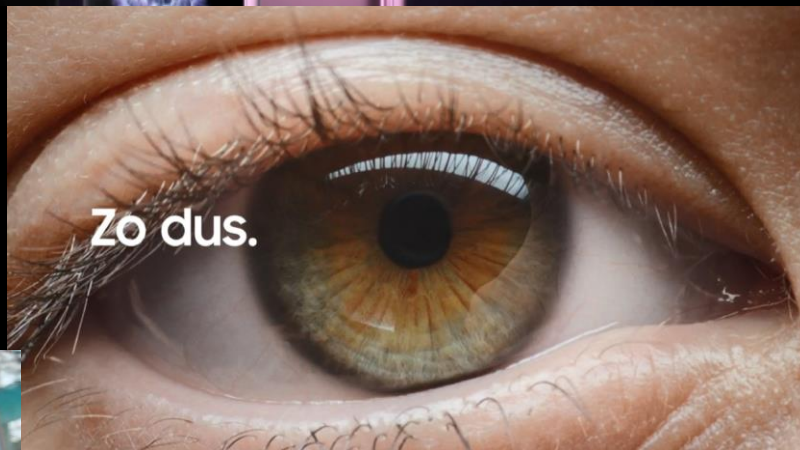
De camera. Heruitgevonden.

Dual camera alleen verkrijgbaar op de Galaxy S9+.



naar
weinig
licht.

Schermbild is een simulatie.



Zo dus.



De camera
die slow motion
trager maakt

Video opgenomen op 1080p, beperkt tot 20 opnames per video met ongeveer 0,2 seconden opnamen en 6 seconden afspelen voor elke opname. Ondersteunt alleen HD-resolutie.



~~€849~~
€699
Vanaf King



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Samsung Galaxy S9



Media performances

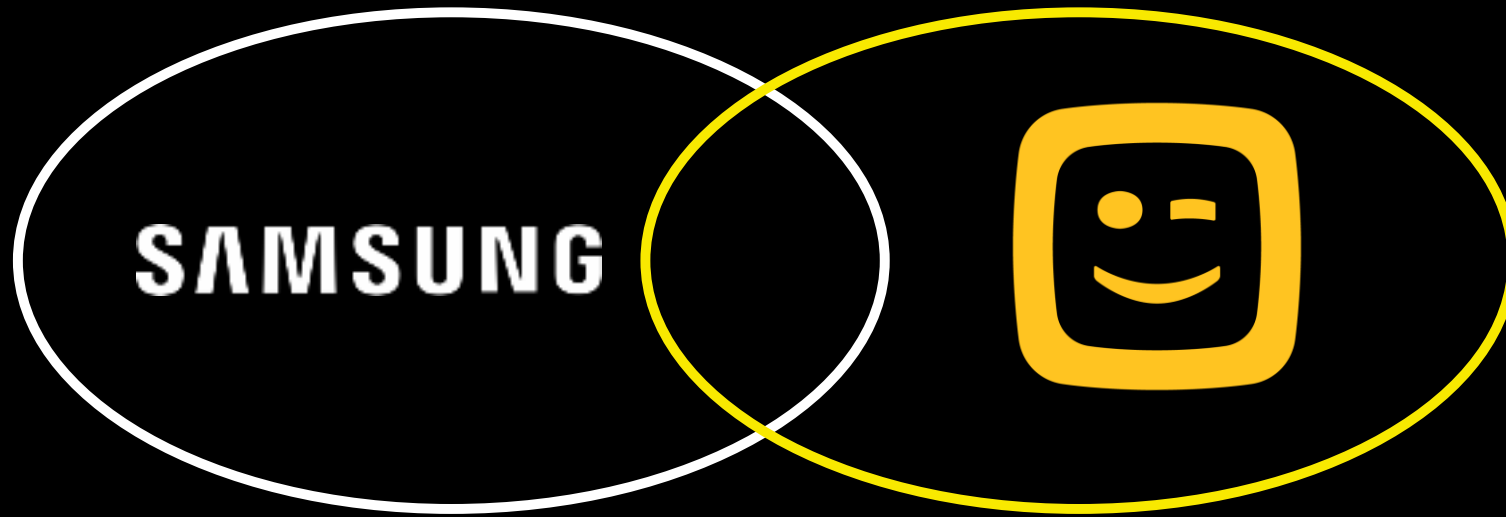
Galaxy S9
De camera. Heruitgevonden.



Reach: 70%
of target
audience



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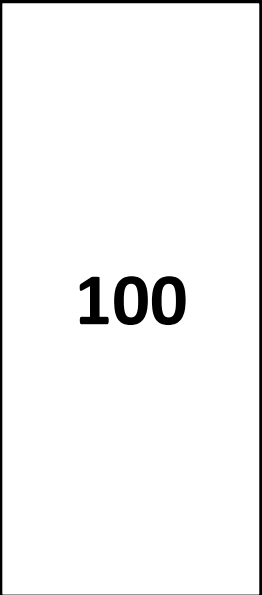


CRM helped close the loop:  Reached by ad

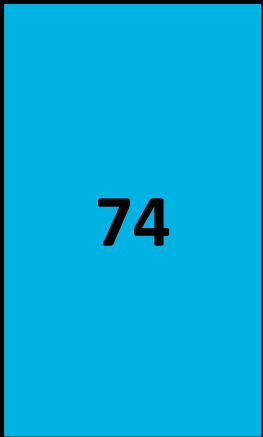
 Converted

Results ?

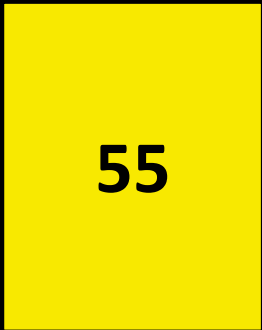
Sales S9



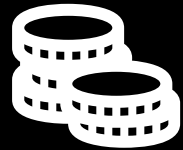
Sales in
target
audience



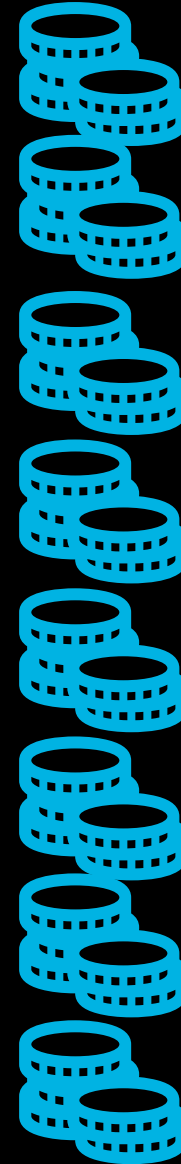
Sales in
target
audience
&
EXPOSED



Payback ?



Investment

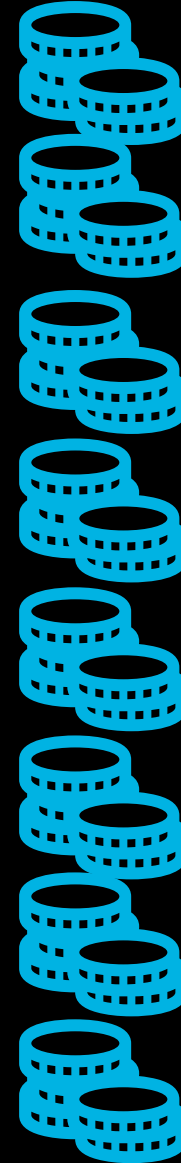
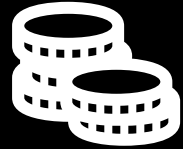


**Resulting
turnover**

X 8,4

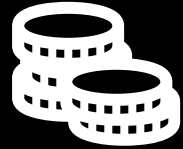
**[households
within target
audience]**

Payback ?

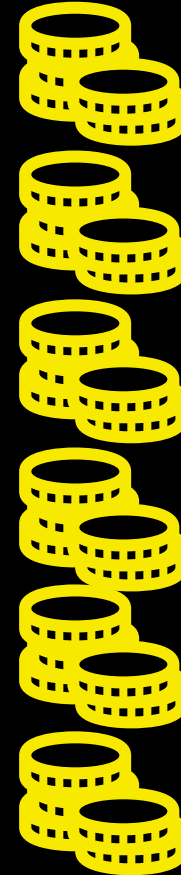


8 for (S) 9

Payback ?



Investment



Resulting
turnover

X 6,2

[households
within target
audience &
exposed]

On top of that,
addressable TV performed better than SEA

Sales to impression ratio SEA:

0,03%

Sales to impression ratio Smart Ad:

0,17%

+451 %

IN SHORT:

SMART DATA

First use of combined CRM data of advertiser and operator to define a TV target audience

LASER SHARP TARGETING

No demographics but actual product ownership

PROVED EFFECTIVENESS

Loop is closed: sales can be associated with exposure

Marketing objective clearly defined and therefore easily measured

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8 for



**Nominated for
Best Use of Data
& Performance
award**

