



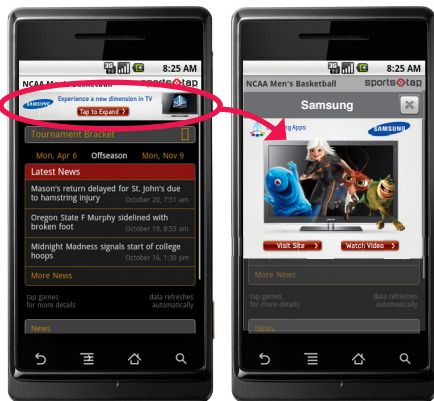
AdMob delivered 198,000 users to the Samsung LED TV post-click experience!



About Samsung

Samsung Electronics was founded in 1969 in Suwon, South Korea as Samsung Electric Industries, originally manufacturing electronic appliances such as TVs, calculators, refrigerators, air conditioners and washers.

- www.samsung.com/us/
- Samsung Town, Seoul, South Korea
- 138,000 employees (as of 2007)



Goal

Samsung wanted to build awareness of their new LED 3D TVs and drive purchase intent. They created an integrated campaign across TV, online, and mobile, working with their agency, MediaVest, to bring the digital campaign to life. Samsung's goal in mobile was to communicate the power of their 3-D TV to a high-net worth, tech-savvy, adult male demographic.

Their target audience is often glued to a screen (TV, computer, or mobile phone) during March Madness, and Samsung sought to capitalize on this opportunity to reach sports fans. Samsung wanted to run an Insight Express brand study to determine the brand impact of their mobile campaign.

Solution

Samsung took advantage of AdMob's top sports content including sponsoring the SportsTap app in the AdMob network for maximum impact during March Madness. In addition to AdMob's premium content and targeting capabilities to reach the adult male audience of 18-49, Samsung chose to partner with AdMob because of AdMob's range of industry-leading ad formats across multiple devices, including interactive video ads for iPhone, multi-panel banners, and expandable canvas ads for Android and iPhone, and standard banners and text link ads across all devices. AdMob also made the campaign easy for Samsung to create by designing and building the post-click experience and leveraging Samsung's existing video content.

Results

- 198,000 users delivered to the Samsung LED TV post-click experience
- 50,000 video views
- Click through rates were as high as 1.21%

Insight Express Brand Study Results:

- 113% increase in mobile ad awareness
- 27% increase in purchase consideration
- 117% increase in agreement with the statement "Samsung brought the first 3D TV to the market"
- 38% increase in agreement with the statement "Samsung is a leader in new technology"