

## Samsung Mobile Touch “WOW”: Corporate Contact Program:

Samsung partnered with Hansa Events & Activation for a unique on-ground activation to launch and showcase the magic of WoW Touch Phones. **SpaceandPeople became the venue partner and took the onus of booking 25 high footfall Corporate Business Parks in key 5 towns.**



**Promotional Idea:** TOUCH is NEW, TOUCH is NOW..... TOUCH is the NEXT.



**Mission:** Expose the range of Touch Phones to maximum people in a non sales, conducive environment.

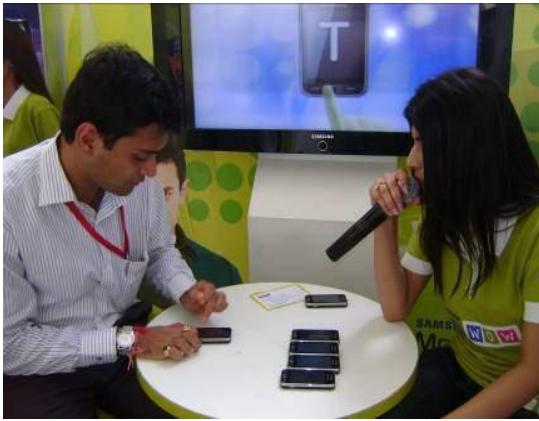
**Objective:** Create Touch Leadership/ Superior Product Experience/ Reinforce Touch Range.

**Target Audience:** Age Group 21 – 45 Well Educated & Tech Savvy

**Execution:** At the Samsung Phone Zone consumers were exposed to a live demo of the phone. Volunteers smartly dressed up built hype around the Samsung Mobile ‘Touch Wow! Activity’ and the ‘Who Wants to Touch WOW game show that let participants win some cool Samsung branded merchandise & the grand prize of a Samsung Star!

**Duration:** The activity started in the first week of July and went on till the end of September. In the first phase, the activation was deployed in Delhi, Bangalore & Hyderabad, with Kolkata and Mumbai to be covered into the second phase.

# Activity Snapshots:



**Result :** The activation that was entertaining, engaging & consumer friendly. Along with driving awareness and delivering the message, it resulted in high attention and engagement levels.

LOCATION	ACTIVITY DETAILS				GAME SHOW DETAILS			WINNERS DETAILS		
	TOTAL VISIBILITY	FOOTFALL AT STALL	NO. OF PROD. DEMO	HOT LEADS	NO. OF SHOW	CONTEST REG.	CONTEST PARTICPTN	BLUETOOTH	USB DRIVE	SIPPER
DLF Infinity Towers, Gurgaon	18000	1600	315	17	20	146	80	0	4	10

*Overall, we were very satisfied with the promotion and all the help given by SpaceandPeople. They provided us venues which guarantee results both during and post promotion and we are confident of repeated success.. Fantastic customer service! "*

**Dipankar Chakaraborty**  
National Head - Hansa Events & Activation