

# PRESS RELEASE

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## Samsung Pixon Case

Aim: introducing the Samsung M8800 Pixon – 8 Megapixel Camera Phone

Media: holistic campaign; RTV, print, guerilla, outdoor, events, online, game, mobile.

Client: Samsung Benelux B.V.

Agency: Quince

Creation: communication, digital, events

Responsible at client: Caroline Teengs

Story: Boris and Rosy have lost each other. Reunite the inflatable cat and mouse by way of the balloon action or the online game en be rewarded with the Pixon. The buyer also gets an inflatable of their choice after buying a Pixon. The nicest picture is awarded a Route 66 road trip.

### Sites:

[www.samsungpixon.nl](http://www.samsungpixon.nl)

[www.samsungmobile.nl/pixon](http://www.samsungmobile.nl/pixon)

[www.waarisrosy.nl](http://www.waarisrosy.nl)

[www.vindboris.nl](http://www.vindboris.nl)

*Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.*

### For additional information please contact Quince.

Contact : Ben Steenstra  
Phone : +31(0)20 34 71 000  
E-mail : ben@quince.nl  
Website : <http://www.quince.nl>