

PRESS RELEASE

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Quince develops introduction campaign for Samsung UltraTOUCH phone

Last week was the launch of a huge consumer campaign for the new Samsung Telecom flagship model, the UltraTOUCH (S8300). The campaign was developed and executed by Dutch advertising agency Quince. Due to the successful introduction of previous mobile phones in an exclusive packaging, the new UltraTOUCH is introduced in the Casino Pack. The pack contains vouchers for a visit at the casino and consumers stand a chance of winning 1 of 8 trips to Las Vegas.

The introduction of the new flagship model features a holistic consumer campaign and a introduction event for DMU's in Holland Casino. This retail event was one of it's kind because of the exclusive location in Holland Casino the Lido, a location that never gave permission to be branded extensively for an event.

With the Casino Pack, Samsung offers consumers an extra experience and supports retailers with their sales. In store a unique POS was developed exclusively for this introduction: a life-size demo of the UltraTOUCH, featuring a 40 inch touch screen. The demo was developed with the latest innovations and presentation techniques by Quince and Tchai. The functioning touch screen is equipped with a Flash application that simulates the actual interface of the UltraTOUCH. Consumers can navigate through most features using the touch screen and experience the mobile phone for themselves.

The cooperation with Holland Casino is a result of positioning the Samsung UltraTOUCH as a nightlife mobile phone. A phone you wish to be seen with while going a night out. Both the UltraTOUCH and Holland Casino wish to be associated with the nightlife experience and found synergy in this cooperation.

Quince is proud to have developed the 5th mobile phone introduction for Samsung in a row. Prior campaigns were always an success and climbed to GfK charts to rank 1 or 2 instantly. Jeroen de Rapper, Marketing manager Samsung Telecom on the cooperation with Quince: "The mobile phone industry are in cutthroat markets and quickly changing. Every launch of a new mobile phone, and especially a flagship model, is a challenge. It takes an effort to develop a distinctive campaign in a very short period of time. For the introduction campaign of the UltraTOUCH we only had 3 weeks from concept till we hit shelves. This means you have to work with parties you trust, that understand the business you are in and know what swift execution means."

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.

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