

PRESS RELEASE

Date : July 20, 2009
Sender : Quince

Ten percent response after extended 'exam period'

Resellers and retailers of Samsung Thin Line monitors were asked at the end of spring to participate in an online training. For this purpose Quince agency developed an e-learning quiz, complementing the launch campaign for consumers. The quiz was given the form of a school exam, in line with the slogan 'There's a thin line between success and failure'. The exam was offered to Dutch as well as Belgian resellers and retailers.

Those who passed the exam could win special prizes: free suits from Oger. The first prize was an exclusive tailor made suit in a fabric of his own choosing.

The idea was that you should look good while selling such good looking monitors as the Thin Line series.

The campaign was a success and Samsung decided to extend the so called exam period. This led to a response rate of more than 10 percent. For an exam made voluntarily a particularly high turnout.

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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