

PRESS RELEASE

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Samsung best electronics brand

At the Multimedia Home Entertainment 2009 fair, Samsung was voted best brand in consumer electronics, games and home entertainment. On Friday November 27 at the Jaarbeurs Utrecht the Korean company received the prestigious public award for the best home multimedia entertainment brand of 2009.

Samsung also won an award for the best PC monitor and an award for the best television. In total, over 6.000 readers of magazines and websites such as Computer Idee, PCM, Consumer PC, HET, Power Unlimited, [N]Gamer and Telegraaf Digitaal have cast their votes.

Quince is proud and pleased that Samsung, for which Quince has played an important role in terms of positioning and communication for the past 9 years, has come so far and won the Telegraaf Digitaal HME Award.

<http://www.hme2009.nl/awards.html>

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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