



## MMA CASE STUDY



# A Tiled World

### Campaign Summary

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To introduce its Microsoft Windows phone operating system to India, Samsung created a first-of-its-kind mobile simulation that showcased Omnia on consumers' smartphone web browsers. The internet simulation leveraged the popularity of the sport cricket to continually engage consumers with content.

### Strategy and Execution

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As a challenger brand in India, Samsung needed to excite consumers about the Windows Phone experience, establish consideration of Windows among smartphone buyers, and increase preference for Omnia over other Windows phones on the market. Traditional in-store product demonstrations and on-ground activations offered limited reach, were expensive to execute, and allowed limited time for potential buyers to interact with the brand. But Samsung wanted potential buyers to experience the Windows phone every day.

Samsung decided to use consumers' existing phones to simulate the Windows experience. This was achieved by creating a mobile destination that delivered a browsing experience similar to that on a Windows phone. The mobile demonstration included the tiled Windows user interface, fonts, naming terminologies, and search features.

To get users to experience the simulation repeatedly, three elements were identified as critical appeal points: content, a contest, and connection.

**Content:** Cricket content, with its mass appeal and huge following in India, was chosen as the pull factor for users. Every day, users received fresh, exclusive, and gossipy content about their favorite teams and players, written by a team of journalists using funny avatars. Keeping a young audience in mind, the content was written in Hinglish, a combination of Hindi and English, with slang popularly used by the target group. Live Twitter feeds of various cricketers were also integrated.

**Contest:** A gamification element was added by way of a daily quiz. Gratification in the form of mobile recharges was offered to winners to ensure repeat engagements.

**Connect:** The destination acted as a platform for users to connect with fellow cricket lovers to discuss and share their opinions. Users could comment on cricket stories and through social sharing on Facebook and Twitter.

To convert intent and enable a purchase, a "Buy Now" link was added to the destination site. Users were taken to a leading third-party e-commerce site.

To promote the Omnia simulation and drive consumers to the destination, banner promotions with interesting messages ran across mobile media destinations, including mobile social networking sites, popular sports sites, and leading destinations for cricket fans. The social sharing option also played a role in creating traction.

## Results

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In four months, more than 150,000 people experienced Samsung's mobile Internet simulation. The destination generated more than 775,000 page views, with an average page view per visit of 3.59 pages. Engagement numbers included more than 14,500 comments posted by users on the various stories and on Twitter feeds. Content reach was multiplied with more than 57,000 shares on Facebook and Twitter.

The "Buy Now" button received more than 24,000 clicks during the three-month period. The 39 percent average monthly growth rate in clicks indicated progressively rising interest in the Samsung Omnia.

The Samsung Tiled World campaign was extended for a year on the basis of the performance of the WAP site and the results.

## Source

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"A Tiled World." 2012 Smarties Silver Global Winner, APAC Regional Winner Product/Service Launch. Brand: Samsung. Lead Agency: Affle.