

### The Objective

Samsung was a worldwide sponsor of the London 2012 Olympic Games. Prior to running the London 2012 Olympic Games, Samsung had promoted its flagship Samsung GALAXY S III on InMobi. Part of the campaign recommendation was to continue the promotion momentum around the launch of Samsung GALAXY S III and promote the Samsung's Worldwide sponsorship of London 2012 Olympic Games.

### The Solution

InMobi designed an interactive rich media ad unit where Samsung's Official TVC was displayed on the landing page. At the end of the video, InMobi embedded a mini quiz about the features of Samsung GALAXY S III. After the quiz, users entered their contact details. Samsung analyzed the results and awarded a Samsung GALAXY S III to a chosen user. At the end of the ad, the user could locate the nearest Samsung retailer using Google Maps or visit the official Facebook, Twitter, or Youtube page for further interactions. The overall look and feel of the ad was themed around the London 2012 Olympic Games.

### The Results

Average time spent on the ad unit was 4.5x more than industry average.

## InMobi Helps Samsung Promote Its Sponsorship Of London 2012 Olympic Games On Mobile.

**Objective** Generate awareness about Samsung's worldwide sponsorship of the London 2012 Olympic games

**Target** Smartphones

**Solution** Banner to rich media creative

**Platform** iOS and Android

**Results** Average time spent on the ad unit was 4.5x more than industry average



InMobi helped us drive our mobile strategy for the Samsung London 2012 Olympic Games campaign. We highly benefitted from their deep market reach and creative expertise to design such an interactive ad. The average time spent on the ad unit was very impressive. We look forward to continuing our deep association with InMobi globally.

- Irene Ng, Vice President - Marketing, Samsung Asia Pte Ltd