

Samsung “Ultimate IN Box”



In-Foyer Activation:

Samsung Mobile used a fun and highly interactive approach to introduce cinemagoers to two of their most exciting handsets of the year, the Samsung Galaxy S and Samsung Wave.

The “Ultimate IN Box” was created to represent the devices’ social hub – which gives the user access to all social networks and many more exciting applications in one central location.

Brand Ambassadors were present in foyers to demonstrate the features of the new handsets to cinemagoers who were then invited to enter the Samsung “Ultimate IN Box and grab a flyer for a chance to win a prize such as movie tickets, candy bar vouchers and Samsung phones. They also received a leaflet with instructions on how to claim a \$50 cash back when purchasing either the Samsung Galaxy S or Wave.

Selected Cinemas in Sydney, Melbourne, Brisbane and Adelaide were chosen for the campaign which was designed so people could be either actively or passively engaged, allowing Samsung to directly connect with their target audience as well as reach a broader peripheral audience in the foyer.



The activation resulted in a strong and compelling drive to retail and generated heightened awareness for Samsung Mobile.

For more information contact your Val Morgan Cinema Network representative