

Samsung UK creates sparks with unique digital direct marketing campaigns

London, 15th November 2007. One of Samsung's most popular campaigns of 2007 was its second annual Easter campaign. Themed around a traditional Easter Egg Hunt, it aimed to target as many new people as possible to take part in the challenge. Running over a 30-day period, the core objective of the campaign was to drive more traffic to the new Samsung website, the premise of the competition being to find the location or answer to a new clue every day, leading to the discovery of the Easter eggs.

For 30 consecutive days, participants had the opportunity to win a new mobile phone handset. As well as generating many brand new leads for Samsung, an online chat forum allowed users to interact with each other, creating a special community focused on sharing ideas on the answers to the clues. This increased Samsung's brand awareness and loyalty and added to the performance of the campaign by increasing the total number of opening and click through rates. This unique competition was a huge success, leading to a huge jump in traffic for the month and over 14million page impressions.

Email plays a small but important part in Samsung's marketing strategy. It is used to maintain relationships with Samsung customers, increase brand awareness and loyalty, and of course to generate new leads. "Our email marketing strategy has yielded good results for us in the last five years...We use it to creatively and efficiently communicate new announcements such as the latest handsets and partnership initiatives that will be of interest to our customers," comments Nick Turner-Samuels, Samsung Mobile's Online Marketing Manager.

"We've been using eCircle for the past four years and have been consistently happy with them. They provide a very sophisticated email system which allows us to customise our emails to provide a much higher degree of targeting than previously possible. We've already seen tangible improvements in response rates and profile updates to this functionality, which is great" says Turner-Samuels.

Ends

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Notes to the Editors

About eCircle

eCircle is one of Europe's largest digital direct marketing companies, owning the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital direct marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. Leading companies and agencies trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees.

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