

# III Digital Marketing Week

## КОТИКИ ПРОИГРАЛИ?! К КОМУ УШЛИ ДЕНЬГИ И ВНИМАНИЕ ЦА



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# SAMSUNG MOBILE

WAWA CAMPAING  
DECEMBER 2016

**Objective: Increase sales of Samsung accessories lineup**



## Campaign Goals

- 1/ Rise awareness of Samsung accessories lineup.
- 2/ Perform unique young minded reputation
- 3/ Grow traffic to exclusive accessories microsite

**Finally drive increase sales**





HOW TO MAKE  
SUCCESS STORY IN BUSY  
ENVIRONMENT FOR  
DIGITAL NATIVE AUDIENCE



## MARKET BACKGROUND

- 16-25 TA, ACTIVE USERS OF INTERNET. DON'T WATCH TV BUT SHARE VIRAL CONTENT
- CLUTTERED DIGITAL ENVIRONMENT IN DECEMBER
- TOUGH DEADLINES TO LAUNCH CAMPAIGN





NOT AN EASY TASK....





...OUR SOLUTION...

## Target Audience in Russia

**16-25**, active internet users, they adopt trends and follow trendsetters, using memes and constantly looking for fresh and entertaining content, easily getting bored by advertising as **they don't watch TV**.

TA know most of local memes and some global ones, they **actively share viral content** if it's been posted by influencers and public pages they follow on YouTube and VK.

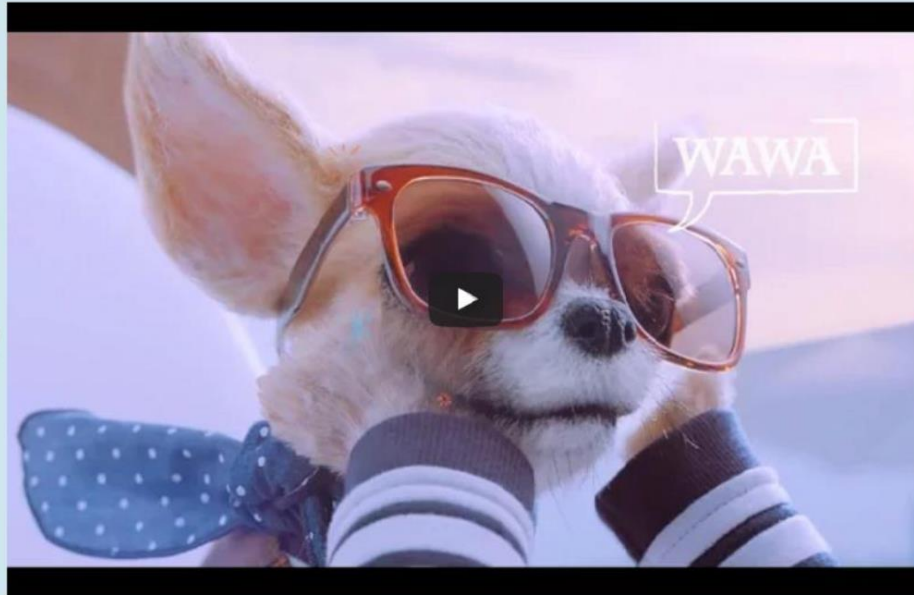


They want to see something relevant to them, not just another brand advertisement, they want to be entertained, not fed with a product, that's why they use ad-block, skip all commercials and don't click on banners.

# III Digital Marketing Week

In July Wawa appears in advertising of new Samsung accessories on Korea market.

On the site, in the banners and videos.



## Character

Brands often adopt memes, cartoon characters and dream about creating their own meme that would bring awareness and virial traffic to their product. Even premium brands do:



Apple 'Cookie Monster'



Mercedes 'Mario Kart 8'

НИЧОСИ



VK adopted meme 'ничоси' and it quickly went viral, being added by

**290 mln. users** among network

## WAWA has all potential being a viral thing:



**WEIRDNESS** one of the most catchy things in internet nowadays



**UNIQUE  
VISUAL STYLE**



**ABILITY TO BE  
INTEGRATED**  
in any content without  
disturbance



**BACKGROUND  
STORY**



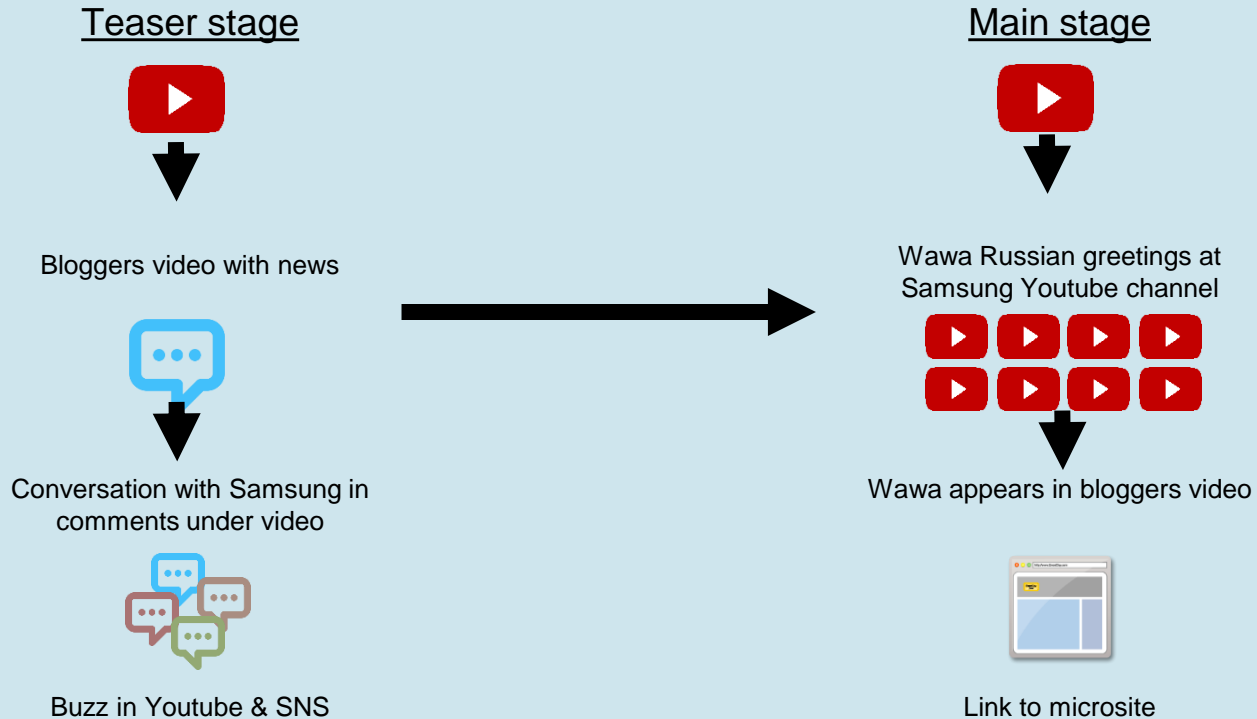
**POSITIVENESS**

And it's organically connected to the product, all product communications could be easily integrated in any type of bloggers content in an entertaining way



LET'S GO NATIVE  
INTEGRATED INTO  
TA DAILY LIFE

## Campaign structure





## Teaser (integration)



1. EEoneGuy – the most popular blogger in Russia tells in his vlog about Wawa and wonder if it could come to Moscow

2. In comments under video appears official answer from Samsung

3. **BUZZZZZZ**

Seeding in publics, relevant Youtube channels





**REVEAL:**  
WAWA TRIP TO MOSCOW



## Main campaign, bloggers integration

Wawa appears in the vlogs of popular bloggers



Maria Way  
sings in vlog



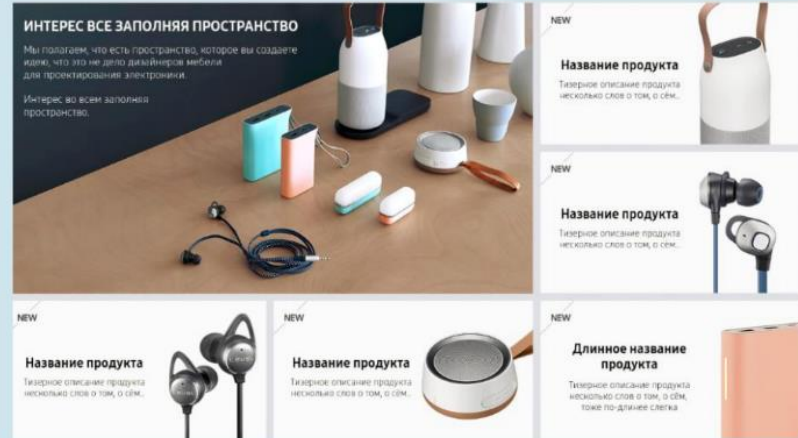
Ruslan  
Usachev tells  
about new  
gadgets



Kate Clapp  
talks about  
her home

## Microsite

Samsung WA.com Online-  
Samsung.Ru



Next campaigns...

May 2017 Топлес  
integration





**THANK YOU!**