



# Samsung reaches tech enthusiasts using Sizmek Mobile

## Campaign Details

**Advertiser:**  
Samsung

**Campaign:**  
Samsung Smart TV Mobile standard banner

**Creative agency:**  
Cheil Europe

**Media agency:**  
Starcom Mediavest Group

"As standardised third-party ad serving becomes increasingly important in mobile advertising, we feel it's important for agencies to push this forward. It has been very reassuring to find consistent results in our recent Sizmek test."

**Milton Elias**  
Head of Mobile, Starcom  
MediaVest

## Objectives

Running up to the all-important Christmas buying season in 2011, electronics giant Samsung wanted to build awareness around its new super-sleek, web-connected Smart TV.

With its target audience in the UK being young (25-34) and techforward, mobile was clearly the way to go. Samsung engaged Starcom Mediavest Group and Sizmek to generate a powerful mobile campaign and drive pre-holiday buzz.

## Execution

The Sizmek Mobile solution offers a combination of ad serving capabilities, standard creative formats, innovative rich media formats and advanced analytics in one platform. It allows agencies like Mediavest to manage mobile-enabled campaigns on multiple devices and environments – coverage that is crucial for a campaign the scale of Samsung's.

Creative agency Cheil Europe created a mobile standard banner to run across the YOC Group's UK mobile advertising network, which includes publishers such as The Telegraph, The Evening Standard, The Independent, The Sun and many other prominent UK properties.

In addition to being YOC-certified, the Sizmek MDX offered a streamlined workflow and interface for the media team.



# Results

Sizmek Mobile allows users to analyze campaign metrics for the entire digital buy and down to the device level. For example, analysis of the campaign showed that ads served to Samsung devices delivered the highest CTR (0.42%), outperforming both Apple and HTC devices.

This mobile campaign delivered exactly the brandbuilding results the client hoped for:

- **1 million** impressions delivered
- **0.34% CTR** (vs. a vertical average of 0.19%)