

Samsung Galaxy S7 Hits SA market with a bang

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Samsung South Africa tasked 947 and KFM with creating a digitally lead OmniChannel campaign that built hype and demand ahead of the Samsung Galaxy S7 and S7 Edge launch, with the aim of delivering pre-orders and social amplification.



The stations used a combination of their personalities, traditional radio and a never-been-done before competition mechanic which used 360 degree videos on social media, to create talkability and drive pre-orders for the phone. The results for Samsung were impressive: 5.2 million Twitter impressions, 1.8 million Facebook impressions, over 68 000 video views and more than 150 000 SMS entries.

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