

# Samsung - LaFleur

Telecommunication / Cellular Phones, Latvia

## Background.

- Samsung Electronics Baltics decided to promote LaFleur product line into an already crowded market place.
- The challenge was to promote product and communicate a simple message in the interesting way.
- The campaign needed to create standout and encourage product trial, as well as signalling that this is a unique and different product.

## Idea and results.

An “outdoor strategy” was employed using OOH pillars on the major streets in Riga.

The client’s focus to targeted use of OOH is one of the success factors of this campaign.



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## Campaign details

«This year we also tried to delight women – with a special, new LaFleur Cellular Phones' collection. We are pleased to see that this outdoor campaign made our city much more joyful and daily life – colourful, tender.»

Andrejs Teteris, Samsung Electronics Baltics telecommunication division specialist

Coverage	City: Riga
Media agency	Starcom
Creative agency	Publicis Riga
Environment & formats	Street furniture, pillars
Number of faces	135
Target audience	Women 15-49
Audience figures/Research	AD AWARENESS Target Group (recognition) - 66%
Date & Duration	2012-02-13 2012-02-26

