



Samsung - Samsung Gear S2 Event

Event Activation / Technology | Direct | Philippines | NOV and DEC 2015

SAMSUNG
Galaxy

Gear
S2 classic



Beyond Location. Precise Audience

CAMPAIGN OBJECTIVES

- Boost awareness and promote Samsung Gear S2 watch to Android and iOS users
- Instill interest of Samsung Gear S2 to mobile users.
- Drive footfalls to Samsung stores

YOOSE



Samsung - Samsung Gear S2 Event

Event Activation / Technology | Direct | Philippines | NOV and DEC 2015

OUR VISUAL HEAT MAP

A reporting feature showing data for clicks and impressions to analyse easily at a glance.



OUR SOLUTIONS

- We came up with standard interstitial and dynamic interstitial banners that changed the distance displayed in real time
- We geo-targeted iOS and Android mobile users across 9 locations in Philippines
- We targeted mobile users from the ages between 20 and 35

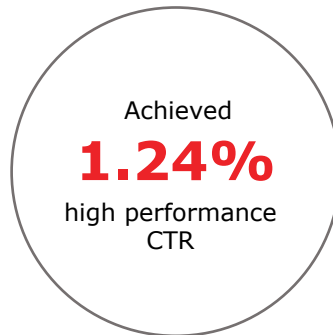


Samsung - Samsung Gear S2 Event

Event Activation / Technology | Direct | Philippines | NOV and DEC 2015



RESULTS



Beyond Location. Precise Audience

YOOSE