

Boosted 2011

thebarbariangroup +  + 

Boosted is loved



AND THE 2010 BEST HOLIDAY THINGY AWARD THING GOES TO...TWEET WRAP.

It's awesome. It's the kind of thing that reminds me why I love the internet. It's the Internet of Things meets gift wrap. It's creative, timely and practical.

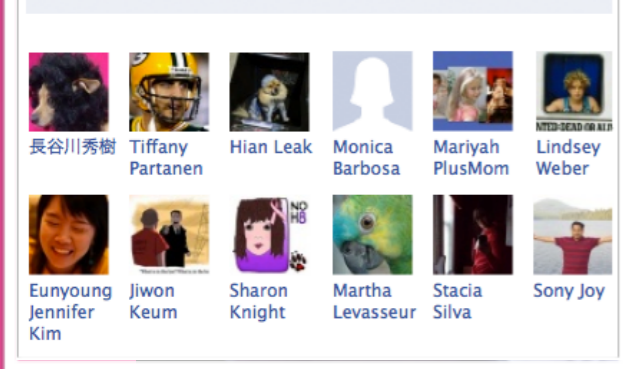
George Nimeh, EU Digital Director at iris.



THE WALL STREET JOURNAL.

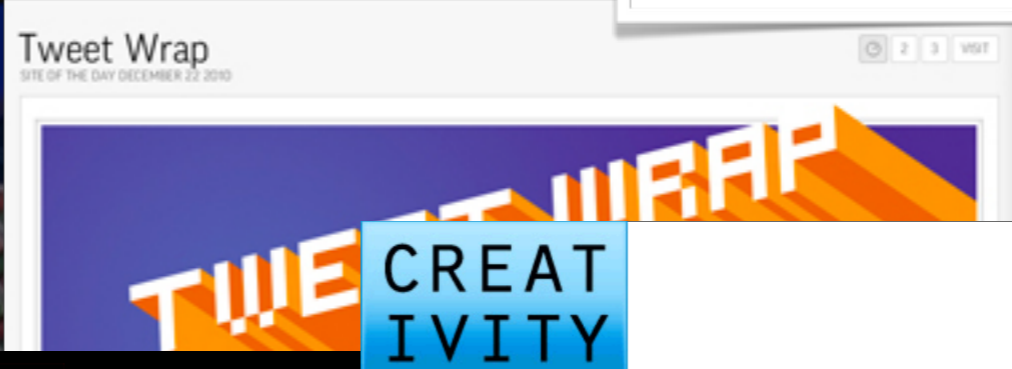
facebook

1,846 People Like This



長谷川秀樹 Tiffany Partanen Hian Leak Monica Barbosa Mariyah PlusMom Lindsey Weber

Eunyoung Jennifer Kim Jiwon Keum Sharon Knight Martha Levasseur Stacia Silva Sony Joy

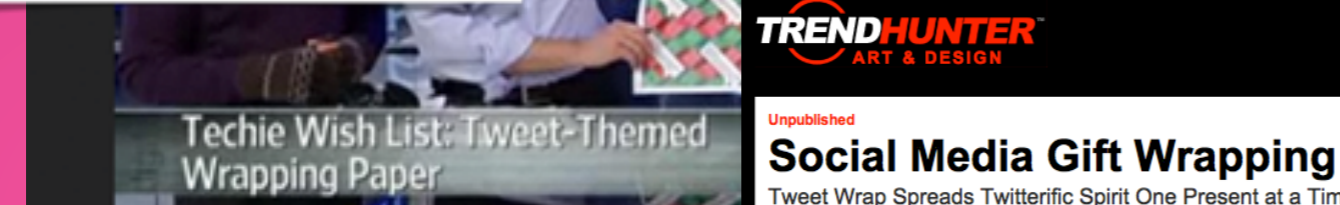


Tweet Wrap

SITE OF THE DAY DECEMBER 22 2010

TWEET WRAP

CREATIVITY



TRENDHUNTER ART & DESIGN

Unpublished

Social Media Gift Wrapping

Tweet Wrap Spreads Twitterific Spirit One Present at a Time



Mashable

Customize Your Gift Wrap With Tweets

ENTERTAINMENT Twitter enthusiasts now have a new way to enjoy the holiday season — by creating their own gift wrap, customized with tweets. The first 3,000 to do so could receive a free printed roll of their wrapping paper — while supplies...

0 6

Tweet Share

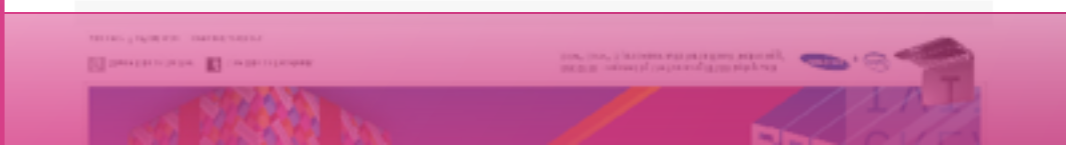
6 minutes ago Radhika Marya

Let's create a gift wrap - customized with tweets.

Boost your gifts this holiday - pick a design, choose some tweets and create your wrap! The first 3,000 people get a free printed roll, while supplies last. Plus, upload a pic of presents wrapped in Tweet Wrap and you could win the new Samsung NP520 laptop.

GET STARTED

THOUGHT TO YOU BY BOOSTED



Samsung: Tweet Wrap

BOOSTED - powered by the trending #TWEETWRAP

BOOSTED - powered by the trending #TWEETWRAP

Our Learnings

Samsung's Personality Resonated

Our Boosts were looked upon positively both from a PR standpoint as well as in the eyes of consumers who participated. They saw our Boosts as timely, interesting, useful and fun. We showed a fun personality online, drove awareness, and created feelings of happiness towards the brand.

Simplicity is Key

The Boosts were successful in large part because the experiences were so simple and the barriers to entry were low enough for consumers to engage with the brand in a meaningful way.

Bringing the Online Offline

The most successful part of Tweetwrap was that interacting with something online resulted in an actual physical object. The number of tweets and stories from people who received the wrapping paper created tons of positive sentiment for the Samsung Brand. We were thought of as generous, innovative, and cool.

Social is the glue

Integrating our Boosts into pre-existing Social Media channels where consumers already participate enabled our campaign to grow without having to spend a lot of money on paid media.

Our Strategy

Keep On Boosting

Creating something fun and useful for consumer's is a great way to earn their attention and trust. Tweetwrap and Your Mom's Computer was just the beginning. We want to keep on going and engrain Boosted into mainstream culture.

Friends Forever

We want to continue the tone we established and talk to consumers directly without trying to hit them over the head with sales messages. We have engaged in nice conversations with consumers, lets develop those existing relationships, and make new friends too.

A Balancing Act

We understand that the purpose of Boosts is to sell Samsung products. These “Boosts” strive to find the right balance between creating something amazing, while still driving awareness to the product we are trying to sell.

Build Brand Affinity

At the end of the day we believe “Boosted” is the best way to ignite people’s passion for the Samsung brand and really connect with consumers on an emotional level.

Our Boosts Go to 11

We will continue to amplify people's everyday lives by creating boosts that add value or utility to their lives.

We want to turn it up and take it even further.

Who we want to Boost

We want to draw from the passions of these consumer groups and create tools and experiences that amplify their lives.



Moms



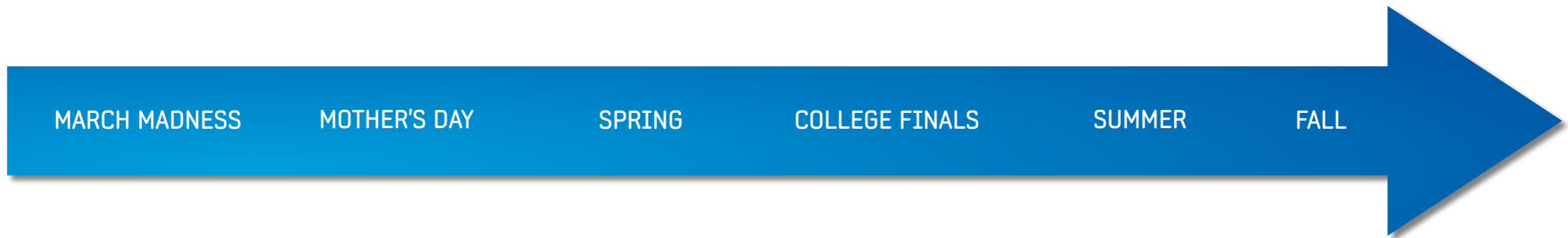
College Students



Sports Fans

Boosted Program

Moments where Boosted will be effective in 2011.



The Boosts

Boost My Dorm Room

Is your dorm room getting you down?

Yo Dawg! Give it a Boost! Upload a picture of your humble abode with an image of Xzibit and a few words in Xzibitese about why your room needs boosting and you could win a dorm-room pimpification delivered and installed by Xzibit himself!



Boost My Dorm Room

How this works on the Internet

COLLEGE HUMOR



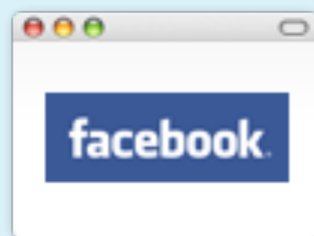
The 'Boost My Dorm Room' trailer video featuring Xzibit is launched on www.collegehumor.com - One of the best humor sites on the Internet, a place to see original funny videos, pictures, articles and jokes.

WEBSITE



A fun website experience which enables students to upload pictures of their Xzibitized dorm rooms. Picture gallery is organized by college and location.

FACEBOOK



The Boosted Facebook team share the best entries on the Boosted wall, and students can share their dorm room pictures by 'liking' their entry on the 'Boost My Dorm Room' website.

March Madness Tip-Off

It's fun to get swept up in the brackets business during March Madness, but not so fun when you're losing the office pool. Boost your bracket predictions by tapping into knowledge and tips from the experts on Twitter and get Boosted!

CALIFORNIA ▶

CORNELL ▶

CORNELL FTW! THEY'RE LOOKING SO AWESOME THIS YEAR!
#BOOSTEDBRACKETS



MARCH
MADNESS



BOOSTED

March Madness Tip-Off

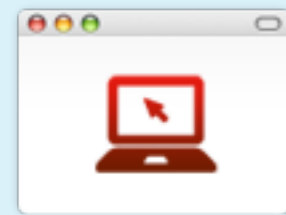
How this works on the Internet

TWITTER



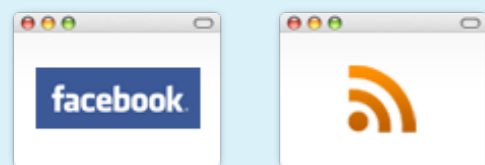
Expert NCAA Basketball analysts and celebrated sports journalists are invited to join the tip-off. Their bracket commentary and prediction's are tweeted to [#boostedbrackets](#).

WEBSITE



An engaging experience that helps people build their bracket selection from scratch. Journalist and analyst tweets are displayed along the way, bringing the Boost, all powered by [#boostedbrackets](#).

FACEBOOK + INTERNET



People share their bracket selections as a simple personalized webpage. The Boosted Facebook page will share news of the tip-off contest throughout March Madness.

Mother's Day Boosted

Sometimes a Hallmark card just won't do. This Mother's Day create a Boosted card full of hand-picked moments special to you and mom. A Boosted video experience your mom will never forget!

Select your memory boosts



HI MOM,
I MADE YOU A CARD FULL OF BOOSTS! XXX

PLAY



Mother's Day Boosted is powered by the QX 410 Turbo Boost Processor

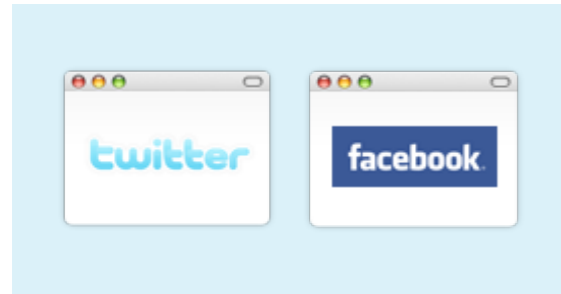
BOOSTED



Mother's Day Boosted

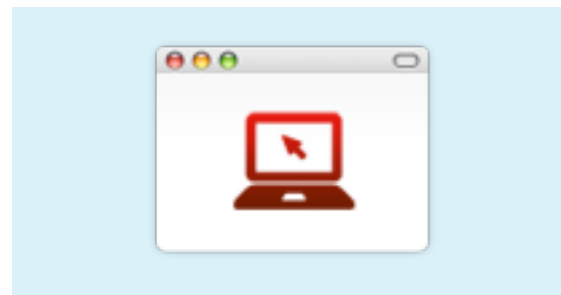
How this works on the Internet

TWITTER + FACEBOOK



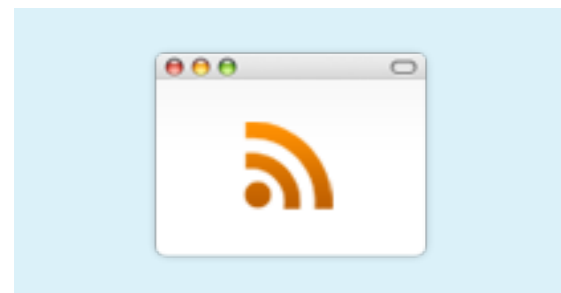
The Boosted Twitter and Facebook teams spark fun conversations in the lead up to Mother's Day (eg: They share quirky card designs they find across the Internet).

WEBSITE



People are invited to upload and select memories; old photo of you and mom, favorite memory, childhood home, reasons why you love her etc. The memories are composited into a video which creates a special experience for the both of you. An e-mail invite is sent to your mom!

INTERNET



The Boosted Mother's Day card site is shared with the Mom blogging community first and foremost, creating buzz and excitement across Mom Internet communities.

Boosted Easter Egg Hunts

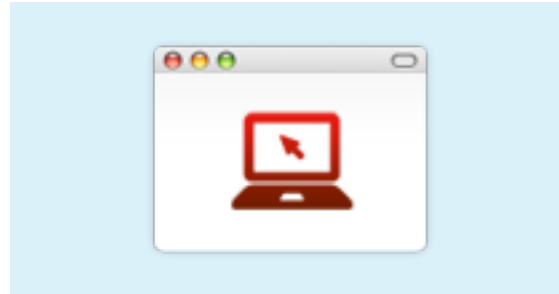
A nest of baby chicks, hatching live and in real-time on the Internet, kicks off the Boosted Easter Egg Hunts. As they hatch, Boosted friends are directed to retail locations to collect prizes; from product discounts to the latest nifty laptop!



Boosted Easter Egg Hunts

How this works on the Internet

WEBSITE



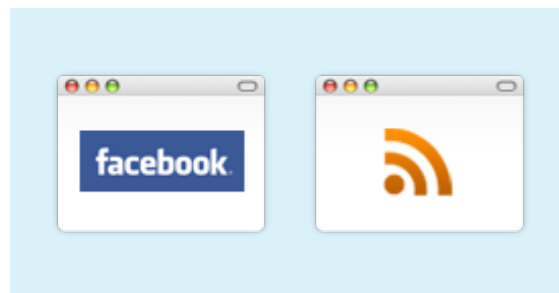
The website streams a nest of baby chicks, hatching live and in real-time. As they hatch, the retail location for each hunt is revealed.

FOURSQUARE + GOGGLES



Once people arrive at retail locations, such as Best Buy, they can find Easter Egg Specials by checking in with Foursquare. People will pick-up bonus eggs by using Google Goggles to unlock codes on Boosted display boards!

FACEBOOK + INTERNET



As the eggs hatch, the news is be shared across the Internet to motivate participation, including the Boosted Facebook page and Internet culture website BuzzFeed.

Boosted Mascot Love

Would you tweet in the name of college mascot love?

During the Football season Boosted is asking students across the country to declare their affection for their College mascot on Twitter. As support grows, colleges unlock discounts for Samsung laptops. Boosted!



Boosted Mascot Love

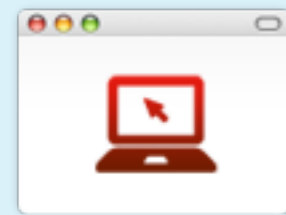
How this works on the Internet

TWITTER



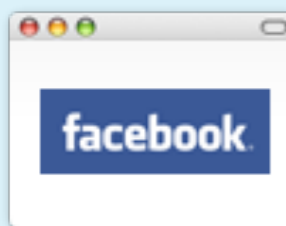
Mascot Fans will send shout-outs to their favorite mascots on Twitter using customized hashtags, eg: for the University of Kansas we will use #KUboosted

WEBSITE



The Mascot love website is powered by tweets, creating a real-time leader board. The website will push out Tweet notifications once a college has reached enough support to unlock a discount.

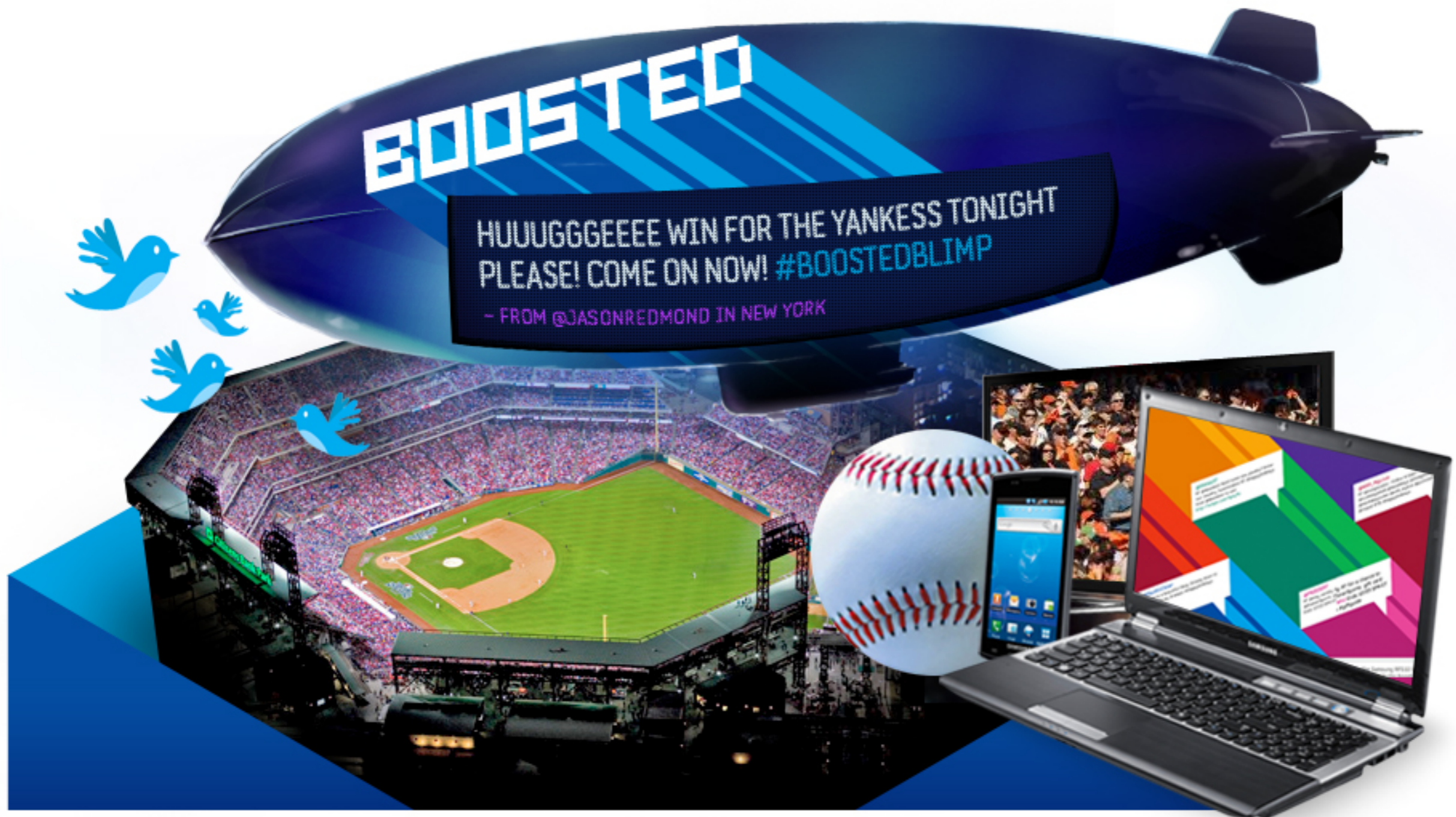
FACEBOOK



The Boosted Facebook page will share real-time results of the Mascot Race and invite the community to participate. Fans will inspire their friends to join by posting shoutouts to their wall.

Boosted Tweet Blimp

Boosted changes the way sport fans support their team during the season with a gigantic Boosted tweet blimp! People's tweet of support is broadcasted from the roaming blimp for everyone to see. 'Tweet of the Season' wins the Samsung 3-Screen Dream sweepstake.



Boosted Tweet Blimp

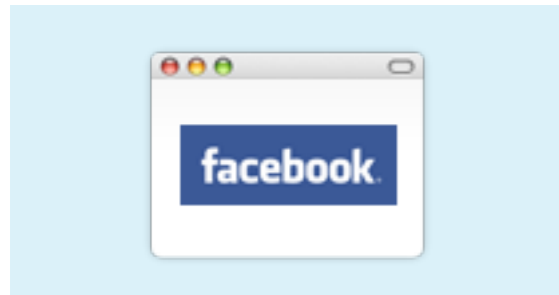
How this works on the Internet

TWITTER



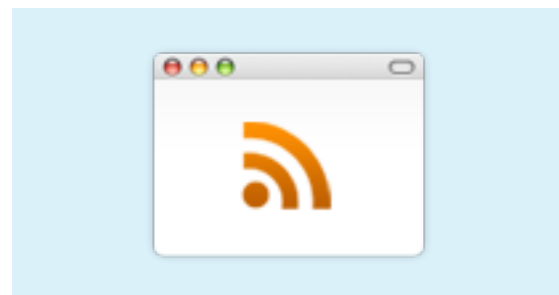
Fans tweet messages of support to the hovering Boosted Blimp via #BoostedBlimp. Tweets are rotated on the blimp display. Each game the best tweet wins the weekly prize and is enter into the 'Tweet of the Series' sweepstake.

FACEBOOK



The Boosted Facebook team post the best of the Blimp action each week, sharing the Blimp photo's captured during the games that provoke friendly banter amongst Boosted friends.

INTERNET



The Boosted Blimp becomes instantly famous. The game changing support platform will be picked up and celebrated by bloggers and sport editorial channels across the Internet.

The Boosted Event Visualizer

How do you project Boosted over an entire city?

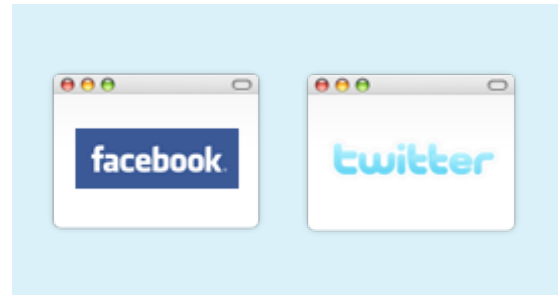
You convert event stats, like from the NYC Marathon, into fun Boosts for spectators and friends across the world, and broadcast them on the Samsung Times Square Billboard.



The Boosted Event Visualizer

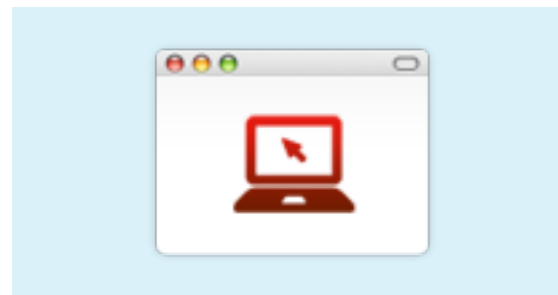
How this works on the Internet

FACEBOOK + TWITTER



The Boosted Facebook and Twitter team's promote events to the community, building up hype around headline event boosts and teasing about secret boosts to be announced on the day.

WEBSITE



During the events, Boosts are broadcasted in realtime on the Samsung Times Square Billboard, capturing the imagination of New York City. A website streams a video of the billboard, and allows people to claim prizes in a first come, first served fashion.

TWITTER + INTERNET



The news of Boosted events makes is shared with websites such as www.nygo.com and across specialist event communities.

These "Boosts" are fun, innovative, and amplify the consumer's passions. They continue to draw awareness for Samsung products, but most importantly they deepen emotion and brand affinity for Samsung.

Thanks!

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