

Samsung Turkey creates cutting-edge campaign in record time with DoubleClick Studio Layouts

In the super-competitive market for mobile devices, a new product has only a brief window to catch people's imagination.

When Samsung Turkey launched the Galaxy S4 cell phone in early 2013, its marketing team needed a fast way to showcase its breakthrough features to the target market of young, tech-savvy professionals.

Samsung already had a popular YouTube channel, with over 4.5M views to date, and Comcast stats show that Turkish people spend more hours online than any other country in EMEA except the UK. So the team wanted to use the company's existing video assets to build out a Rich Media campaign for the new phone.

"Smartphone technologies contain many advantages, but it's hard to engage users with ads full of specs," says Seda Gumustas, digital marketing manager for Samsung Turkey. "We have to make it easy for customers to understand the benefits of a new product. We must create a story that shows the value we can add to people's lives, and video is the best tool for that."

"DoubleClick Studio Layouts enabled us to create an interesting, attention-getting, and innovative rich-media ad from our existing YouTube videos, easily and in a short period of time. I would surely recommend this tool to other Samsung subsidiaries and other companies."

—Seda Gumustas, Digital Marketing Manager, Samsung Turkey

A fast way to build attention-getting ads

Samsung needed a fast way to create an innovative campaign that would stand out. Victor Binhas, DoubleClick Rich Media Solutions Consultant for Samsung, explains, "Based on the client's campaign goals, available assets and tight deadlines, we decided to use Studio Layouts, as it enabled us to have the unit ready in record time, with no deep flash skills needed."



www.samsung.com/tr/

- Istanbul, Turkey



Goals

- Support the launch of new mobile phone with advanced features in Turkey
- Engage young, tech-savvy professionals
- Use rich media to showcase benefits of new product



Approach

- Repurposed videos from Samsung's popular YouTube channel
- Used Studio Layouts to quickly build rich media ad units
- Chose a Lightbox template that features three different videos



Results

- Creative was built in 15 minutes and campaign was live within 3 hours, representing a 90% reduction in production time.
- In one month, campaign reached 2.4 million unique visitors with higher-than-expected engagement (2.73%)
- Delivered CPE lower than normal at less than 10 cents US
- Metrics proved rich media should be a regular part of Samsung's marketing mix



With Layouts, an advertiser simply selects which layout they want to use and uploads their chosen copy, imagery and video IDs. Because no coding is required and the ad serving and reporting tags are all baked into the layout, turn-around time is very fast and the finished ad meets all IAB and web standards, so any publisher can accept them.

Seda's team picked the GDN Lightbox template to create an attention-getting ad that expands when a user's mouse hovers over it. The full-size ad presents three videos in an uncluttered interface, giving users a choice of features to explore in the new phones.

A regular Lightbox ad created through hand-coding often takes three weeks to go live. By using the Studio Layouts template, Samsung Turkey managed to go live with its campaign in only four days from conception to clicks.

Seda says creating the ads was "a team effort with good synergy" between Samsung Turkey, the creative agency Imalathane, media agency Starcom Turkey, and Google Turkey, all based in Istanbul.

Using Studio Layouts, the DoubleClick Rich Media team built the Lightbox unit in only 15 minutes. Quality assurance and approvals were completed in three hours, and the ad went live with no revisions.

High engagement for low cost

All standard rich media engagement metrics come baked into every Layout, providing Samsung Turkey with the information they needed to understand how people were engaging with their ads and whether their campaign was effective. And the results from this campaign were better than Samsung ever expected.

In one month, 20 million impressions were served to around 2.4 million unique users, with an engagement rate of 2.73%. More than 60,000 viewers watched the videos through to the end. And the cost per engagement was low, at less than 10 cents US.

DoubleClick Studio

DoubleClick Studio is a production and workflow tool used by creative agencies to build and manage DoubleClick Rich Media ad units, making it more efficient to manage desktop and mobile creatives in a single place.

DoubleClick Studio Layouts

Layouts is a new DoubleClick Studio feature that makes developing rich media ads faster and easier. Layouts provides a pre-made rich media ad shell that meets all IAB and Web standards, saving you time in production and approvals.

Proving that an online media channel actually works can be difficult. But with rich media, you can show exactly how many users engaged with an ad, and for how long.

"The campaign data showed that we were reaching the right customer at the right place and at the right time," says Seda. "And the cost per engagement was super-low for Samsung."

More rich media from now on

Now that she has the numbers to back up her case, Seda wants Samsung Turkey to continue to use rich media.

"From now on, I can say let's do more rich media. We're planning to consider this format in every launch campaign from now on. I think Google is a key platform in our daily work, and we're definitely planning to use Studio Layouts, since it brings ease of use, convenient production, good design, time savings, and high engagement with low CPE."

DoubleClick

Google's DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world's top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, rich media, video and mobile, DoubleClick products help customers execute their digital media strategy more effectively.

www.doubleclick.com

©2013 Google Inc. All rights reserved. Google and DoubleClick are trademarks of Google Inc.