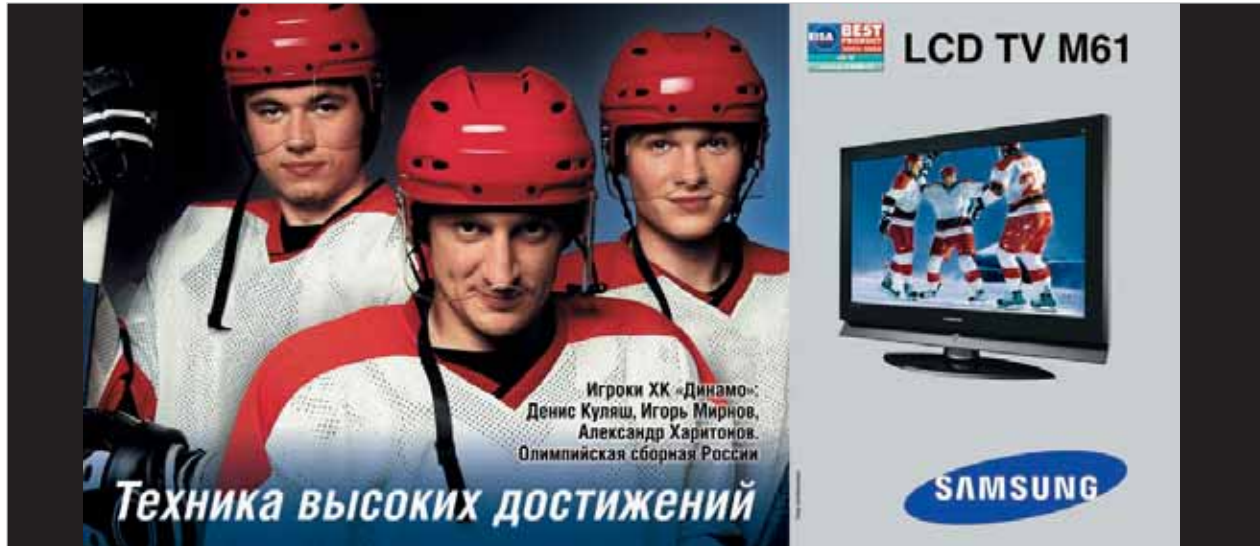


HIGH ACHIEVEMENT TECHNOLOGY RUSSIA

 CATEGORY **ELECTRONICS & ENTERTAINMENT 1** | AGENCY **CHEIL COMMUNICATIONS** | CLIENT **SAMSUNG ELECTRONICS**


PRESENTER
DON JOO LEE
President, Samsung

Joo Lee is a graduate in Engineering from Seoul National University, with an MBA from Columbia University. He has worked through various roles on different continents with Samsung since 1979 and is currently President & CEO of Samsung in Russia.

CAMPAIGN SUMMARY

In a market where status is reflected through product purchase, Samsung recognised their need to appeal to 'premium' class product consumers to win number 1 market share in the LCD TV segment.

Emotional purchase factors in both mass and premium consumer groups were powerful in the buyers decision making process. Traditionally Samsung campaigns pay attention to sports marketing and development. This angle was tied into the campaign by using the White Olympics in Turin, as a mirror for achievement not only in sports but in any area of life. The slogan, 'High achievement technology' perfectly complied with Samsung's brand philosophy and created a dynamic and exciting campaign which got results.

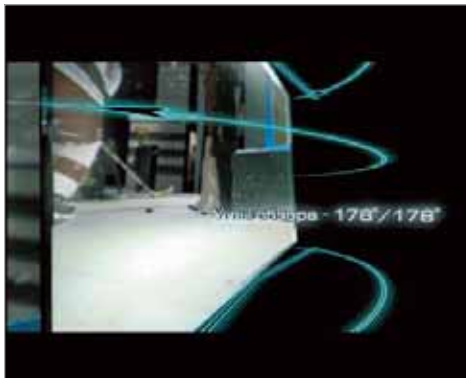
Samsung achieved the No 1 market share in the segment of 40"+ LCD TV sets, and retained the No 1 share in the market of TV sets 'as a whole', with a growth of 18.2 % by June 2006.

CLIENT CREDITS

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TVC