

Leading the digital-convergence revolution

How to message multiple products and categories while driving leads

Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, TFT-LCDs, printers and more. Samsung has a wealth of leading digital products across multiple categories and wanted to leverage that breadth in its campaign promoting leadership in digital convergence. CNET® was up for the challenge to create a unique solution that would dynamically showcase Samsung's multiple products across many categories, while also contributing to significant sales leads growth.

The SamsungStore on CNET

Samsung worked with CNET to build The SamsungStore to consolidate multiple category and product messaging to further extend its brand. The SamsungStore is a branded product environment showcasing Samsung's breadth of products across multiple categories and segments. The program included key integration points, such as front-door take-overs, ad units, and integrated button placements used to drive shoppers to The SamsungStore to search through reviews, pricing, offerings, and accessories. This kind of integration enabled Samsung to present products in an exclusive environment that reinforces its brand positioning, strongly aligns the brand with CNET's editorial voice, and provide more relevant context to its product listings.



The SamsungStore on CNET.com

“Working together with CNET, we created a unique solution that integrates Samsung’s brand, products, messaging and advertising into the CNET environment,” said Louis Giagrande, online marketing manager, Samsung Electronics America. “Our CNET program provides multiple opportunities for a consumer to be converted into a lead during the consideration process.”

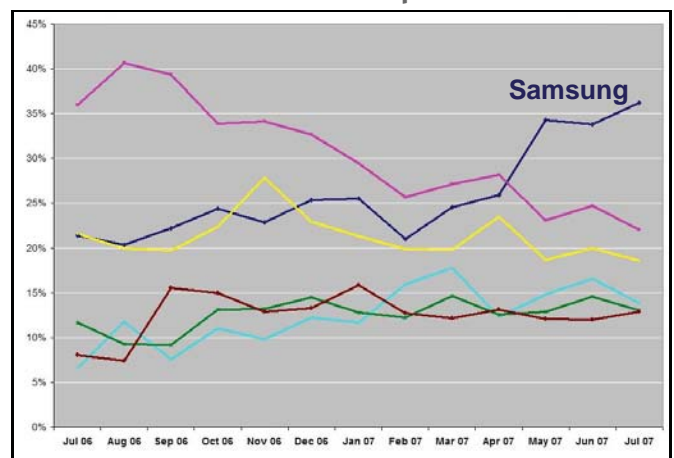
User consideration outpacing the market

Samsung did it right - a defined brand presence helped establish Samsung as the top TV brand on CNET - with more than 1 in 3 TV shoppers on CNET looking at Samsung TV's. CNET Business Intelligence shows that CNET user consideration continues to grow and outpace the market, with unique user penetration jumping 15 percent during the first month of the program. Samsung is now No.1 in user awareness and consideration on CNET. And, perhaps most importantly, Samsung experienced year-over-year lead generation growth as high as 240 percent in key categories.

Industry recognition for innovation

The SamsungStore was recently highlighted in the September issue of OMMA magazine as a different kind of program focused on engagement and user consideration.

13-month trend showing user consideration for top TV brands



CNET Business Intelligence, August 2007

A little bit about us

CNET.com is where people go to discover the latest in tech and consumer electronics. Each month, millions of consumers come to CNET to read the news and unbiased reviews; watch videos that demystify technology; listen to podcasts; download software, music and games safely; post opinions about the technology and consumer electronics they use everyday; and learn from an objective source about the products and technologies that are right for them.

CNET's commitment to creating award-winning original content about the companies, technologies, ideas and gadgets that are changing our world every day provides a unique perspective for how people discover and navigate a world gone digital. Using these insights CNET helps advertisers develop messaging strategies and advertising programs that drive engagement all the way through the consideration cycle.

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Whether launching a product, generating awareness or driving sales, we have the programs to fit your needs. CNET is a property of CNET Networks. To learn more, go to www.cnetnetworks.com/advertise or email cnet-sales@cnet.com