



SAMSUNG

OBJECTIVE

Build awareness around new flagship product and performance driving sales through pre-orders.

CAMPAIGN

#GalaaxyNote9 #Unpacked



HOW

This is a great example that demonstrate how HTTPOOL well planned and executed a product launch campaign. The team suggested to use Twitter, the best platform to present new products due to the receptive and influential profile of the audience.

The campaign started with a teaser with the following picked formats:

- Custom API solution (Like or Retweet to get a reminder).
- Promoted Trend and First View on the day of the launch.
- Website Cards to promote pre-orders.

MARKETS



Poland

CREATIVES USED

RESULT

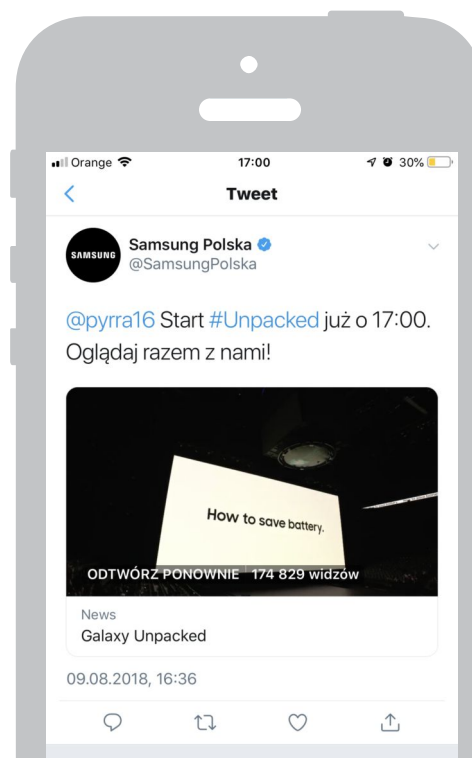
1.9M

USERS OPTED IN FOR REMINDERS

FORMATS USED

- **Counting on Twitter for the media mix.**
Twitter is the best go-to platform to launch new products and connect with a valuable target.
- **The most receptive audience**
Twitter users are early adopters who always engage with new technology products.

- **Combining different ad formats to achieve different objectives**
Promoted Trend and First View drive mass awareness in key brand moment and “Like/Retweet to remind campaign” helped us to build anticipation around the launch.



Contact us to learn more about the opportunities that LinkedIn can provide for your business