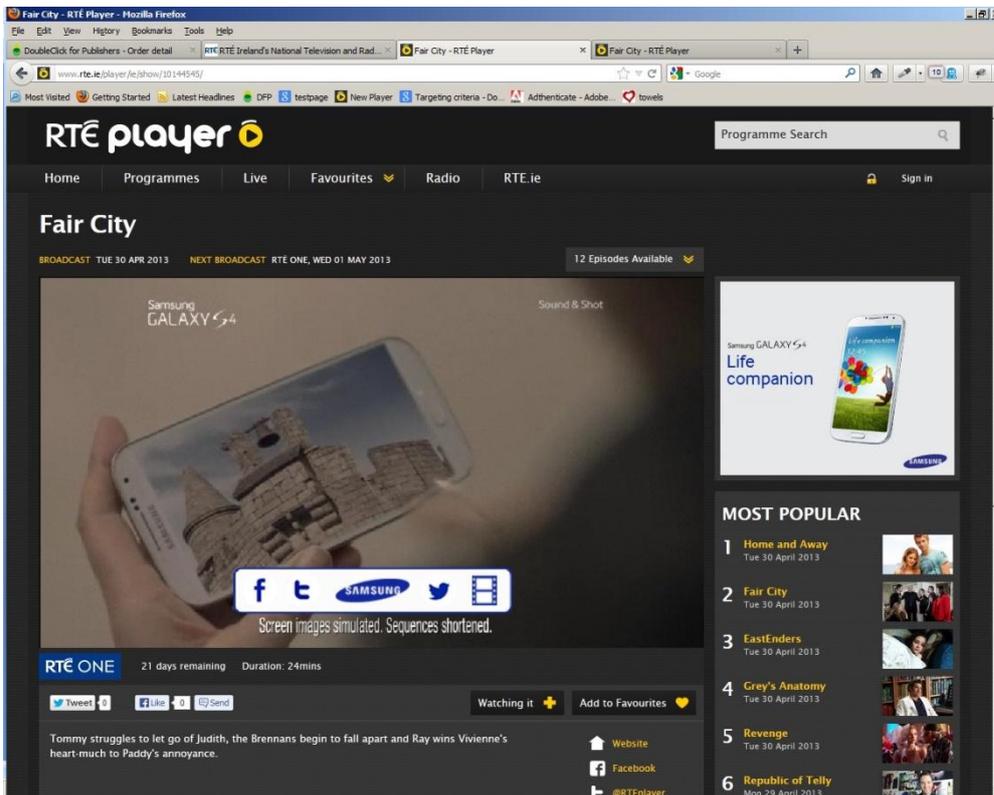




RTÉ Digital in collaboration with Starcom unveils the innovative Ad Control Format for the new Samsung Galaxy S4.

Layering the ad to provide an experiential element for the audience across social media, extends the Samsung Galaxy S4 story.



In a first for the Irish Market, RTÉ Digital, in collaboration with Starcom, has unveiled the innovative Samsung Galaxy S4 “ad control format” advertising campaign on www.RTE.ie/player. Hailed by the IAB as a “rising star”, the format provides for unique engagement across social media platforms for the audience, and allows ads to be interactive without affecting video ad content, maximising the display collateral, while at the same time providing real-time experiential collateral for the user.

“With the launch of our latest flagship Smartphone, the Galaxy S4, which is packed full of innovative features, we wanted to reflect this innovation in the digital media we chose for our launch campaign. The ad control bar on RTÉ Player offered us the opportunity to talk directly to our customers, in a unique and engaging way, incorporating Facebook, Twitter and our website into our TV ad.” Cosette Byrne, Marketing Manager, Samsung IT & Mobile Ireland.

“The development of the ad control bar is part of RTÉ Digital’s strategy to use innovation in Digital to make stand out creative to both clients and users alike. This along with other rich media formats provide greater awareness and differentiation for brands as well as a greater engagement experience for users. Engaging with new formats offers clients a wealth of possibilities while creating an immersive and fresh experience for the user”, said Conor Mullen, Commercial Director, RTÉ Digital.

“The ad control format allows us to extend the story of the Samsung Galaxy S4 through a unique content experience within the RTÉ Player. The infusion of conversation through Twitter and Facebook within the ad format brings the Samsung personality to life. We are delighted to work with RTÉ in delivering this media first for Samsung” said Sinead Conway, Head of Digital, Starcom. “This idea stemmed from a global example we saw and wanted to create this for the launch of the Samsung Galaxy S4. We collaborated with RTÉ who worked with us in bringing it to life. I am delighted to have been part of the team delivering this media first.” added Astrid Brett, Client Associate, Starcom

RTÉ is constantly delivering new opportunities for audiences to consume content on their own terms, whether that is through new device adoption or updating the user interface and technology on our existing services. With a focus on understanding audience behaviour, device usage patterns and measurement, and being innovative, coupled with the availability of premium content across multiple genres, this approach allows RTÉ to offer an un-paralleled advertising ecosystem. This audience landscape spans not only multiple platforms across a myriad of typographies, but extends the reach of the client to audiences beyond those available on traditional platforms such as TV and Radio.

The Samsung Galaxy S4 advertisement is one of a suite of innovative “media firsts” launched by the RTÉ Digital team this year.

About the author

Caroline Stephens manages Communications for RTÉ Digital.