

MediaMind and the AdAppter format take the complexity out of VPAID for Samsung



To promote a product like the latest Samsung Galaxy SG4 smart phone, you want a campaign that is as impressive as what you're selling.

With MediaMind's VPAID technology, creative services and the AdAppter ad unit, Samsung, Irish media agency Starcom and **Ireland's** National Broadcaster RTÉ were able to achieve a highly interactive rich media VPAID campaign without a lot of complexity - using existing video assets on **RTÉ's** leading on demand and catch-up service, the RTÉ Player.

Developed by the creative team at DG Mediamind, the sophisticated ad was designed to build brand awareness in the Irish market. for the Galaxy SG4 and its rich photo capabilities.

Execution

The team chose the proven AdAppter ad format to simplify development of the interactive VPAID ad using minimal video assets.

The ad was designed to launch within the **RTÉ Player**. Before the user's content was displayed, the interactive ad unit was displayed allowing for social sharing, click-thru to the product site and a clickable lookbook of Galaxy's features. The MediaMind team managed the entire execution from creative design to optimizing performance.

"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."

Astrid Brett
Client Associate, Starcom



“We are delighted to work with RTÉ in delivering this media first for Samsung using a new and exciting VPAID format.”

Birju Umeria
Publisher Sales Director, DG



Results

The campaign served 450,000 impressions with a CTR of **6.98%** and ITR of **15.59%**.

