

## Samsung and SABC3 in booking first

As part of their marketing strategy to use unconventional methods of advertising to break through the clutter of the home entertainment market, Samsung now "owns" the most popular two hours of programming on SABC3, Monday nights from 20:30 to 22:30.

It took some astute media planning by Sarit Reouveni, Group Marketing Manager of Samsung, and Dustine Tobler, Media Manager at Red Nail. Reouveni went on to say that "this concept has never before been done and this slot on SABC3 has the highest viewership figures, which aligns itself perfectly with Samsung's ... Everyone's invited."

During the two hours, which will be called "the Samsung Big Night In", bumpers, squeezebacks and entertaining 15-second stings will reinforce Samsung's position as one of the leading suppliers of entertainment appliances in the world (one in ten electrical appliances sold in the world, is made by Samsung).

Lesley Smit, Red Nail Account Director for Samsung, said, "We saw an opportunity to do more than just the usual sponsorship of a programme and instead, create an event, 'the Samsung Big Night In', which perfectly marries Samsung's and SABC3's commitment to great entertainment."

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