



# CASE STUDY

## SAMSUNG NO LIMITS

### The Brief...

To help Samsung get closer to their customers as they sold via a distribution network. The brief was to data capture the details of every UK a/c installers so we could communicate directly.

### The Incentive

They were rewarded with a % that was loaded on to their own Samsung Credit Card which they could spend anywhere they wishes. A hugely successful, easy to administer, an flexible promotion.

**Over 2,000 installers  
signed up and engaged  
within 3 months of  
launch**



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