

# SAMSUNG PRO TIPS

## Influencer Marketing Campaign

### CASE STUDY - JUNE 2017

5 INFLUENCERS | PRO TIPS VIDEOS + CUSTOM RECIPES + SOCIAL AMPLIFICATION



The Little Kitchen

Eat Good 4 Life

Table for Two



Fifteen  
Spatulas

Sophisticated  
Gourmet



SAMSUNG

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#### 5 INFLUENCERS | PRO TIPS VIDEOS, CUSTOM CONTENT

##### CAMPAIGN GOALS

Five Video-Ready Influencers from the Mediavine Publisher Network were selected to showcase their Pro Tips in the Bon Appetit Test Kitchen, using Samsung's Gas Cooktop and Double Wall Oven.

Influencers designed Custom Recipes highlighting the features of the appliances and traveled to New York City to film using Bon Appetit's production resources. Influencers published Custom Content on their websites to house the recipes, video, and photography.

Influencers highlighted the appliances' versatility, Wi-Fi capabilities, and time-saving elements to drive awareness and sales.

##### GOING LIVE

Influencers were asked to weave their Pro Tips and their personal experience cooking with the Samsung Appliances into their custom content.

Influencers launched blog content in June. Each custom recipe was highlighted with photography of the recipe and cooking experience, as well as embedded video content. Influencers shared the blog posts and videos to a collective audience of nearly 2.5 Million.

##### INFLUENCERS

Mediavine selected these 5 influencers for Samsung's Pro Tips Campaign according to their Total Social Reach and On-Camera Expertise. Mediavine worked hand-in-hand with Samsung to select these 5 influencers who would best amplify their brand objectives.

The Little Kitchen, Eat Good 4 Life, Table for Two, Fifteen Spatulas, and Sophisticated Gourmet have worked to curate audiences eager for the efficiencies of high-end appliances and who have an average household income to support such purchases.

##### RESULTS

2.5 Million Total Reach

Nearly 7K Page Views

Nearly 32K Video Views

Nearly 7K Instagram Likes

Nearly 500 Facebook Likes

Comment from Table for Two reader: "I would love to buy the Samsung Griddle. We are building a new house and will have all Samsung appliances."

CONTACT STEPHIE PREDMORE FOR YOUR  
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