



Agency Presentation



THE SAMSUNG DVMS INVERTER LAUNCH

PROJECT BACKGROUND

Samsung is launching their DVMS (Digital Variable Multi) System Air Conditioner. Through this launch, they would like to establish themselves as one of the key and trusted players in the market by forging a strong relationship with consultants and dealers.

OBJECTIVE: Launch the DVMS inverter range to consultants, dealers, and big developers

ATTENDEES

- 100 pax including Samsung employees
- Mostly Male, late 30s to 40s
- Consultants: Architects and engineers, both working closely and are trusted by building developers
- Dealers: suppliers of industrial appliance needs, technically knowledgeable on products like these

BUDGET CAP: Php600,000


CONCEPT

BIG ON COOLING, SMALL ON SPACE

They say that good things come in small packages.
This package comes in the form of the Samsung
DVMS Range of Air Conditioning, which unwraps
great quality and big surprises.



OUR OBJECTIVES

- Launch the Samsung DVMS Range in a stylish, fun and interactive event but still indicative of the product's capabilities that's still within the budget.
 - Make Samsung DVMS the top-of-mind product when it comes to system airconditioners to consultants and dealers.
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EXECUTION

PARTY ON ICE

Meet friends on ice.
Social gathering
place that will cater
to the male majority
of attendees.
Uniquely fun.



VENUE PEGS

White Space



Megatent



Rockwell Tent



Alpha Tent



NBC Tent



Ronac





SAMSUNG

SPACIOUS

THE SAMSUNG AC DVMS INVERTER LAUNCH

LOGO

OTHER TITLE OPTION

Ice Cold Space

The Samsung AC DVMS Inverter Launch

Invite

Experience

Invite

Experience

E-vite

YOU ARE INVITED TO A COOL EVENT

JULY 18, 2013

JUSTICE BAR

55 SCT. RALLOS ST., TOMAS MORATO, QUEZON CITY



SAMSUNG

SPACIOUS
THE SAMSUNG AC DVMS INVERTER LAUNCH



Invite

Experience

PROGRAM

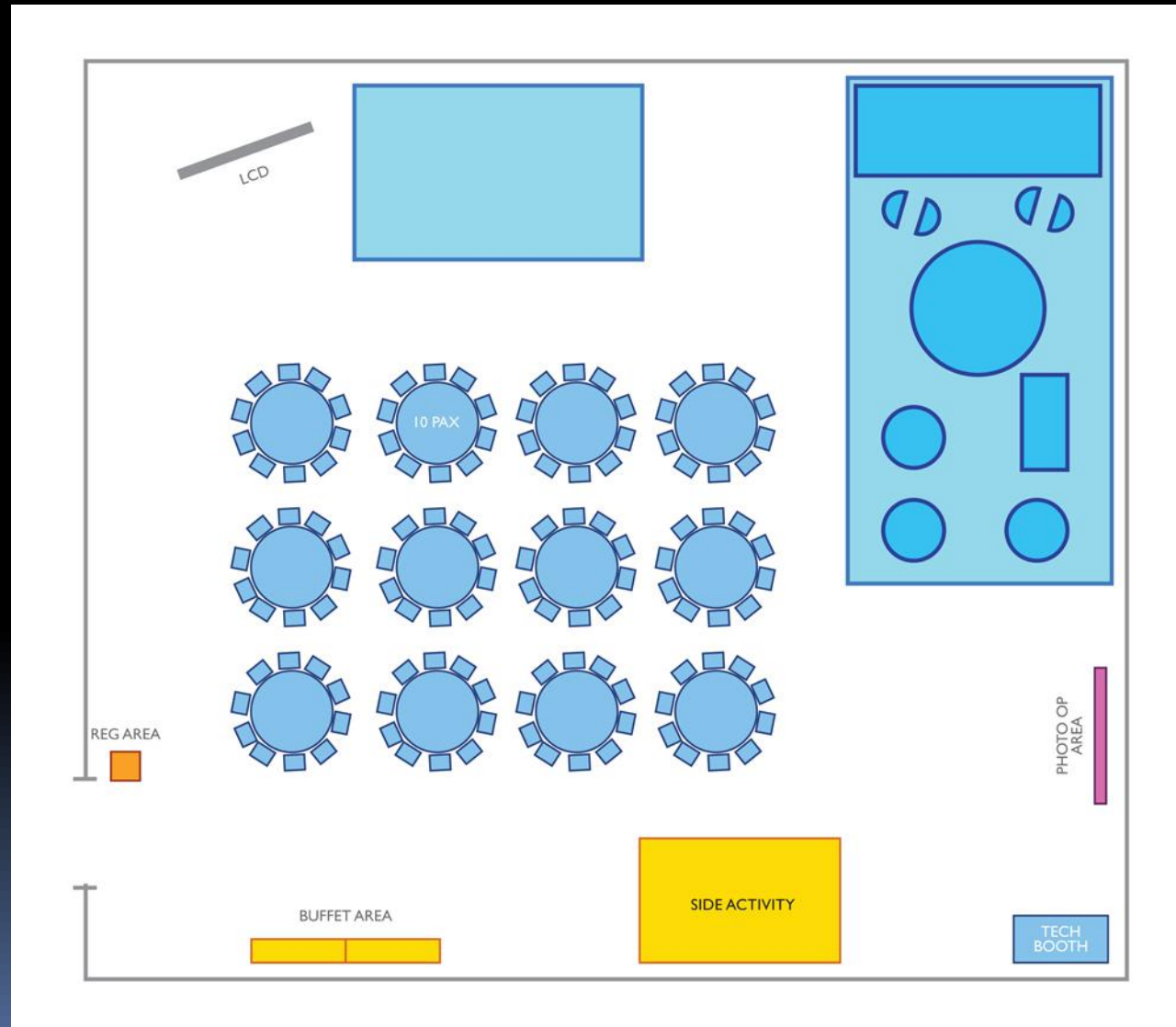
TIME	ACTIVITY	FOOD
<u>PRE-SHOW</u>	<ul style="list-style-type: none"> • Registration • Side Activities 	<ul style="list-style-type: none"> • Cocktails • Dinner – 1st Course
<u>SHOW PROPER</u>	OPENING <ul style="list-style-type: none"> • Host Opening Spiels • Brand Rep's Welcome Address • AVP / Brand Presentation 	<ul style="list-style-type: none"> • Dinner – 2nd Course
	Product Hub / Display Reveal	<ul style="list-style-type: none"> • Dinner – 3rd Course
	CLOSING <ul style="list-style-type: none"> • Closing Remarks • Host Closing Spiels 	<ul style="list-style-type: none"> • Dinner – 4th Course
	Entertainment	<ul style="list-style-type: none"> • Dinner – 5th Course

VENUE LOOK AND FEEL





VENUE LAYOUT



MODELS' UNIFORM



SIDE ACTIVITIES

- Ice Bar (Make your own drink)



- Nitrogen Ice Cream





SPACIOUS
THE SAMSUNG AC DVMS INVERTER LAUNCH

- Photo Wall

FOOD CONCEPT

Wines and Cocktails

- Below Zero Wine
- Chilled Tequila
- Oak Smoked Margarita
- Rhubarb And Ginger Mojito
- Prawn Cocktail



THE DINNER

Infused with Molecular Gastronomy

- First Course (Soup)



- Second Course (Appetizer)



- Third Course (Salad)



Gelificated Salad

- Fourth Course (Main Course Dinner)



- Fifth Course (Dessert)



HOST PEGS



Issa Litton



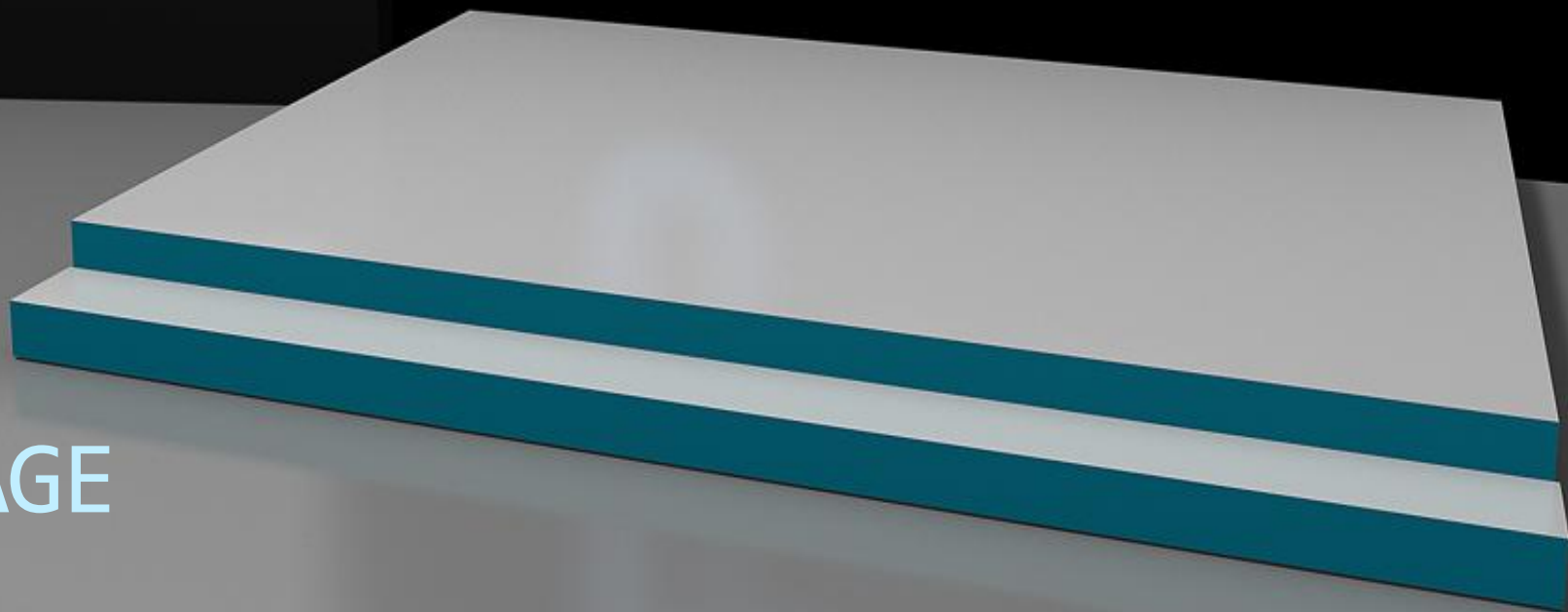
RJ Ledesma



SAMSUNG

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THE SAMSUNG AC DVMS INVERTER LAUNCH

STAGE



AVP MOODBOARD



The usual system air conditioner is bulky and expensive.



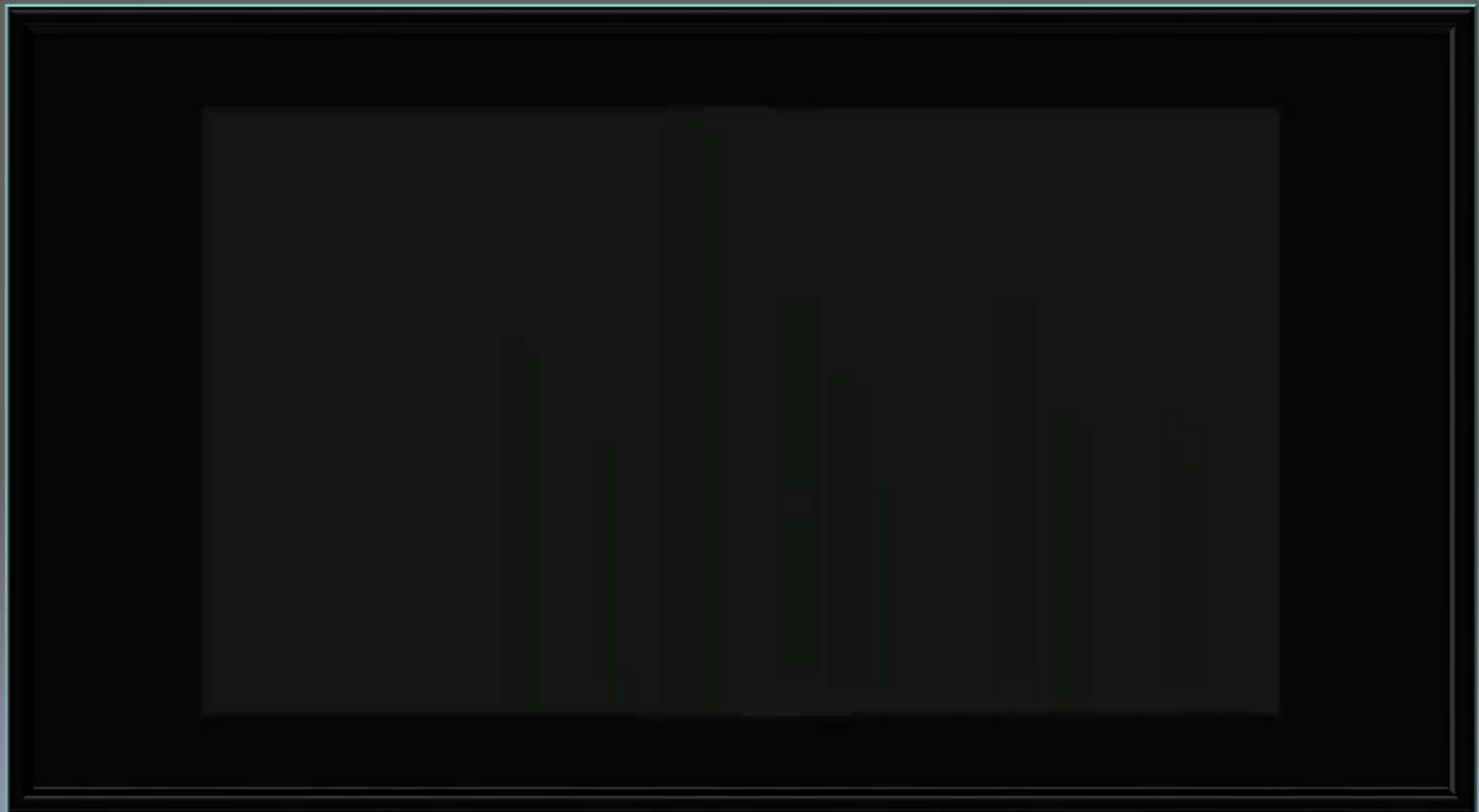
Samsung DVMS is big on cooling, great space saver, cost-efficient, energy saver, not to mention stylish and elegant.



Samsung DVMS creates a better workplace and better lives for people.

AVP PEG

Animated Infographic Video



PRODUCT HUB / DISPLAY REVEAL

OPTION 1
Curtain Drop



OPTION 2
SpotLight



PRODUCT HUB / DISPLAY REVEAL

- After the AVP / Brand Presentation, host introduces the product hub
- Host faces the hub area and points to the area to intro the reveal
- **OPTION 1:** The hub is covered entirely by a black curtain and is not visible during the show. The curtain covering the hub will drop down to reveal the hub
- **OPTION 2:** The hub is completely dark. When host points to the area to introduce it, spotlight will reveal the hub, then play of lights will ensue.
- Hub is revealed with fog effects, complete with costumed models smiling inside.
- The models will walk to the guests holding tablets to explain further the product and encourage them towards the hub
- The models will offer cocktails and dessert beside the hub as well

ENTERTAINMENT

Option 1: Show Band



Freestyle



The Company



The Akafellas

ENTERTAINMENT

Option 2: Stand-up Comedian



Tim Tayag



Rex Navarrete

END. THANK YOU! ☺