

Samsung Launches Marketing Campaign for "Matrix Reloaded"

Korea Times

May 1, 2003, Thursday

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Length: 271 words

Body

Samsung Electronics is launching a full-scale marketing campaign for "The Matrix Reloaded," sequel of the 1998 hit blockbuster "Matrix," which will open in theaters on May 23.

The electronics giant, which formed a global partnership with Warner Bros. in February this year for jointly promoting "The Matrix Reloaded," plans to release the new version of its mobile handset brand TV advertisement early this month.

Samsung Electronics developed the futuristic mobile handset for the Hollywood blockbuster's sequel.

The new TV advertisement for Samsung Electronics' SCH-V330, a camcorder mobile handset that enable users to send video clip electronic mails with their phones, will carry scenes of the film.

The company will also hold a cinema preview of "The Matrix Reloaded" at Yongsan Electronic Land Cinema on May 16.

During the following weekend, May 17-18, Samsung Electronics will hold "Anycall Day" events at five oil pump stations across Seoul, when drivers with any Anycall mobile handsets visiting five designated gas stations between 1 p.m. and 7.p.m. will receive a free coupon for up to 5.23 liters of gasoline.

The five oil pump stations are SK Panpo station in Pangbae-dong, Socho, SK Chonggiwa station in Tonggyo-dong, Mapo, Oilbank Yongsang station near Yongsang Electronic Land Plaza, S-Oil Hanyang station in Apkujong-dong, southern Seoul and SK Olympic station in Songpa.

It is also holding diverse quiz events as well as a Matrix Roadshow where its marketing officials will tour populated areas in metropolitan cities and in front of universities between May and June.

Classification

Language: ENGLISH

Subject: ALLIANCES & PARTNERSHIPS (78%)

Company: SAMSUNG GROUP (93%); SAMSUNG ELECTRONICS CO LTD (92%)

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Industry: BROADCAST ADVERTISING (90%); MOBILE DEVICES (90%); AUDIO & VIDEO EQUIPMENT (78%); TELEVISION ADVERTISING (78%); MARKETING CAMPAIGNS (78%); MOVIE & VIDEO INDUSTRIES (78%); ELECTRONICS (78%); MARKETING & ADVERTISING (78%); GAS STATIONS (72%)

Geographic: SEOUL, KOREA, REPUBLIC OF (90%)

Load-Date: April 30, 2003

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