

## Leveraging Yahoo! for an Integrated solution: Mobile & Internet

### The Objective

Creating involvement branding  
Leverage the topicality and excitement of the Indian festival market, with an ultimate aim to interact closely with its target-audience using the interactive nature of the Internet.

### Yahoo! India solution

More than two million e-cards are sent by 2,00,000 users per month on Yahoo! India Greetings. The number swings up sharply during special events and festivals. The figures clearly showed that association with this online activity would more than fulfill the above objective. More so, since e-cards, involve P2P (Peer-to-Peer) interaction just like mobile phones and synergies perfectly with the communication benefits of a mobile phone.

Leveraging this audience, Yahoo! India offered a unique solution wherein the festival e-cards would look like Samsung Mobile phones. A special range of thirty e-cards was created to cater to the three August festivals, namely Friendship Day, Raksha-Bandhan and Independence Day. The e-cards closely resembled the various phone models of the Samsung Mobile range with simulated phone features. The e-cards would flip open, have display windows, clickable key-pads etc.

Samsung Mobiles was the featured sponsor on the 'Festival-Specials' where the range was highlighted.[fig 1.2] Even the stamps visible with every e-card viewed ,sent or received were converted to Samsung Mobile stamps for the period [fig 1.1]. Yahoo! India promoted these special brand cards across Yahoo! India, with innovative, rich media, specially on the Greetings channel, [fig 1.3] Not to mention, the value-adds, editorial text-links, mantles and co-branded banners.

### Result

Almost 200,000 Samsung mobile cards were viewed in that one-month across the three festivals and 72,000 users experienced closely the Samsung Mobile brand.

A perfect example of intimacy with brand through an interactive and synergistic Internet application, mapped seamlessly to the product attributes

