

## Challenge

Samsung partnered with Brickfish to create a unique user-generated-content campaign promoting awareness and interest of their MX10 Digital Memory camcorder. Samsung was looking to open a dialogue between their core consumers and the brand.

## Solution

The Brickfish solution for Samsung was to launch the “Your *Baby Love*—Video Yourself Singing the Nicole S. Song!” campaign which invited consumers to sing their best rendition of Nicole Scherzinger’s “Baby Love.”

The campaign was promoted on the Brickfish site, the Samsung website, through email marketing and PR outreach to consumer blogs.

## Results

The “Your *Baby Love*—Video Yourself Singing the Nicole S. Song!” campaign received 181 entries in just six weeks and generated over 907,046 consumer engagements. The campaign was extremely viral, with 68% of all entries shared across the Internet to sites such as MySpace, hi5, LiveJournal, Tagged, myYearbook, and Facebook. Each participant spent an average of 10 minutes with the campaign.



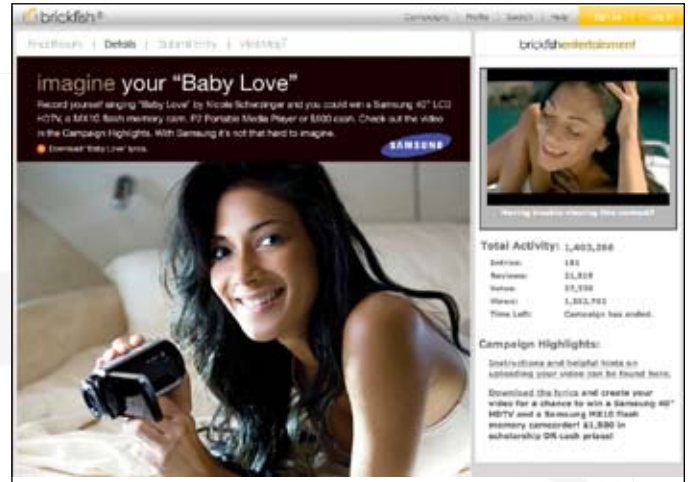
“Heard the song for the 1st time when i came to this website and now i love it, its now my song on myspace and its on my ipod. i even memorized the lyrics. dont quite sound like nicole but i tried, please enjoy and vote for my video”

- bxshayshay4u, Most Viral Winner  
Your Baby Love Video Campaign



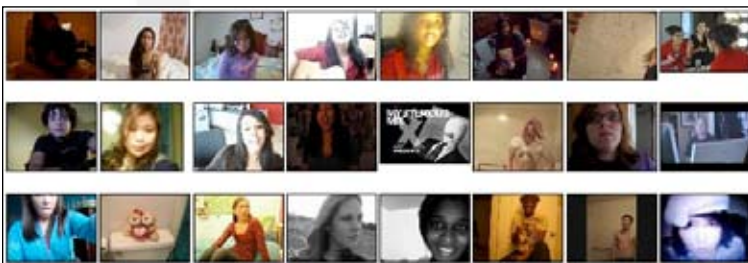
# Campaign in Action

Campaign is launched on Brickfish.com®, the Samsung website, through email marketing, and PR outreach to consumer blogs.



The campaign is featured on a variety of consumer blogs across the Internet such as 5 Minutes For Mom, Slash Gear, Adrants, and Social Media Portal.

Entries are shared on Brickfish and on social media sites



The campaign is virally shared to reach over 2,200 URLs, resulting in more than 907,046 engagements.