

CNET Australia offers readers the ultimate TV makeover thanks to Samsung!

CAMPAIGN:

Samsung Ultimate TV Upgrade Competition

CLIENT:

Samsung Electronics Australia

CAMPAIGN OVERVIEW:

With the introduction of LED TV technology bringing about the concept of a “new species in TV technology” to market, **Samsung Electronics** partnered with the **number one information technology site in Australia** (Nielsen Market Intelligence, May 2009), **CNET Australia**, for a competition that would excite and engage readers around this new evolution in television technology.

CNET Australia provided the platform for **Samsung Electronics** to not only outline the features of the new LED TV; but also fuel the desire for CNET’s audience to upgrade their existing televisions for this new premium model. Through the *Samsung Ultimate TV Upgrade Competition*, readers were asked to pitch their case to show why they were the most deserving of the ultimate TV upgrade. We were looking to take Australia’s most vintage TVs into the 20th century! Four readers had the chance to win a 46-inch Samsung LED TV.

COMPETITION MECHANIC:

To enter, readers were asked to **send through a photo of their vintage TV** (examples on page 3) and respond in 25 words or less to the question: **“Why do you deserve to win a new Samsung LED TV?”**

RESULTS:

Attracting over 600 entries, the *Samsung Ultimate TV Upgrade Competition* generated major buzz both during and after the announcement of the winners. While many were left disappointed, four excited readers were “over the moon” at their wins and will happily be taking their TV viewing into the 21st century with their new 46-inch Samsung LED TV!



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COMPETITION: Win a new 46-inch LED TV in the Samsung Ultimate TV Upgrade Competition!

CNET Australia team 13 days ago (Report Bad Post)

In CNET Australia's biggest competition this year so far, we're offering readers the chance to trade in their old TV for a week's new Samsung 46-inch LED TV valued at \$4,999 each.

In the Samsung Ultimate TV Upgrade Competition, we're asking you to send in photos of your old, busy or broken TV that's due for retirement. Show us (and tell us in 20 words or less) why you deserve this amazing new addition to your living room.

There's four to be won and entries close June 22, so ENTER NOW!

Send link:
The CNET Australia Marketing Team
marketing@cnet.com.au

WIN A 46-INCH SAMSUNG LED TV

FOUR TO GIVE AWAY!

Send in a snap of your "terrible TV" and tell us why you deserve to win...

Thanks to our friends at Samsung, we have FOUR LED TVs to give away, each valued at AU\$4,999!

Control your spending.

CLICK NOW TO APPLY

twitter
cnet cnetaustralia

DIGITALlife!

CNET Australia offered **strong editorial and community support** with (pictured L-R) forum announcements, twitter and podcast mentions, editorial photo gallery of the winners, direct email communications to site members and newsletter advertisements.

Today on CNET Australia Friday June 3, 2009

Editors' Profiles
Click here to update your own profile.

Exposure: Emiko Monobe
Emiko Monobe is our featured photographer on Exposure this month. She specializes in striking black and white images of everyday life.

Palm Pre screenshots
The real beauty of the Palm Pre is the webOS. Check it out in action with these screenshots of the various features and apps of the Pre.

Creative Aurvana Air
The Creative Aurvana Air is a beautiful looking and sounding set of headphones, but it's expensive and not suited to public transport.

SanDisk ImageMate All-in-One USB 2.0 Reader/Writer
The SanDisk ImageMate reader is a stylish addition to any photographer's arsenal, and with a wide range of support for most card types, it's good value too.

Reality check: Not everybody's watching HD flat panel TVs

TV > Shows > Reality check: Not everybody's watching HD flat panel TVs

Reality check: Not everybody's watching HD flat panel TVs

By Pam Carroll on 30 June 2009

CNET Australia just concluded a competition whereby our readers could win a new TV by sending in a photo of an old daggly model that they felt might be worthy of an upgrade.

Judging by the flood of entries, there are lots of old CRT TVs out there clinging to life, many with the help of sticky tape, strategically placed stickers and the odd coat hanger or two.

We bring you this gallery of our winners as a tribute to the old beasts. Remember when TVs came in wood cabinets and you had to get up and turn a dial or punch a button to change the channel? When set-up stopped at plugging in the power and antenna, and calibration meant nudging the Hue dial a notch to the right or left?

We're becoming spoiled by our big high-definition flat panels, but you've at least got to tip your hat to a CRT technology that still works 20-30 years down the track (helped by the government's five-year delay in switching off analog signals). How many of you think your hot new plasma or LCD will still be kicking in 2029?

Winner: Agis Dimitrakopoulos, Barmera, SA

"The missus told me I can't have a new TV until this one completely breaks down. If I don't win, please send hammer!"

Tapeta: crt, tv, plasma, tv, winner, old, tvs, best, new, flat.

The Samsung Ultimate TV Upgrade Competition – The Winners Gallery



Winner: Agis Dimitrakopoulos, Barmera, SA
"The missus told me I can't have a new TV until this one completely breaks down. If I don't win, please send hammer!"



Winner: Tim Durkin, Toowong, Qld
"We're desperate for a new Samsung TV because with our old Thorn 'Colour' we can't even see the yellow ball when watching tennis!"



Winner: Jeremy Hoglin, Greensborough, Vic
"AMA's Radiola 'Deep Image 19' is one stylish beast, yet lacks the HD lustre and brilliance that the Samsung LED TV has, that I need."



Winner: Jo Weeding, Peterborough, SA
"Help! My only other TV is 32cm, 24 years old, and runs my video because this baby doesn't have UHF. Freeview? No chance!"

And the rest...

