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Message of Samsung ad seems a little fuzzy

Olympic spirit is red hot on the ice, most particularly when it comes to hockey. Our Ad Missions panel takes a shot on the Samsung Electronics ad by Cheil Canada and featuring Calgary Flames star Jarome Iginla.



■ **Lyle Goodis** is president of Toronto-based marketing communications group Lyle Goodis and Associates.

This series from Samsung Canada is expected, but this spot confuses me. Is it a push for Team Canada, CTV hockey coverage, VANOC, a Bell spot, or what? I don't know it's from Samsung until the last few seconds, but it is not a smart teaser. Nice voice-over, script and music, but how does it build the Samsung brand? It has an OK "anthem"-type build to it, but there seems to be only about four seconds total that even shows the Samsung smartphone that they're trying to sell. What makes this model better/different/greater value than its competitors, and what is the big offer to get me to go check one out? None of this is covered and, frankly, does not change my behaviour or motivate me to switch phones. Any phone can tell you "Canada scored!" The challenge for any official Olympic sponsor is to try to find a very smart and creative balance between hard product sell and proclaiming — "Yay, we paid a gazillion dollars to be one of the elite global players in IOC's inner circle." Well, as a Canadian consumer, does that motivate you, and do you even care?

■ **Andrew Simon** is senior vice-president and creative director at DDB Canada.

In keeping with the Olympic spirit, I've decided that this review should climb aboard the positivity train and see things purely from a glass half-full perspective. With that in mind, I commend Samsung for supporting hockey and getting high-profile athletes like Jarome Iginla and Hayley Wickenheiser to be a key part of their efforts. As they move forward in extending the campaign beyond TV and the Olympics themselves, I'm sure Team Samsung will pay dividends. I should also point out that on YouTube, I discovered two of their viral ads that I found quite entertaining and I recommend giving them a gander. Interestingly, they're very different in tonality from the broadcast spot itself. Speaking of the TV ad, um, I like snow.

■ **Victor Barac** is a cultural anthropologist who specializes in brand strategy, corporate culture and identity.

Samsung's entry in the crowded Olympic advertising stage gets points for both technical difficulty and style. This one-minute filmic masterpiece rouses a mix of emotions with its panoramic sweep of the nation. The prairie scenes in particular are eerily reminiscent of Kansas in *The Wizard of Oz* movie. A subtle soundtrack infuses classic Canadian imagery, from hockey rinks, to snow-covered wheat fields, to windswept city sidewalks, with the spirit of the Vancouver games. The fascination factor of this ad is enhanced by the fact that it is none other than hockey superstar Jarome Iginla taking the opening shot and scoring the goal. But the novelty of emailing photos has faded somewhat in 2010, so in my opinion the "share the moment" slogan should have been quashed from the get go! Haven't we heard that one somewhere before?

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