AFCON 2012: Samsung launch interactive, online events

Samsung Electronics, the long-time supporter of African football, is rallying fans across the continent to show their passion for the game by launching a series of interactive live and online events for fans to gather and share the excitement of the Orange Africa Cup of Nations 2012, taking place in Gabon-Equatorial Guinea.

As an official sponsor of the event, Samsung have launched an official fan page for the tournament, and are busy setting up a 'Samsung Pop-up Stadium' at shopping malls in Angola, Ghana and Senegal. Each of pop-up stadiums is aimed at providing a space for football fans to enjoy the matches - inside and outside the stadiums.

"Football is a passion we share with our customers in Africa, and so we're pursuing ways to leverage our innovative technology to ensure fans get the best possible enjoyment of the tournament. We hope this will be a chance for African fans to show and share their passion towards football together," said Sunny Hwang, vice president and head of global sports marketing at Samsung.

Win prizes online

Fans who visit the fan page will be able to view the latest game schedule and results, upload photos of their tournament experience, download wallpapers and ringtones and engage with other fans. Visitors also have the opportunity to enter to win weekly prizes, including some of popular products such as the Samsung Galaxy Note, the Samsung Galaxy SII, the Samsung SmartTV and many other prizes.

A grand prize, called the Samsung SmartLife, will be awarded at the end of the competition on the 29 February 2012. The SmartLife package includes a suite of products from Samsung's Built for Africa line of products. The prize includes the Samsung Duracool refrigerator; the Samsung Triple Protector Air Conditioner and the Samsung SurgeSafe TV. Other products int the package include a Samsung DeepFoam Washing Machine, Samsung Solar Panel Netbook, Samsung Home Theatre System, Samsung Blu-ray disc player, Samsung Galaxy Tab 10.1 and a Samsung Galaxy Note mobile phone.

Samsung 'Pop-up Stadium'

The 'Samsung Pop-up Stadium' is a viewing area with large screens and tiered seating and will be set up at malls in Angola, Ghana and Senegal between 20 January - 27 February 2012. Each pop-up stadium will offer fans entertainment and involvement throughout the day, while each match will be broadcast live. During matches, a freestyle "dance battle", recordings of football techniques and football board games will take place

The interactive stadiums come in addition to fan activation programs that Samsung will run in the tournament's host nation, Gabon, where a 'Samsung Football Fest' will be held. The 'Samsung Football Fest' will include public viewing of matches with large screens, entertainment, mini-football and a Samsung product exhibition with giveaways for the fans.

"It's the excitement and passion of the fans that will make the 'Pop-up Stadium' the best party at the Orange Africa Cup of Nations 2012 tournament. We'll be bringing our cutting-edge technology to the table to deliver a great experience for those fans," said Hwang. "Samsung is thrilled to be a part of the energy and celebration of African football."

For more, go to www.samsung.com/africa_en/microsite/africacupofnations.

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