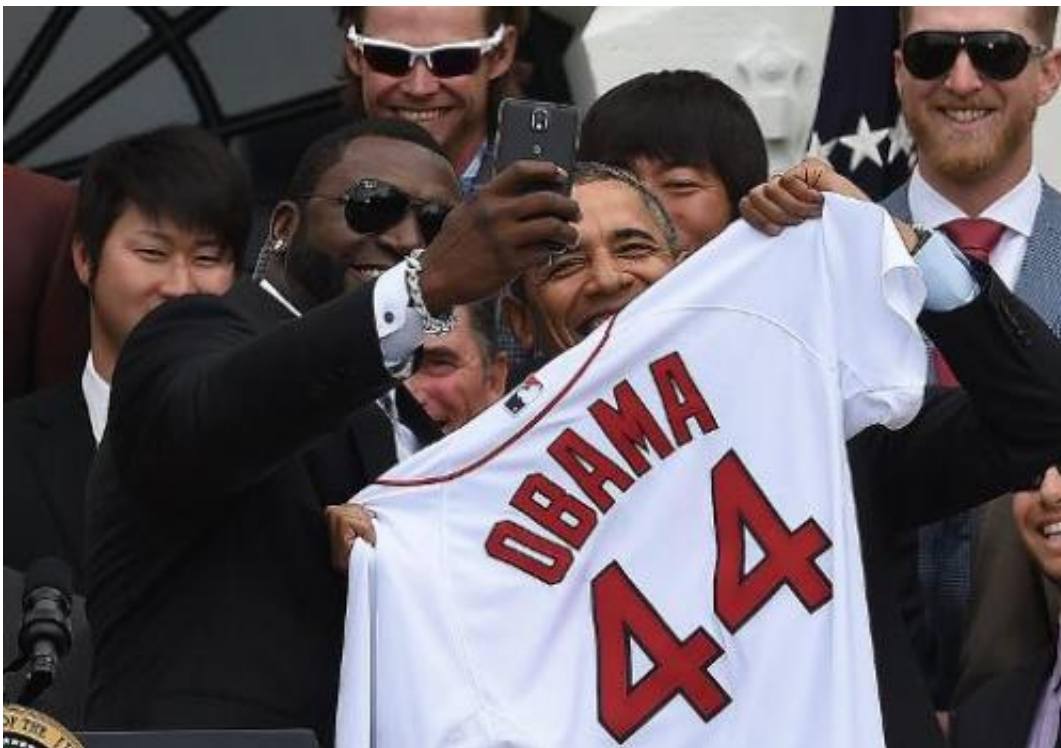


Samsung scores marketing home run with Obama selfie

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Red Sox's David Ortiz (L) takes selfie with US President Barack Obama on the South Lawn at the White House in Washington, DC, on April 1, 2014

Samsung celebrated a viral marketing coup Wednesday after a Boston Red Sox baseball star used one of its smartphones to snap a selfie at the White House with Barack Obama.

Obama hosted the World Series champions Tuesday when first baseman

and designated hitter David "Big Papi" Ortiz grabbed a cheerful shot of himself with the president, then posted the image on Twitter.

Samsung—which scored a similar public relations coup at last month's Oscars when host Ellen DeGeneres used one of its Galaxy devices for a group selfie with a posse of smiling Hollywood A-listers—promptly retweeted the image.

"When we heard about the visit to the White House, we worked with David and the team on how to share images with fans," said Samsung in a statement to the Boston Globe newspaper.

"We didn't know if or what he would be able to capture using his Note 3 device," it said, adding however that "it was an honor to help him capture such an incredible and genuine moment of joy and excitement."

Sports Business Journal reported that Ortiz, winner of the most valuable player award in last year's World Series, has a freshly inked endorsement deal with Samsung.

DeGeneres' group selfie at the Academy Awards promptly became the most-retweeted Twitter message of all time, although she used another brand of smartphone for other images she shared on social media that evening.

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