

Samsung Carnival Avurudhu Wasi Campaign

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Samsung, Sri Lanka's largest and most loved consumer electronics brand, launched the #SamsungCarnivalAvurudhu Wasi campaign to spread joy to the nation during these challenging times.

There are many festive savings and benefits on offer on a range of Samsung televisions, digital appliances, and more. The sole purpose of the #SamsungCarnivalAvurudhu Wasi campaign was to inspire people to enjoy the Sinhala and Tamil New Year celebrations safely and responsibly this year. To further enhance the message, the #Samsung CarnivalAvurudhu Wasi featured digitalized Avurudhu games to encourage safe celebrations during the season.

The campaign takes customers on a visual roller-coaster ride of emotion and celebration. It showcases the little joys of life with a range of Samsung products that make life at home much more fun, safe, and accommodative for all festive cravings. For Samsung, the festive season is an important time of the year to connect with our consumers nationwide. The theme of #Samsung Carnival AvurudhuWasi was driven by inspiration to encourage safe celebrations during the prevailing situation.

Kevin SungSu You, Managing Director, Samsung Sri Lanka, said, "We are happy to spread some joy this festive season with a month-long sale at Samsung Carnival. We will have exciting offers on products, monthly card offers, and exciting warranty offers that will allow consumers to purchase and enjoy their favorite Samsung product during the sale. They will also be able to enjoy our digital Avurudhu Games at the Carnival Store at the Atrium of One Galle Face Mall."

The campaign will cover a range of QLED and QLED 8K TVs, UHD TVs, Smart TVs, Spacemax Refrigerators, Curd Maestro™ Refrigerators, Side-by-Side and frost free refrigerators with digital inverter technology, washing machines including top loader and front loader with unique Samsung add wash, washer dryer and eco bubble technologies, inverter air conditioners, which can work efficiently in extreme weather conditions and much more.