

Hey, That's Not a Samsung! It's a Barco...

Written by Bob Snyder
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Last week we ran a news item about a Samsung promotion at Emaar's Dubai Mall. We're repeating the photo here because it seems like **we were duped by an over-zealous PR action.**

True enough that Emaar Retail has signed a contract to run Samsung promotions at the Dubai Mall and broadcast over the large screen over the famous "ice rink in the desert."

The release read "Bringing a new dimension to outdoor advertising, the Olympic-sized Dubai Ice Rink features a giant LED display of Samsung branding..."

"A a giant LED display of Samsung branding ." That apparently is true but only in the sense that in this promotion, Emaar Retail accepted money from Samsung (as part of a larger retail promotion) to throw a Samsung banner over a LED display made by Barco...

Hence the Samsung logo on top of the screen in the photo, as well as the Samsung logo showing on the screen...

Unethical? Definitely a lack of judgment on all sides: the PR company that deliberately added obfuscation, Emaar Retail as their client, and even the regional Samsung office for not recognizing they crossed the line between good promotion and bad taste.

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Faux me once, shame on you. Faux me twice, shame on me.

Go [Barco displays at the Dubai Mall](#)