



SAMSUNG, J.C. PENNEY MAKE HUGE BETS ON THE OSCARS

While the Academy honors the best in cinema storytelling during ABC's Oscar broadcast Sunday night, Samsung will be telling a story of its own during the commercial breaks. A year ago J.C. Penney used the Oscars to educate consumers about its new policies and pricing model. Four spots, in which Ellen DeGeneres went back in time to see whether befuddling return policies and pricing strategies have always been the norm, ranked among the most effective commercials to roll out during the broadcast, according to Ace Metrix. In one ad, Ms. DeGeneres attempted to return a toga in ancient Rome but was thwarted by her lack of a receipt.

Read the full article here:

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