

# SAMSUNG

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- Art Direction
- Copywriting
- Research

# Background & Description:

**Samsung** is a South Korean company that has been around since 1969. Samsung is one of the largest electronic production companies in the world. They produce phones, tablets, TVs, monitors, washers, dryers, semiconductors, printers, speakers, cameras, and about every component imaginable.

They have also been one of the few companies to fully take on Apple in sales and technological advances in smart device technology. Even when Google (Alphabet) bought the Android Software Company and integrated it into their Pixel smart devices, the public still preferred Samsung products to run the Android IOS system.



# Competition

## Direct:

Apple iPhone

Google Pixel

LG

HTC

Sony

Nokia

Motorola

Huawei (Outside U.S. Market)

## Indirect:

Tablets (Various Brands)

Samsung's Other New Foldable Smartphones

Cheaper Off-Brands

# SWOT Analysis:

## Strengths

- Brand recognition
- Loyal customer base
- Innovation
- Product choices and integration

## Weaknesses

- Company scandals in South Korea
- Galaxy Note 7 was a PR disaster and banned from all flights because of a faulty battery batch and cooling technology within the phone



## Opportunities

- Market share expansion
- Educate non-Samsung users of the new and improved interfaced technology with Samsung or other brand products it connects to

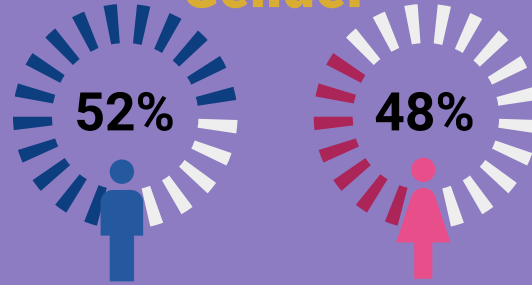
## Threats

- Apple
- Google
- Cheaper overseas brands

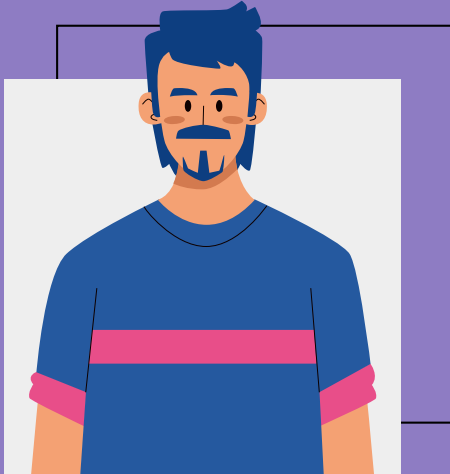
# Buyer Personas

## General Info





### Gender



\*Statista 2019



### Interests

-  35 years old
-  Florida
-  Software Developer
-  Married

Gerald Deen is one of the 63 percent of Galaxy phone users in the total smartphone market. He enjoys the ease of the Android IOS which allows for more customization and sharing online shopping accounts and features with his awesome online savvy wife.

# Problem Solving

Samsung is still the king of the smartphone market, has been stumbling in the last few years with controversies and setbacks that have been a PR nightmare. They recently got back on track in dominating new TV technology markets and new integration between all their systems to rival Apple, but also giving them an extra boost is the ability to integrate with multiple technology brands because they supply most of the parts to various companies that integrates their systems to start with including Apple.

Samsung is still at the top of smartphone usage with users preferring the Android system over Apple IOS for ease of use and features without limitations; however new technology and software laws (Apple has been one step ahead in implementing change to these laws) has the public asking who has the best interests of the people in mind whether legitimately or not. In other words Apple has been smart in trying to shape a narrative to make them the darling do-gooder. It is even more complicated by the fact Samsung is a South Korean company and has to play catch up to Apple who is an American company in regards to laws within the U.S. market.

The other issue is that Google (Alphabet) bought Android and their IP software technology and use them on their Pixel line of smart devices and license Android to Samsung. This has also affected updates as Android will fully test Beta versions of new updates on Pixels months before giving access to Samsung users.

There isn't a one size fits all solution, but there is the constant idea to keep Samsung fresh in the mind of the public with the technological advances that crushes the competition. Think of it as the when people go to see a magic show. They are more concerned with being impressed and in awe rather than being concerned with who gets credit for the magic trick and how was it engineered.

# Brief

Why are we advertising:

Advertising is needed to compete with Apple, Google, and various smartphone companies taking valuable market share. Samsung needs to keep the world informed on its new breakthrough technology attached to the Samsung brand in a fast-moving 24/7 information ad heavy space.

Who are we talking to?

Gen Z and Millennial consumers are the key audience mostly. Android users, customers dissatisfied with Apple's heavily proprietary and non-customizable products, Google customers who want more features in a phone, and Samsung dedicated fandom.

What do they currently think?

Samsung is a major innovator but became questionable in past few years with a faulty phone release and complicated political corporate missteps in South Korea.

What would we like them to think?

Samsung is one the most reliable products on the market that stays ahead in innovation.

Samsung phone products are the definition of the future.

Nintendo understands what people like in games across all ages.

Why should they believe it?

Samsung's proven history and consistency with being able to compete with Apple where most companies have folded or failed.

Are there any creative guidelines?

Sleek look, future/galaxy/out-of-this-world theme. Samsung font. Bright accent colors that frame black and silver tones.

Brief Basic Analysis:

Samsung as a brand has their hands in almost everything today. From phones, tablets, and TVs to hi-tech washers and dryers for houses. There TV and phones are the most popular in the public eye. An argument can be made that it was Samsung that has been able to help keep Android operating systems on the map (even though Android is a part of Google now) to compete with IOS of Apple. Samsung has shown its hi-tech features and customization features in past few years with AR and VR links and more. Samsung has lately been stepping into advertising that is less product pushy and more creative and interactive with consumers with more future and "out there" themes especially with their TV division.

**SAMSUNG**

# Big Idea

**Samsung phones (specifically galaxy line) are one of the leading brands and continually make technological breakthroughs that have left customers in awe and competitors scrambling to develop faster. Samsung is out of this world!**



# Ad Notes:

## Media Touchpoints:

1) Social Media – Instagram with short depth movement or light VFX to grab attention. Info click tab as seen on many ads there.

2) OOH – Public transit spaces or billboards. The point is to grab attention of those who usually use their phone the most which is around transit areas where consumers are on their devices and may get the idea of a transition or upgrade when inquiring about product they see within ad.

3) Guerilla Marketing – Astronaut themed space suit going out in public and using Samsung Galaxy smartphones. Could possibly use the footage or images for social media and OOH advertisements as well. Another event could be a team-up with Blue Origin and the celebrities taking space flights with the same ways to use the footage and images.



**SAMSUNG** Galaxy  
BEYOND IMAGINATION

Ad #1

**SAMSUNG**



**SAMSUNG** Galaxy  
BEYOND IMAGINATION

Ad #2

**SAMSUNG**





**SAMSUNG** Galaxy  
BEYOND IMAGINATION

Ad #3

**SAMSUNG**



OOH Demo

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# Ads





# Social Media Demo



# Guerilla Marketing Live In Public



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# Event Marketing With Blue Origin



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