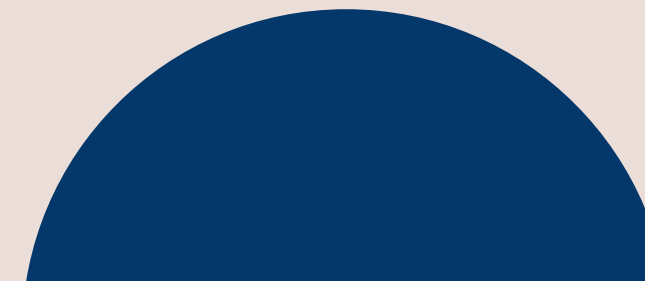


# SAMSUNG

## McCombs Marketing Case Challenge

PRESENTED BY: TEAM STAND WITH THE BRAND

**SAMSUNG**  
**Galaxy**



# MEET THE TEAM



Sophie Brandeis



Marco Vega



Adey Gayim



Anirudh Madhavan

STAND WITH THE BRAND

# Agenda

- MISSION

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- LANDSCAPE

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- SEGMENTATION

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- SOLUTION

---

- COMMUNICATION

---

- CHANNELS

---

- NEXT STEPS

# SAMSUNG MISSION:

TO DEVOTE ITS TALENT AND TECHNOLOGY  
TO CREATING SUPERIOR PRODUCTS AND  
SERVICES THAT CONTRIBUTE TO  
A BETTER GLOBAL SOCIETY

WHAT DOES A BETTER GLOBAL  
SOCIETY LOOK LIKE TO  
GEN-Z WOMEN?

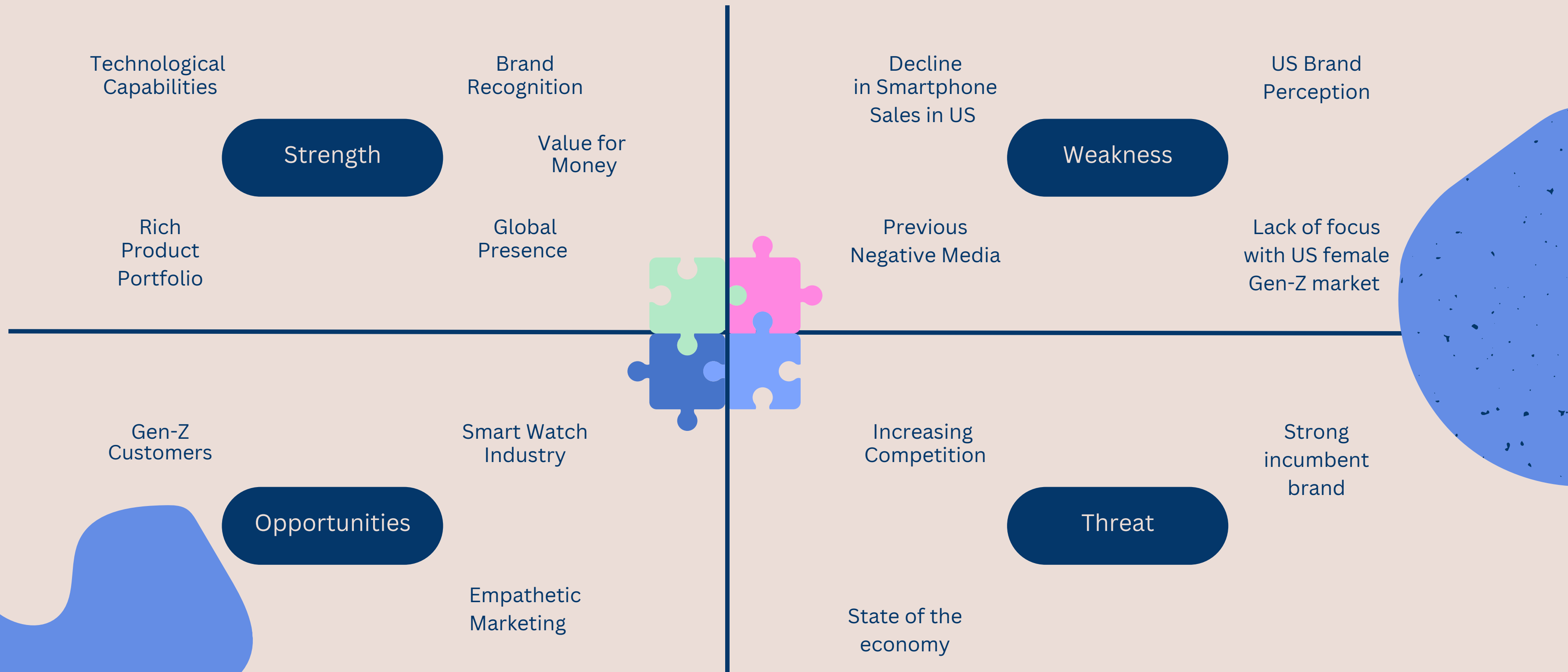


# What does a better global society look like to Gen-Z women?

- Kinder
- Less Harsh
- Sustainable
- Accepting
- Safer
- Respectful
- Flexible
- Strong Communities
- Tolerating
- Adaptable
- Inclusive
- Open-Minded

# SWOT Analysis

ANALYZING THE GALAXY SUITE IN THE MARKET



# Opportunity:

**3/4**

Customers are  
new to the Apple  
Watch

**52%**

Smartwatch owners  
are women

**\$ 58.21 BN**

Projected size of the  
smartwatch industry  
in 2028 by revenue

**3.57x**

Customer preference  
for Apple over  
Samsung

# How the Competition is Marketing:

Get the motivation you need  
to close your rings every day.



## Competitions

Go head to head with a friend in a seven-day competition in which you earn points based on the percentage of your Activity rings that you close. Personalized coaching will tell you how much you need to move to bring home bragging rights.



## Race Route. Repeat it and beat it.

If it's an Outdoor Run or Outdoor Cycle workout you do often, you can choose to race against your last or best result and receive in-the-moment updates to help you get there.

Three rings.  
One goal.

See how to close your Activity  
rings on Apple Watch >

## Move. Exercise. Stand. Track all the ways you're active.

Activity rings show your daily activity. Make it your goal to close them every day. To keep you motivated there are awards, personalized coaching, and Activity competitions.

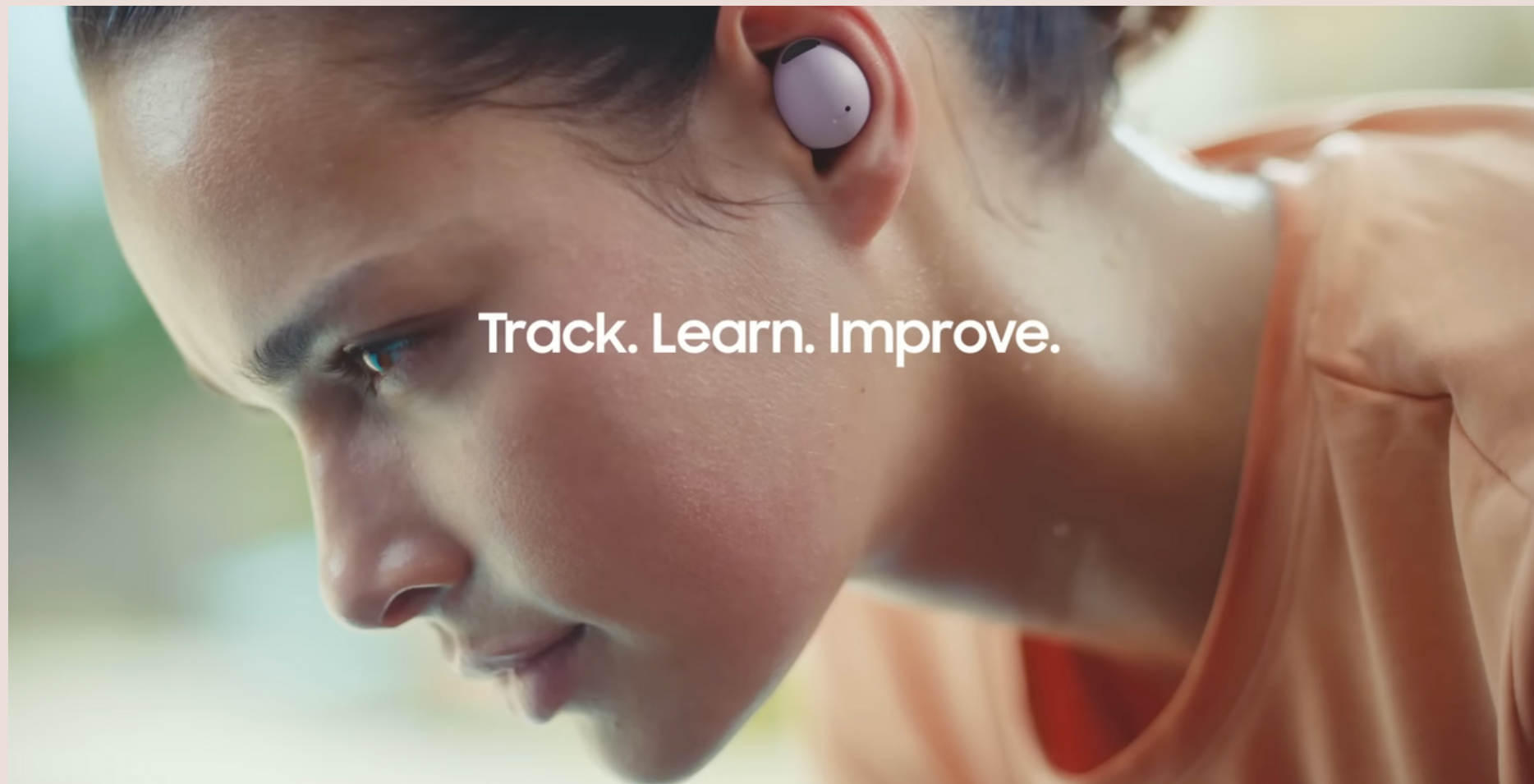


STAND  
WITH THE  
BRAND

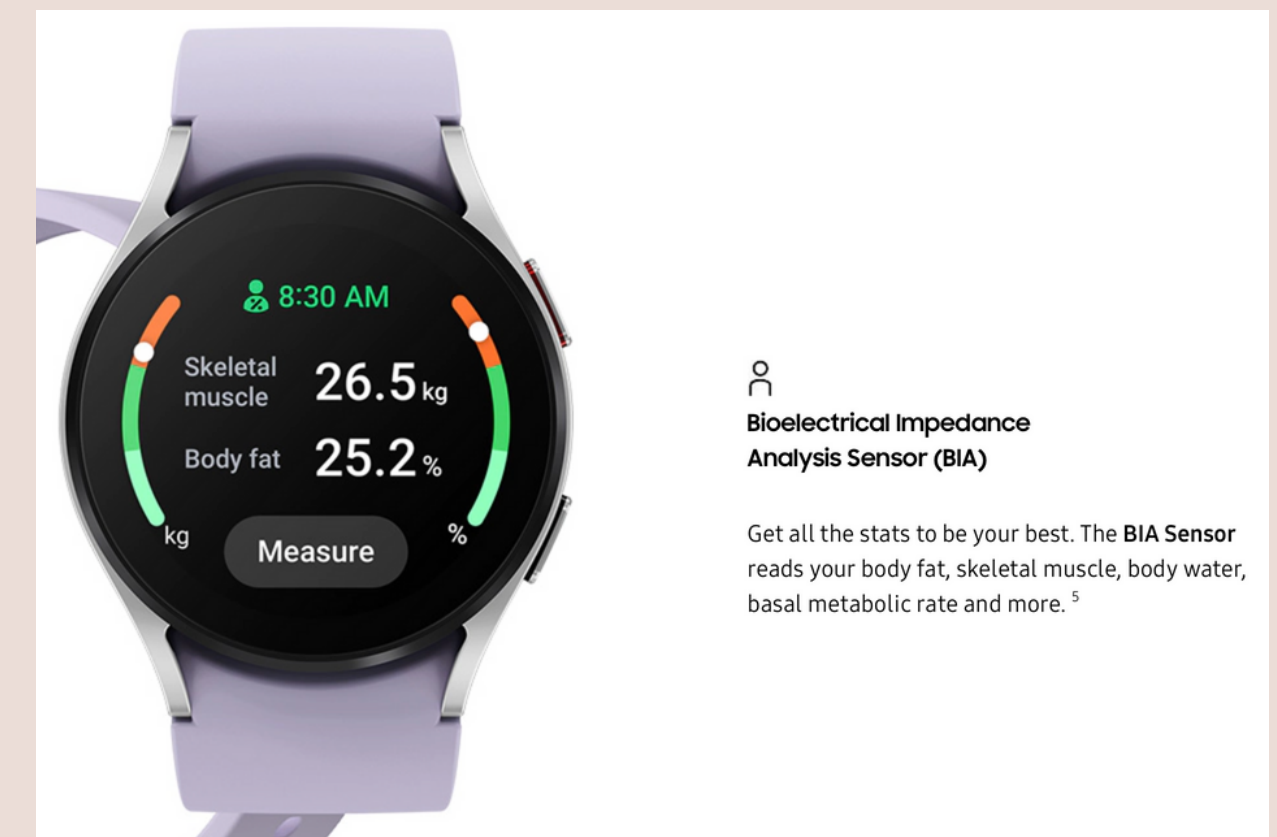
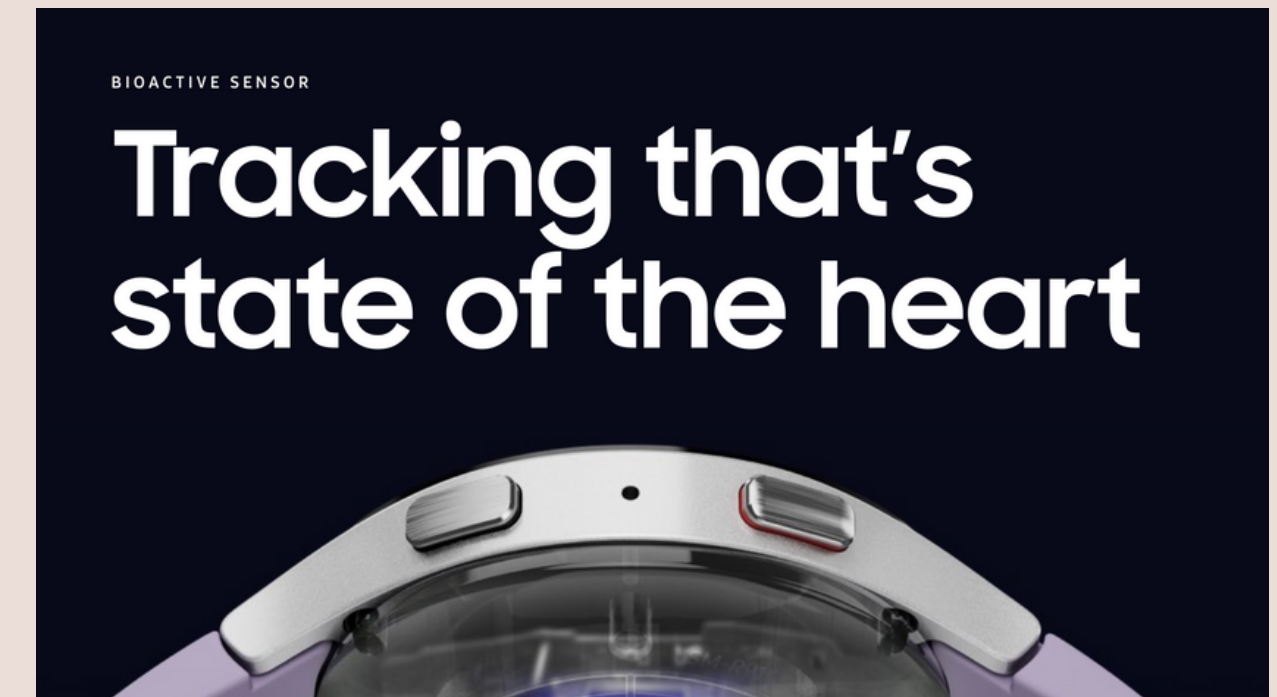
# HOW SAMSUNG IS MARKETING:

## Galaxy Watch5

Full of insights and motivation to fuel your fitness glow up.



Track. Learn. Improve.



# Using one adjective, what comes to mind when you think of the brand Samsung?





# Using one adjective, what comes to mind when you think of community based exercise?

[illegible]

# THE GOAL

**GET:** GEN-Z WOMEN

**WHO:** WANT TO FEEL SUPPORTED IN AN AGE OF COMPARISON

**TO:** CONSIDER PURCHASING THE GALAXY WATCH 5

**BY:** BUILDING COMMUNITIES THAT UNITE USERS

# SEGMENTATION



## Teen Angst 12-18

- Fitting in
- Popularity
- Limited Freedom



## Troublesome 20s 19-25

- Life transition
- Self-doubt
- Independence

# Why Troublesome 20s?

Our 20s are a MISMARKETED decade

Expectation:



Reality:



# Let's match the marketing to the MARKET:

PROVIDING THEM WITH A SENSE OF IDENTITY THROUGH COMMUNITY, INCLUSIVITY, AND ENOURAGEMENT





## Target Persona



**ANNA MILLER, 22**

Anna is a recent UT graduate who is trying to navigate post grad life. She is trying to make connections, focus on living in the present and avoid succumbing to societal pressures. She likes to have fun but is also trying to balance that with growing up.

## Anna and her troublesome 20s

### ASPIRATIONS:

- To find and make connections
- To avoid succumbing to societal pressures
- To be happy with where she is in life
- To be confident with who she is
- To be focused on living in the present
- To keep moving forward

### MESSAGING CONSIDERATIONS

- Anna is looking for communities she can relate to
- She feels pressure from outside voices on who she should be, what she should do and how her future should look
- She uses movement to elevate her wellbeing rather than to look a certain way

### VALUES

- Female friendships
- Women supporting women
- Community
- Work life balance
- Mental health
- Healthy relationship with her body
- Authenticity
- Acceptance

### INTERESTS

- Health
- Fitness
- Dogs
- Social Drinking
- Music
- Movies
- Pop-Culture



# Positioning Statement:

TO CREATE THE BETTER GLOBAL SOCIETY GEN-Z  
WOMEN WANT, LET'S BUILD  
**COMMUNITIES THAT UNITE**  
SAMSUNG WATCH 5 USERS

# **Our Solution:**

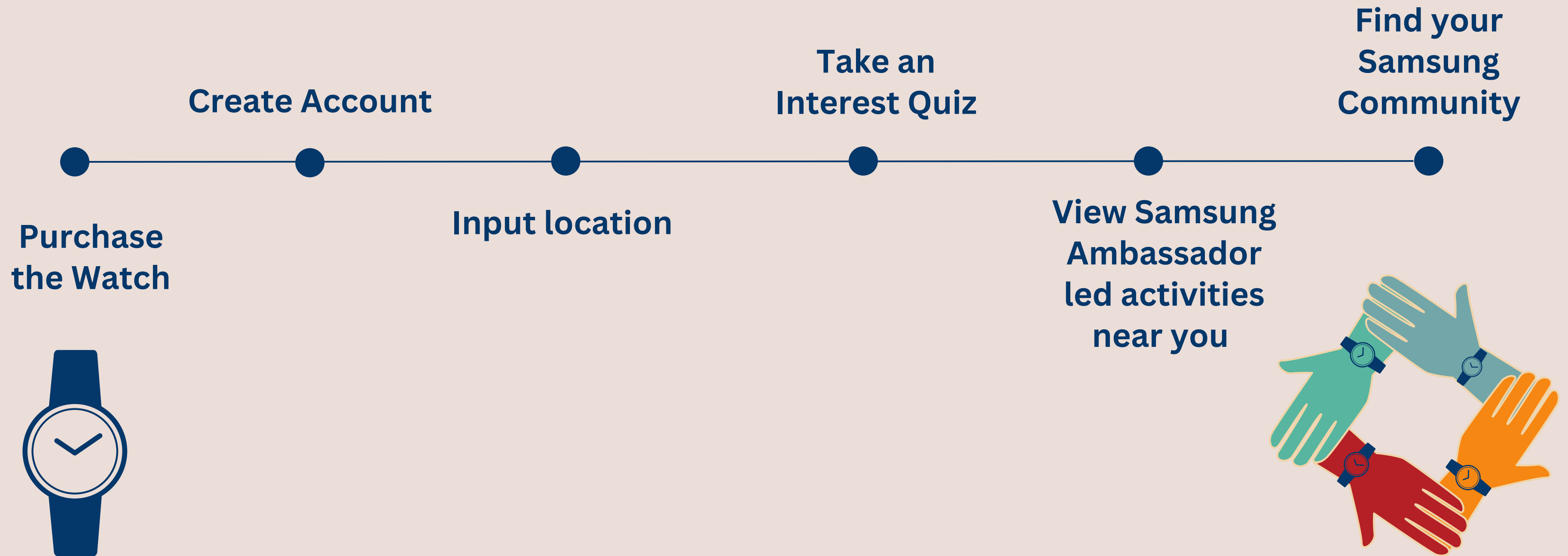
**1**

**COMMUNITY  
ACTIVATION**

**2**

**EMPATHETIC  
MESSAGING**

# Community Activation Timeline



# SAMSUNG AMBASSADORS:



## Who are Samsung Ambassadors?

- Personas like Anna
- Relatable Voice
- Enjoy connecting with new people
- Value well-being over competition

## Incentives to Apply:

- Incentives for ambassadors: free watch, discounted Samsung devices, leadership opportunity



# Empathetic Messaging:

## Supportive

- You are enough
- Acceptance
- Connected

## Less Metric Focused

- Low-Pressure
- Just Show Up
- Set Your Own Pace





# Examples:



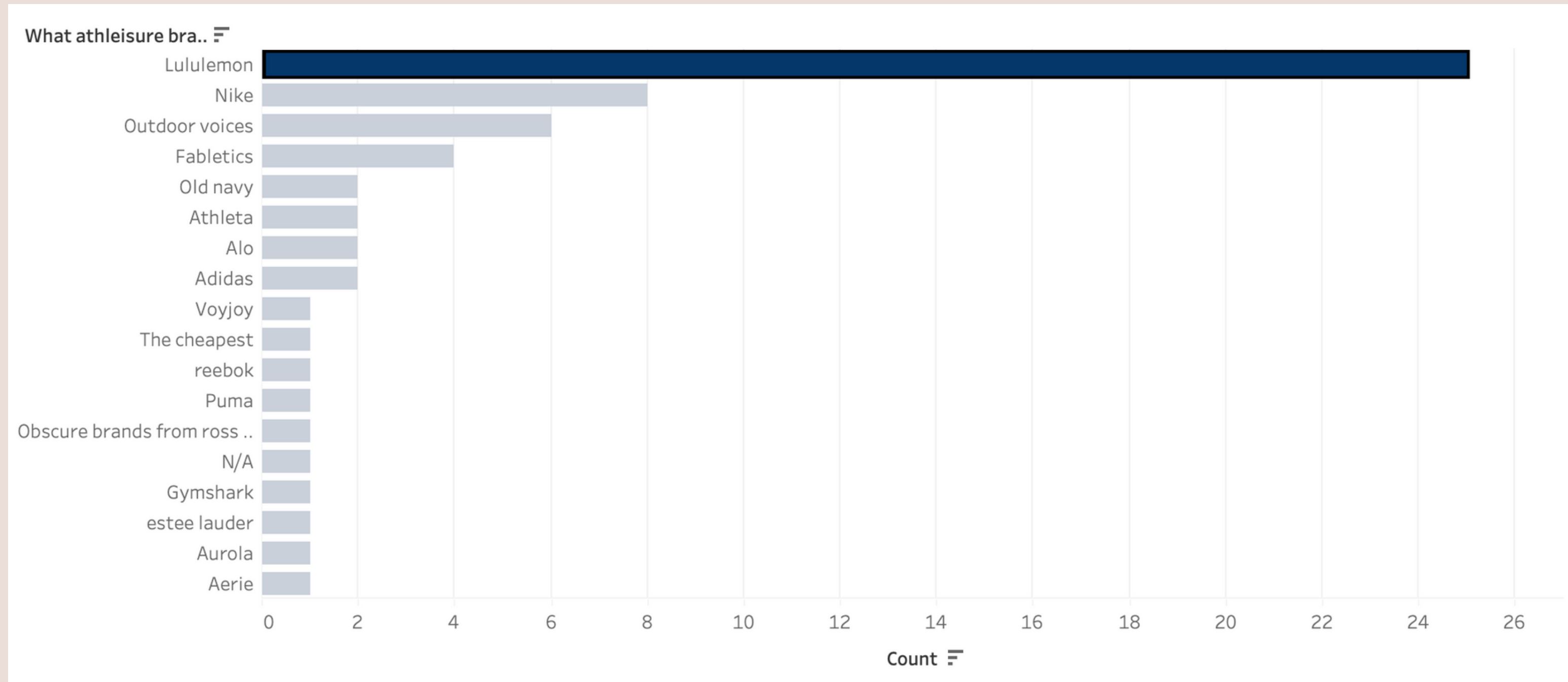
## Community is everything

While Vancouver, Canada, is where you can trace our beginnings, our global community isn't just where we are, it's who we are.





# What Athleisure brand makes you feel the most comfortable in your own skin?



# Communication Strategy

1

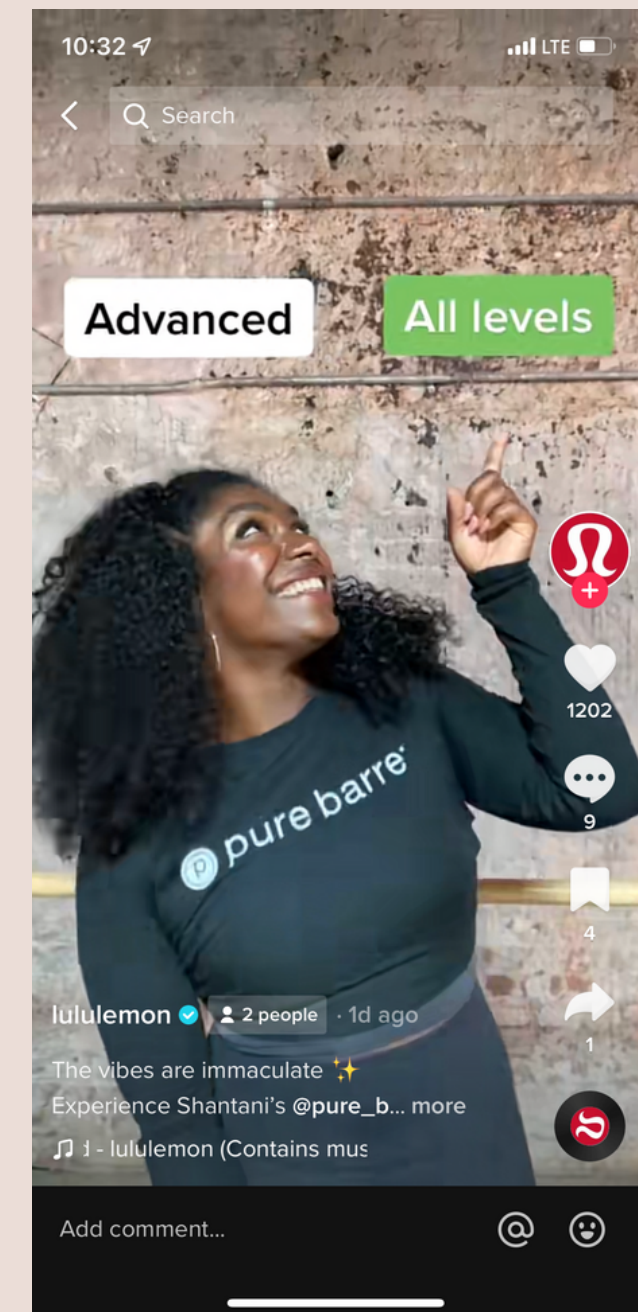
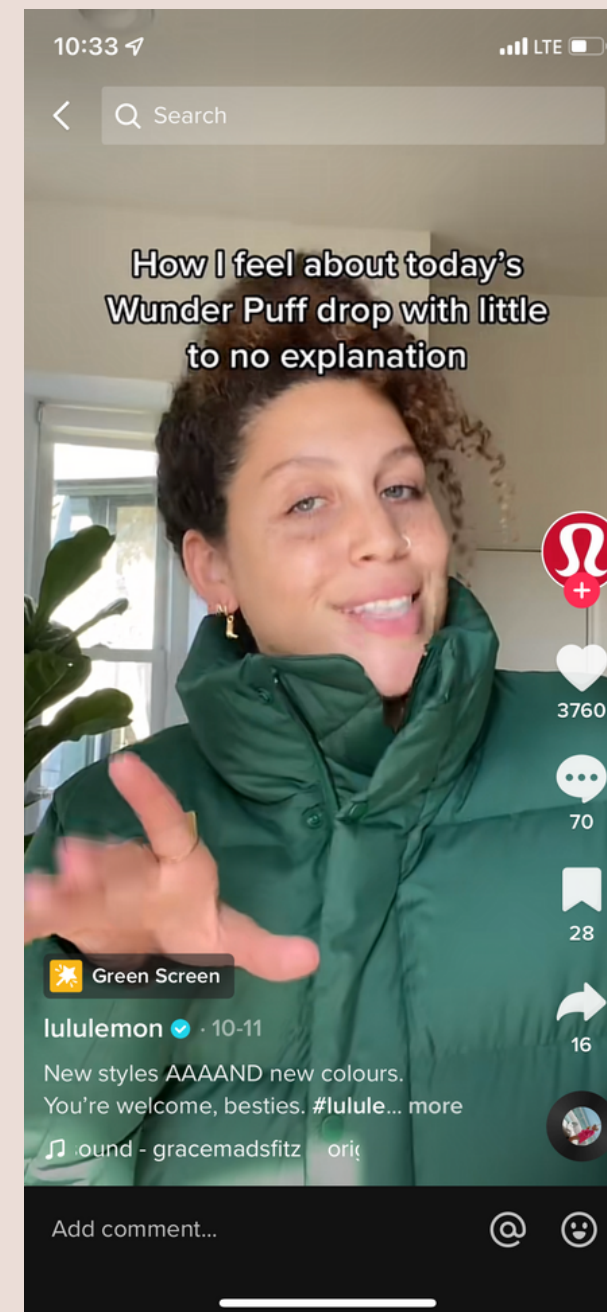
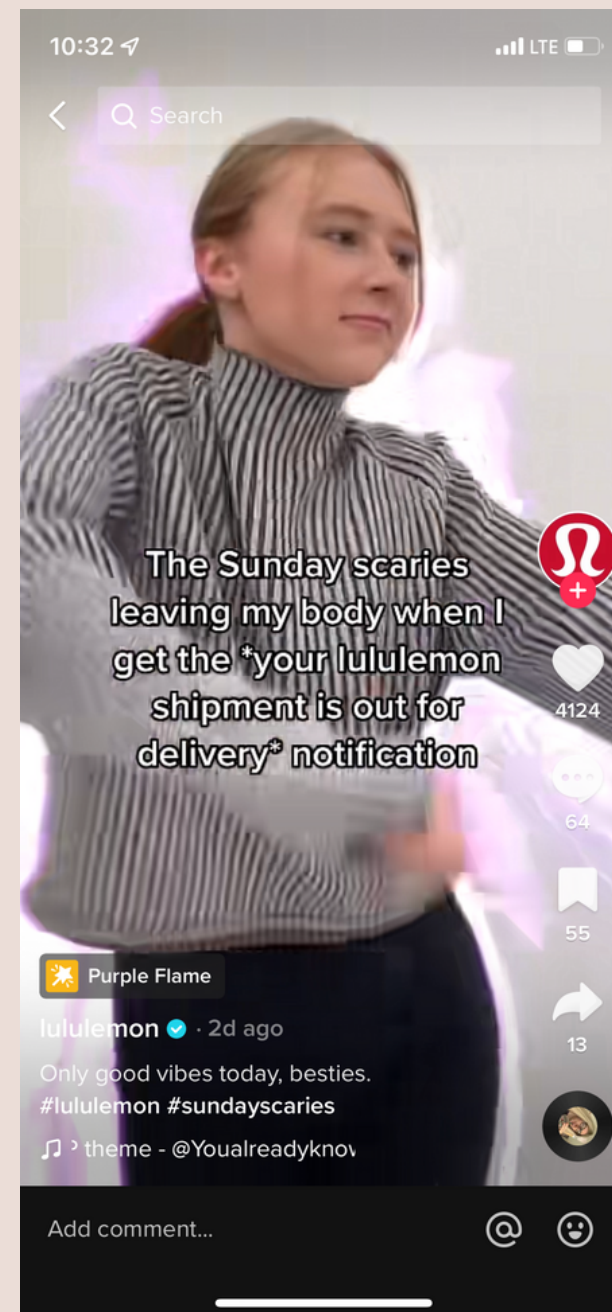
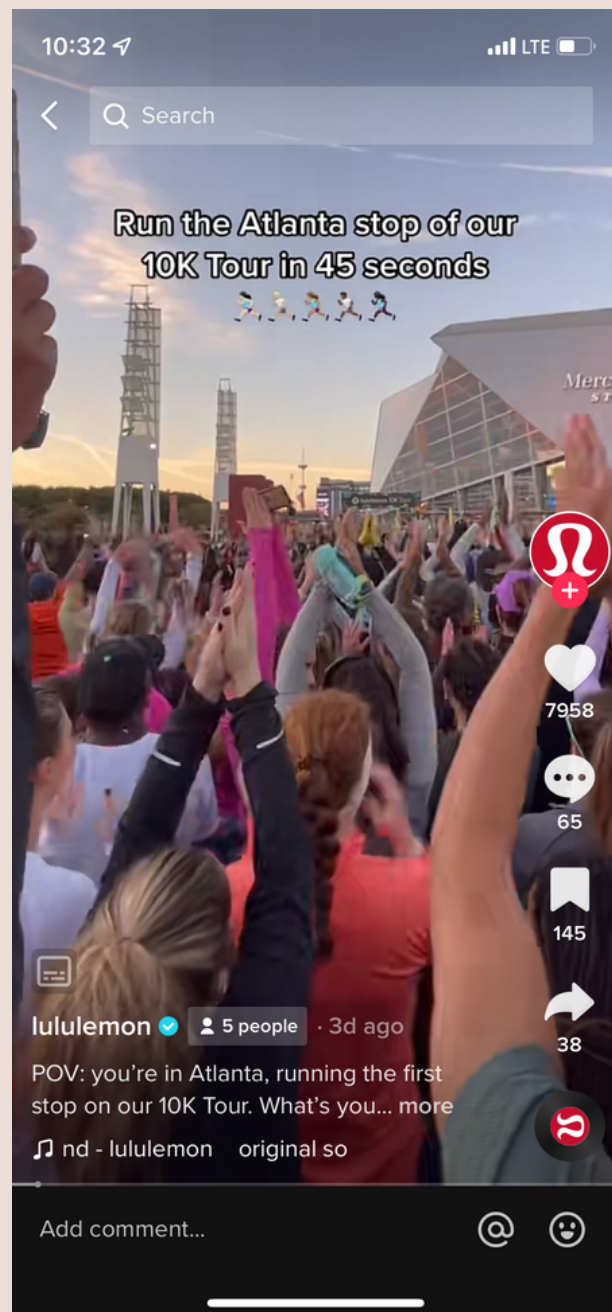
**SOCIAL  
MEDIA**

2

**WORD OF  
MOUTH**

# Social Media

- Partner with Lululemon for an empathetic angle
- Lulu ambassadors wear the watches while jumping on Tik Tok trends





# Social Media

- **#Don't be a square campaign:**
  - Post a video on Tik Tok doing an activity that makes you feel connected with this hashtag to enter the giveaway
  - Giveaway one Smart Watch 5 per month to continue stamina

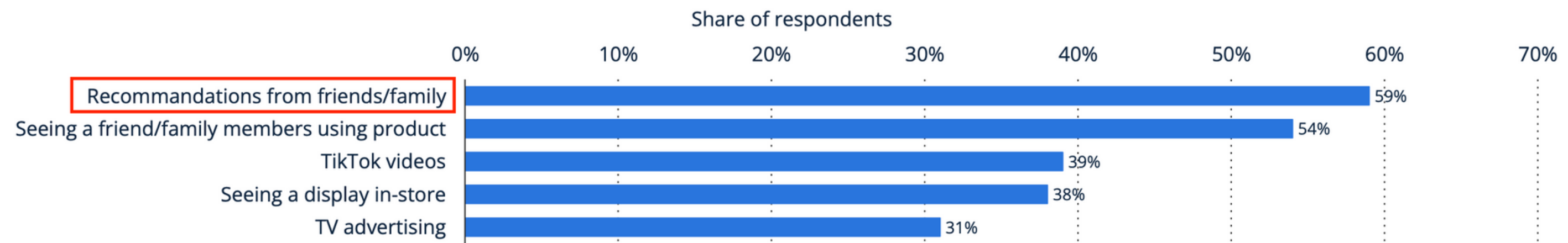


# Bottom-Up: Word of Mouth

- 59% of Gen-Z women are influenced by recommendations from friends/family when making purchasing decisions
- Use Samsung ambassador led events and **a referral program** to drive word - of - mouth endorsement

## Most influential advertising channels when making purchasing decisions among female Gen Z in the United States as of May 2021

Most influential ad channels for Gen Z in the U.S. 2021



# Channels

**1**

**Online  
focus**

**2**

**Co-Brands**



# CO-BRAND

- Stronger than just a partnership
- History of successful execution:
  - Samsung launched their Galaxy S20 phone with a special BTS edition
  - Sold out in less than one hour





# Co-Brand with Lulu

- **Use Lululemon as a distribution channel:**
  - They have established trust and communication with the women Gen-Z audience
  - Inclusive and community driven mission
  - Potential for a limited edition workout set with the Samsung Watch 5

## Community is everything

While Vancouver, Canada, is where you can trace our beginnings, our global community isn't just where we are, it's who we are.



# KPIs to Measure

## SOCIAL MEDIA

Metrics that track engagement and virality

## COMMUNITY

Number of community sign-ups

## WOM

Number of watches purchased under a referral code

## COBRAND

Watches sold at a Lululemon retail location

# Budget and Quantifiable Impact

**\$9.5 MM**

**BUDGET FOR  
OUR  
CAMPAIGNS**

**4.42 MM**

**TIK-TOK  
ENGAGEMENT  
RATES**

**5.13 MM**

**RETAIL  
EXPOSURE**



# LOOKING FORWARD:

- With improved perceptions, Gen-Z women will consider the Samsung brand in future purchases
- Gateway to the Galaxy portfolio

The Samsung logo, consisting of the word "SAMSUNG" in white, bold, sans-serif capital letters, centered within a blue, horizontally-oriented oval shape.

**SAMSUNG**

**Together let's build a better society for Gen-Z women.**

# Thank you!

QUESTIONS?

# Appendix



# Survey Questions

## Market Research

I am conducting this survey for a class in grad school. I would love any responses from people who identify as a Gen Z woman. Thank you for your support, women supporting women!

Using one adjective, what comes to mind when you think of the brand Samsung?

Short answer text

Using one adjective, what comes to mind when you think of community based exercise?

Short answer text

What athleisure brand makes you feel the most comfortable in your own skin?

Short answer text

In 5-10 words, what does a better global society look like to GEN Z women?

Short answer text

# Sample Group Activities

- Walking
- Yoga
- Meditation
- Biking
- Swimming
- Tennis
- Pickleball
- Volleyball
- Hiking
- Paddle Boarding
- Pilates
- Spikeball
- Frisbee golf
- Kickball
- Soccer
- Journaling

# Sample Interest Quiz Questions

- 1.) What are some of the activities that interest you (ex. walking, yoga, meditation)?
- 2.) How far are you willing to commute to join community activities?
- 3.) What are you looking for in the Samsung community (Safe group, women to exercise with, friends, etc.)?

# Budget and Quantifiable Impact

## Marketing Budget Calculation

Size of the smartwatch industry, 2013	700000000
Size of the smartwatch industry, 2014	1500000000
Marketing spend by Samsung on Smartwatches in 2014	11500000
Size of the smartwatch industry, 2022	11520000000
Growth Multiplication of the industry (from 2014 to 2022)	7.68
Marketing budget (based on assuming that marketing grows proportionately with the industry size)	88320000
Fraction spent on Social media	15720960
Amount spent on TikTok	9432576



# Budget and Quantifiable Impact

## Engagement Rate Calculation

Source (for number of GenZ users, percentage of women, number of GenZ women)	<a href="https://blog.hootsuite.com/tiktok-stats/">https://blog.hootsuite.com/tiktok-stats/</a>
Number of GenZ users on TikTok	41400000
Percentage of women users on TikTok	0.61
Number of GenZ women on TikTok	25254000
<a href="https://www.tiktok.com/business/en-US/blog/branded-hashtag-challenge-harness-the-power-of-participation">https://www.tiktok.com/business/en-US/blog/branded-hashtag-challenge-harness-the-power-of-participation</a>	
Median engagement rate of users with Branded Hashtag Challenges (Likes, comments and shares)	0.175
Impressions (through Likes, comments and shares)	4419450
Number of women who make a purchase	44194.5

# Budget and Quantifiable Impact

## Retail Exposure Calculation

% of female purchases at Lululemon	0.7
% of male purchases at Lululemon	0.21
Average spending amount at Lululemon	100
Revenue from brick and mortar	2821000000
Number of customers	28210000
Number of GenZ customers	7334600
Number of women GenZ customers exposed at Lululemon	5134220

# References

- **Slide 4:** <https://www.samsung.com/us/>
- **Slide 11:** <https://www.businessinsider.com/history-of-apple-watch-smartwatch-fitbit-wearable-fitness-facebook-2021-6>
- **Slide 11:** <https://www.globenewswire.com/en/news-release/2022/05/04/2435827/0/en/Smartwatch-Market-Size-Worth-USD-58-21-Billion-by-2028-Smartwatch-Industry-Expected-CAGR-14-9.html>
- **Slide 11:** <https://www.statista.com/study/119560/smartwatch-owners-in-the-united-states/>
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- **Slide 12:** <https://www.designpartners.com/gen-z-home-fitness-wellbeing/>
- **Slide 14:** <https://www.apple.com/>
- **Slide 21:** <https://www.statista.com/study/19374/us-millennials-shopping-behavior-statista-dossier/>
- **Slide 21:** <https://www.mckinsey.com/industries/retail/our-insights/the-young-and-the-restless-generation-z-in-america>
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- **Slide 24:** <https://shop.lululemon.com/>
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