

SAMSUNG

Gear 360 “Look Around” Posts

Regional Toolkit

Samsung Global
May 11 2017

This is a toolkit with everything you need to leverage the Gear 360 social posts in your market.

In this deck you will find:

1. Initial Global Page Performance Results
2. Creative Content and Posting Guidelines
3. Media Support Recommendations

Initial Results Summary

360 Look Around Post Performance after 24 Hours

3 Posts

4M Impressions

32K Engagements

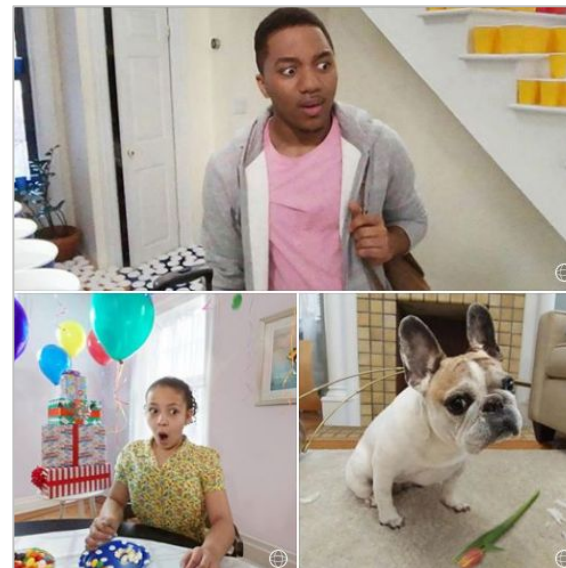
19K Clicks

71K Photo Views

360 content was posted to Facebook on May 9th.
Results are entirely organic.

Reception of these posts was one of the highest we have seen with nearly **100% of comments classified as positive.**

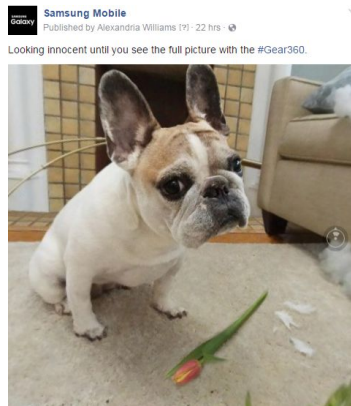
The organic, humorous, and relatable content encouraged fans to respond with their own stories and similar experiences.



"Guilty Dog" was the fan favorite of the three posts

A high rate of shares and comments on the post led to a spike in organic impressions. These top priority interactions were 10% of total engagements, compared to our average rate of 6%.

Guilty Dog



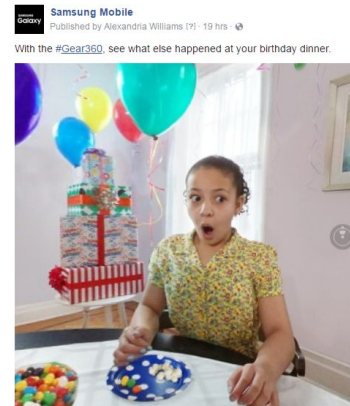
Impressions: 2.1M
Engagements: 22.0K
Clicks: 12.1K
Engagement Rate: 2.5%

So Many Cups



Impressions: 1.2M
Engagements: 6.2K
Clicks: 4.3K
Engagement Rate: 1.7%

Dinner Drama

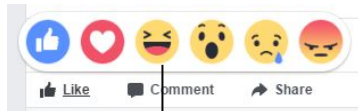


Impressions: 827K
Engagements: 3.8K
Clicks: 2.6K
Engagement Rate: 1.5%

Fan response was nearly 100% positive

Fan comments also indicated that fans were thoroughly engaging with the content and viewed the images enough to notice details and comment on the storyline.

Additionally, while most posts rarely receive about 84 “Haha” reactions, these received an average of nearly 800 “Haha” reactions per post.



**9x more “haha”
reactions than
typical live post**

Guilty Dog

- Seen as the funniest by far, this post received nearly 2K “Haha” and nearly 500 “Wow” reactions
- Fans couldn’t help but side with the puppy who had clearly been “framed”
- Many reminisced about their own dogs or tagged friends with dogs

So Many Cups

- Fans, especially from Europe, wanted to jump in and play “extreme beer pong” and tagged friends so they could join in on the joke
- The meticulousness of the design was seen as “CRAZY BUT BEAUTIFUL”

Dinner Drama

- While this post received fewer comments and did not provide as much of a “wow” factor, the unexpectedness of the fire was well received

Fans engaged with each image story through their comments and contributed to the 360 conversation

Guilty Dog

"Clever marketing Samsung"
-Theo Skagias

"Dog would have eaten the pizza not left
it on the couch"
-Troy Brown

"Oh my word no he couldnt have not that
little innocent face. Someone definitely
framed him for sure 🐶🐶🐶🐶"
-Jeannine Roux

"The Dog didn't do it, he was framed. The
dead give away is the toilet paper
streamed over the light, the Dog couldn't
have done that. Also those tears on the
sofa don't look Dogmade they look more
Manmade"
-Stephen Mills

So Many Cups

"Fancy a round of extreme
beerpong, Karsten Vivien?"
-Hannes Käbller

"Now that's a way to play
beer pong."
-Žan Pekošak

"It looks beautiful though"
-Salman Ahmed

Dinner Drama

Samsung Mobile, I'm digging
these new posts!, More
"interactive 🍌🔥 "
-Amine Benb

"At least the cake wasn't on
the table yet"
-Alex Hader

"You are the best
.....Continue your success."
" 🍌🍌
-Ibraheem Albawi

360 Themed

"I have an idea, 360 degrees
can be used for playing
detective and find
something :)"
-Justianne Anne

"Ok so you have a phone
camera that do this."
-Martin A Knapp

" When is the new Gear360
coming!?"
-Robert Feeney

Creative Content and Guidelines

Posts and Copy

Samsung Mobile
May 9 at 4:00pm · 🌐

Looking innocent until you see the full picture with the #Gear360.



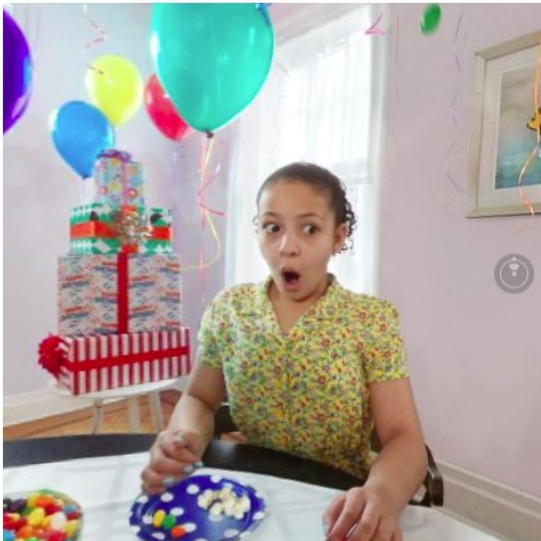
Like Comment Share

You and 6.8K others Top Comments ▾

Guilty Dog

Samsung Mobile
May 9 at 6:31pm · 🌐

With the #Gear360, see what else happened at your birthday dinner.



Like Comment Share

1.3K Top Comments ▾

Dinner Drama

Samsung Mobile
May 9 at 8:00pm · 🌐

Take a look around to see 4,521 more reasons you shouldn't let your friends house-sit. #Gear360



Like Comment Share

2.1K Top Comments ▾

So Many Cups

Guilty Dog Full Image



Dinner Drama Full Image



So Many Cups Full Image



Posting Instructions/Guidelines

Here are some simple steps and considerations to leverage these posts in your market:

- Translate copy to your market's language as-needed
 - Always use the hashtag #Gear360 when referencing the product in post copy
- Set the initial image to match the cropping of the posts (P.9) in this document
- Optional: promote post with paid support (guidelines to follow)

Usage Rights

Note that we have secured **global online usage for these images for one year** so there is no need to negotiate additional usage for your territory.

All images will need to be removed from online use by May 9, 2018

Questions?

If you encounter any issues uploading content or have questions, please contact:

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Media Support Recommendations

Paid Social

Goal

Engage consumers with our 360 posts and drive them to learn more on dotcom

CONSIDERATIONS FOR HOW WE WILL TARGET USING PAID FACEBOOK ADVERTISING:


Facebook Target New Users:

- Users interested in wearables
- VR technology
- Everything technology
- Layered interests with featured content

Current Samsung Fans:


- Users interested in Samsung content
- Samsung mobile device owners (upsell)
- Lookalike audiences to Samsung fans

Note: 360 post will need to be hosted organically on your page and then it can be promoted

 **Samsung Mobile**
Sponsored · 🌐

Like Page

Looking Innocent until you see the full picture with the [#Gear360](#)



Samsung Gear 360
Shoot, edit and share 360 video all from the palm of your hand with the Gear 360 camera.
[SAMSUNG.COM](#) [Learn More](#)

Like Comment Share

(FPO Post comp)

Thank you.