

FPDM 401 – Product and Digital Marketing Go-To Market

Assignment

Samsung Game L1

Gaming Smartphone marketing strategy



Objective

The objective of this presentation is to create awareness and interest among millennials about Samsung smart phone gaming series to help them recognize the capabilities and outstanding features of real life gaming experience hence resulting in increased demand and sales.

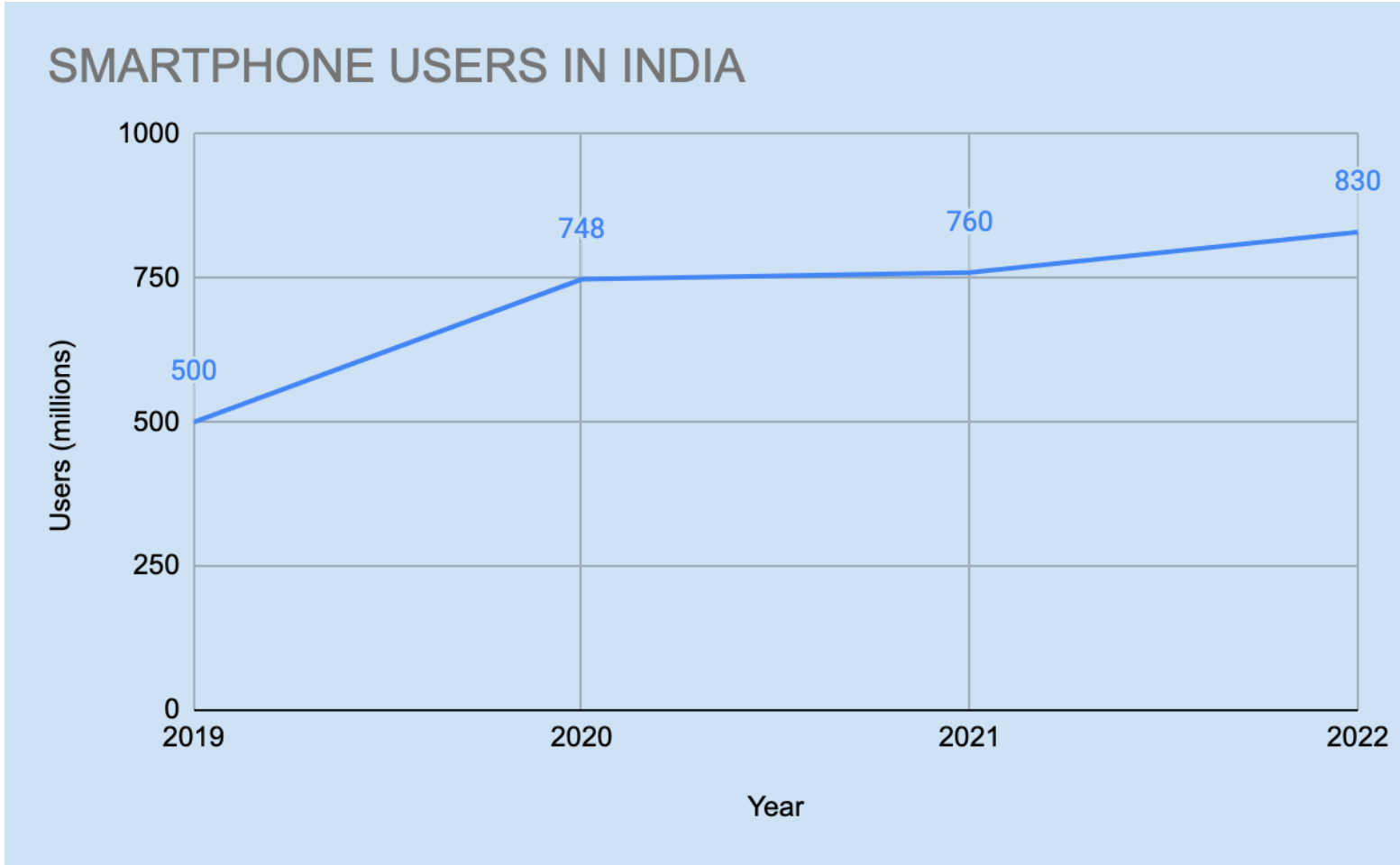
Target segment- Millennials, Gaming Enthusiasts, Gamers (new/ amateurs/ pro)

Age group- 22-35 years

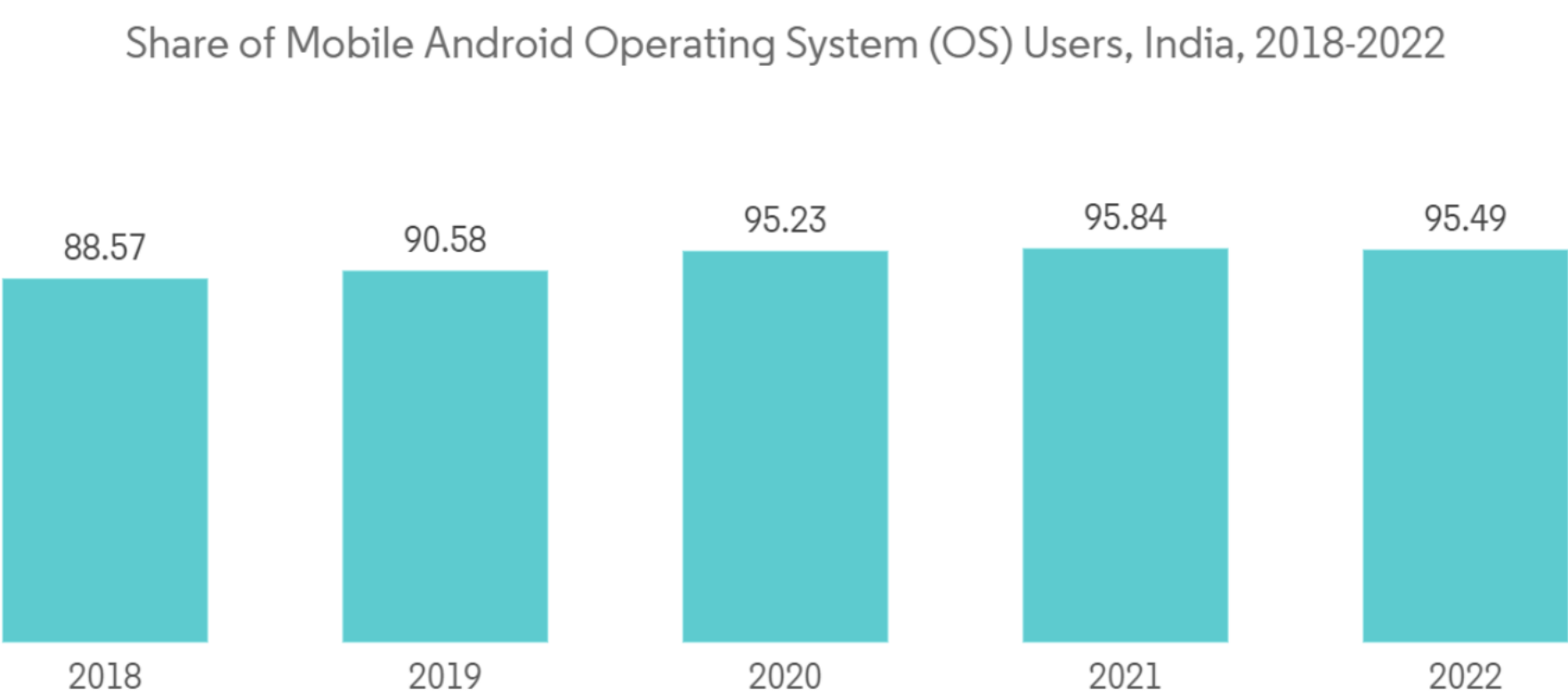
Location- Metros

Market Analysis and trends

Market trend



Source- Cable news network LP, LLLP



SWOT analysis of Samsung S6 android system for gaming

| |
|---|
| Strength |
| High Resolution, Vibrant colors, Detailed graphics- Immersive gaming expereince |
| Powerful processor and grahic card- Handle modern games |
| Android Operating system- support both paid and free games |
| Large internal storage capacity- More downloads |
| long battery life- extended gaming sessions |
| Weaknesses |
| Old Model- not able to support latest and demanding games smoothly |
| 3GB RAM- Limits multitask |
| Non Removable Battery |
| Opportunities |
| Can be updated to latest Android version- Improve performacne and compatibilty |
| Pairing option with bluetooth or other accessories |
| Allowing variety of third party apps and services |
| Threats |
| Increased competition from newer smartphones that offer better hardward, software and gaming experience |
| Games with specific hardware specifications may land into compatibility or performance issues |
| vulnerable to security threats, which may compromise the device's performance or data security while gaming |

Competition Analysis

Competitors: OnePlus and iPhone?

Both OnePlus and iPhone offer following advantages over Samsung S6 when it comes to gaming experience:-

- OnePlus phones are known for their fast and smooth performance, thanks to their powerful processors and large amounts of RAM. This means that OnePlus phones can handle demanding games with ease, without any lag or slowdowns.
- Additionally, OnePlus phones have a feature called "Fanatic mode" that prioritizes gaming performance by blocking notifications and optimizing CPU and GPU usage.
- On the other hand, iPhone's advantage comes from its optimized hardware and software integration. iPhones have powerful processors and GPUs that are specifically designed to work together seamlessly, resulting in smooth and fluid gameplay.
- Apple also has a strong focus on gaming, with the App Store offering a wide range of high-quality games optimized for iOS devices. Moreover, iPhones have features like haptic feedback, which enhances the gaming experience by providing tactile feedback during gameplay.
- In comparison, Samsung phones have powerful hardware but are often criticized for their bloated software and slow updates. Samsung also doesn't have a dedicated gaming mode like OnePlus or a tightly integrated hardware-software system like iPhone.
- OnePlus and iPhone offer a more optimized and smoother gaming experience compared to Samsung.

Market segmentation and positioning

To create a well-defined market segment, target audience, and positioning statement for Samsung phone company, the following steps can be taken:

- 1. *Market Research:*** Conduct market research to identify key trends, preferences, and needs of the smartphone user through online surveys, focus groups, and social media analytics.
- 2. *Segment Identification:*** Analyse the market research data to identify potential market segments that have unique needs and preferences. This could include gamers, photography enthusiasts, business professionals, and tech-savvy individuals.
- 3. *Target Audience Selection:***
The target audience are those who are most likely to purchase Samsung phones and have a high potential for repeat purchases and positive word-of-mouth marketing. Also, includes loyal Samsung customers.
- 4. *Positioning Statement:*** Develop a positioning statement that clearly defines Samsung's unique value proposition and differentiates it from competitors. The positioning statement should address the target audience's needs and preferences, and emphasize the features and benefits that it offers.

Go to market strategy

To understand the target personas better, a survey was conducted for smartphone customers.

Questions and there responses were as follows-

1. How often do you play video games? 70% of the respondent said daily
2. What device do you prefer to use for playing video games? 65% of the respondents said they use both
3. How important is it for you to have access to high-quality gaming graphics?
There was a mix of reaction for this question and around 55% said they look for high quality graphics
4. How important is it for you to have access to a large variety of video games? 40% said its very important for them
5. Have you ever played video games on a mobile phone with gaming features? 100% gave a Yes for this question
6. Have you ever played video games on a gaming console? Almost 60% of millennials have played on consoles
7. How much do you typically spend on mobile phone games each month? 65% of them would likely spend 500/- month
8. How much do you typically spend on gaming console games each month? When asked about gaming consoles 60% all voted for range between 51-100k
9. How often do you upgrade your mobile phone? 100% stated that they upgrade every year
10. How often do you upgrade your gaming console? 30% of the millennials change their consoles every 2-3 years

To support the above findings sharing a survey done by Limelight Networks (2020) — It was found that 81% of Indian gamers play video games at least once a week, with an average playtime of 8 hours per week. The survey also found that mobile gaming is the most popular platform in India, with 63% of Indian gamers playing games on their smartphones.

Sample Positioning Statement

From the company that has brought to you The Galaxy S6, a synonym of sleek, style and substance that was a status quo designed for individuals who wanted their tech needs to be fulfilled, we bring the our new smartphone that offers a gaming experience like no other, combining the power and convenience of a mobile device with the immersive gameplay of a console.

Presenting you the new Samsung S6...We call it Samsung Game L1!

With stunning graphics, lightning-fast processing speeds, and intuitive controls, our new smartphone Samsung Game L1 is designed exclusively for gamers to fully immerse themselves in their favorite games anywhere, anytime without the need for an expensive console. Whether you're on the go or lounging at home, our smartphone delivers a unique gaming experience that rivals even the most popular consoles on the market. With our smartphone, you don't have to sacrifice quality for convenience.

Ready Player One!

Examples of User Persona's

This survey yielded five customer personas that could be potential targets for Samsung Game L1.

To validate each persona, Samsung followed up the quantitative survey with in-depth interviews.

The resulting persona profiles are as follows:-



#gamelover
#socialanimal
#adrenalinerush

ABOUT

John is a professional gamer who is passionate about winning in some big competitions that are hosted by big E-sports brands. He has over 10 years of experience of playing games competitively and won almost 20 huge titles. He has a natural talent for desktop game specifically.

GOALS

- Get notified of the local/global competitions for his favorite games
- Find local/online friends who plays the same game so that he could play with them whenever they are free

KNOWN HABITS

- Always look for friends who are online before starting any game
- Usually participate in at least 5 online/offline competitions each month
- Very sensitive to time waste because he doesn't want anyone to beat his current score

John Doe

PREFERENCES



PAIN POINTS

- Competitions are all over the place and there isn't a website that has all the info
- There are multiple ways to call/message game friends and it's hard to keep track of who's on which channel

FAVORITE BRANDS



CHARLOTTE WALKER
27, Los Angeles
UX DESIGNER

• STATUS
SINGLE
• SALARY
\$50K
• TIER
MID-LEVEL
• ARCHETYPE
PERFECTIONIST

PERSONALITY

- Prototyping
- Interviewing
- Design Thinking
- Empathy
- Coding

BIO

Charlotte recently started a new job as a UX design in a mid-size bank. She moved over from the start-up world and is still getting used to all the changes, particularly the paperwork. She's excited to bring a user-focused perspective to the design department but nervous because she's the bank's first UXer.

Outside of the office she's a sports-mad psychology grad. She enjoys reading UX blogs and will sometimes go to UX-related conferences if they're nearby. She's also tuned into design channels like Dribbble.

Motivations



Goals

- Introduce user focused mentality and methods into traditional company landscape
- Improve usability of bank's customer facing interfaces
- Grow the UX team

Frustrations

- Getting buy-in for the new department's activities
- Dealing with more bureaucracy than in her old job
- Communicating necessity for change to development team

"I want to help my team deliver great user experiences"

Behavior



Influences

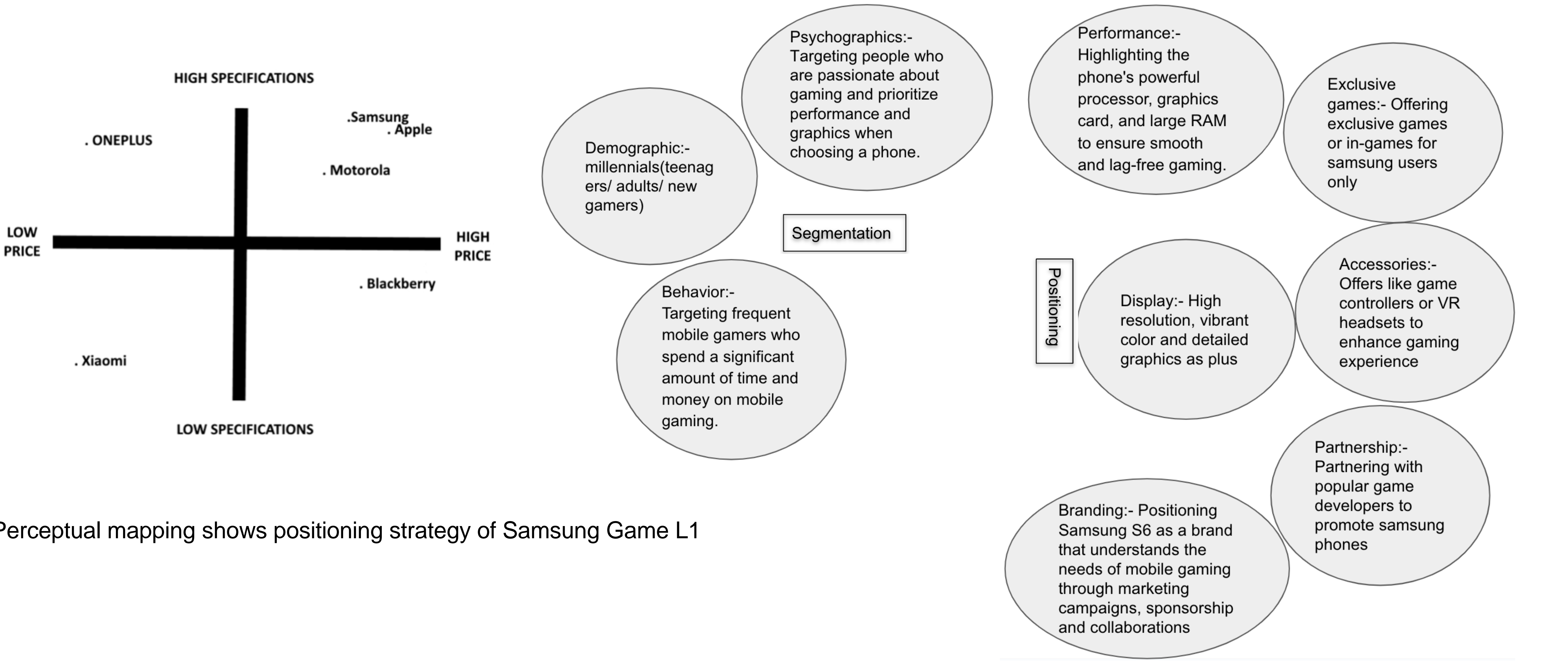
- CREDIBILITY
- BLOGS/ FORUMS
- COLLEAGUES
- PSYCHOLOGY
- TECHNOLOGY
- UI TRENDS

Frequently used apps



Market segmentation & positioning

To make Samsung Game L1 a known phone loved by gamers, Samsung can segment and position the market based on the following factors:



Perceptual mapping shows positioning strategy of Samsung Game L1

Routes to Market and Sales Enablement Strategy for Samsung Game L1

Samsung can offer sales incentives to retailers and sales representatives to encourage them to promote and sell Samsung Game L1 phones to consumers.

For example, Samsung can offer commission-based incentives to sales representatives for every Samsung Game L1 phone they sell.

Samsung can also offer volume-based incentives to retailers, such as discounts or rebates, based on the number of Samsung Game L1 phones they sell.

Channel classification:

Samsung can classify its channels into the following categories:

- Online channels: Samsung can sell the Samsung Game L1 phone through its own online store, as well as through popular online marketplaces like Amazon, Best Buy, and Walmart.
- Collaborate with Game and Smartphone reviewers on social media to promote and present the mobile's features and usage experience.
- Offline channels: Samsung can also sell the Samsung Game L1 phone through offline retail stores, including its own Samsung Experience stores, as well as through authorized retailers like Verizon, AT&T, and T-Mobile.

Distributor partnership:

Samsung can partner with distributors to help distribute Samsung Game L1 phones to retailers and consumers. The distributors can help Samsung reach a wider audience and improve its market penetration. Samsung can offer incentives to distributors for selling Samsung Game L1 phones, such as volume discounts or rebates.

Marketing campaign:

Samsung can launch a targeted marketing campaign to promote the Samsung Game L1 phone as a phone designed for gaming enthusiasts. The campaign can include online and offline ads, sponsorships of gaming events and influencers, and collaborations with popular game developers to promote the phone as the ideal platform for playing their games. Samsung can also offer exclusive in-game items or access to exclusive games to Samsung Game L1 users, to create a sense of exclusivity and loyalty among mobile gamers.

Budget plan for relaunch

| Product marketing budget for Samsung S6 <u>relaunch</u> in India | |
|--|----------|
| Indoor Marketing Activities: | |
| In-store displays | 1200000 |
| Product demonstrations | 600000 |
| Merchandising and Point of Purchase (POP) displays | 1600000 |
| Product training for sales reps | 500000 |
| Total indoor marketing budget | 400000 |
| Outdoor Marketing Activities: | |
| Billboards and hoardings | 2000000 |
| Bus stop and transit ads | 1200000 |
| Product launch events | 6000000 |
| Sponsorship of outdoor events | 1600000 |
| Total outdoor marketing budget | 10000000 |
| Paid Campaigns: | |
| Paid social media ads | 2400000 |
| Paid search ads | 2000000 |
| Influencer marketing | 3200000 |
| Total paid campaigns budget | 7600000 |
| Endorsements: | |
| Celebrity endorsements | 4800000 |
| Brand ambassadors | 2400000 |
| Total endorsements budget | 7200000 |
| Content Marketing: | |
| Website design and development | 2000000 |
| Content creation | 1600000 |
| Video production | 2400000 |
| Email marketing | 1200000 |
| Total content marketing budget | 7200000 |
| Software: | |
| Development of mobile gaming software for Samsung S6 | 1600000 |
| Integration with popular gaming platforms | 400000 |
| Total software budget | 1100000 |
| Total product marketing budget for Samsung S6 relaunch | 72200000 |

Success Metrics

Following metrics can be used to measure success for Samsung S6 (Samsung Game L1) mobile relaunch:

Overall revenue goals: *Total revenue generated from the Samsung S6 relaunch should meet or exceed the pre-defined revenue goals set by the company.*

Win rates: *The percentage of successful conversions from potential customers who showed interest in the product should be measured.*

Trials: *Number of trial activations of the Samsung S6 should be tracked to understand the level of interest in the product.*

Product demos: *The number of product demos should be tracked to understand the level of engagement and interest in the product.*

Usage: *The frequency and duration of Samsung S6 usage should be measured to understand the product's popularity and customer satisfaction.*

Customer satisfaction: *The Net Promoter Score (NPS) should be measured to understand the level of customer satisfaction with the Samsung S6 product and brand.*

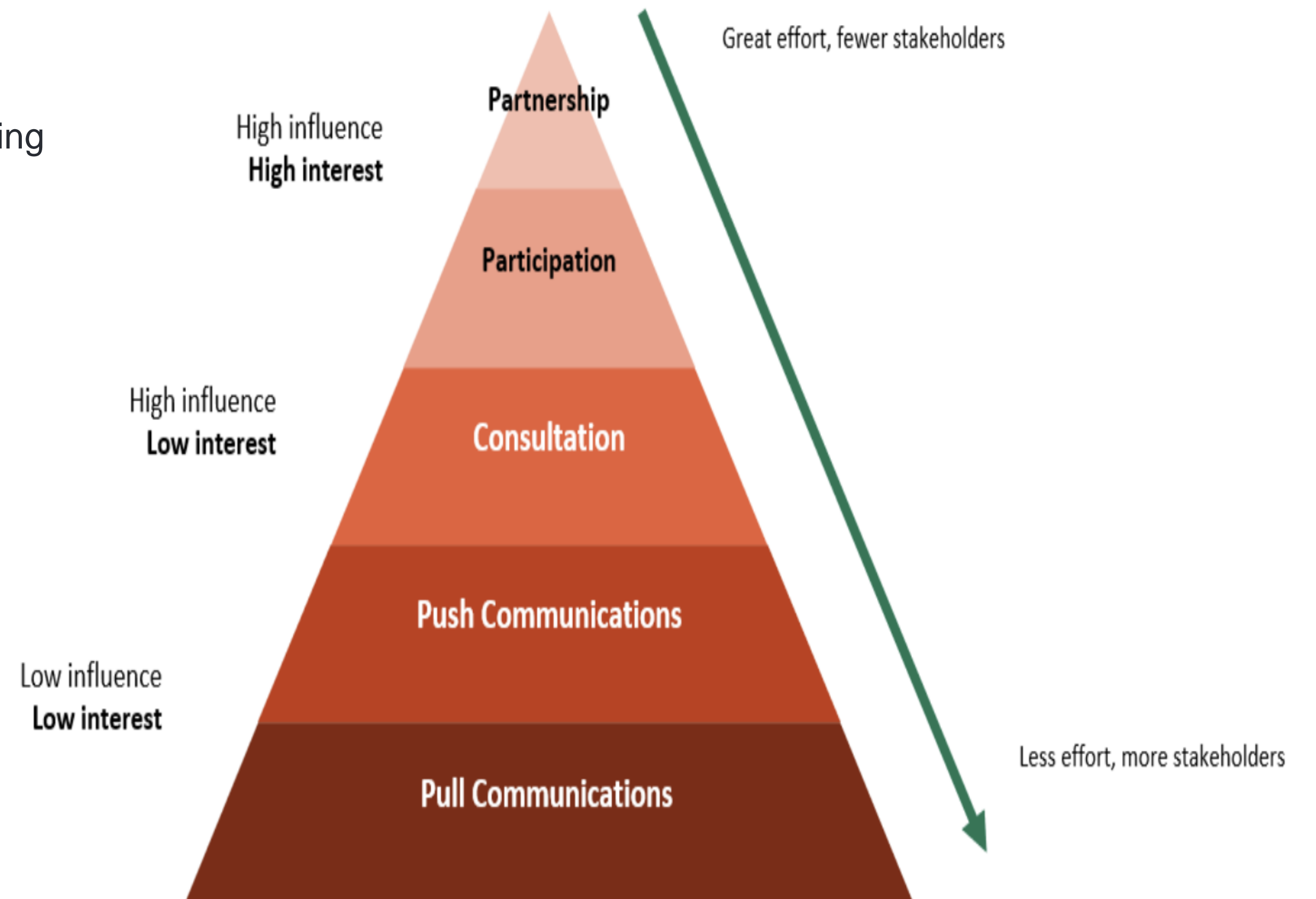
Retention: *The retention rate of Samsung S6 customers should be tracked to understand the level of loyalty and satisfaction with the product.*

Stakeholder communication and Engagement

STAKEHOLDER ENGAGEMENT PLAN

Communication strategy

- Weekly check-ins
- Meetings, whether in person, over the phone, or through video conferencing
- Meeting summaries
- Status reports
- Formal presentations
- Surveys
- To-do lists
- Project dashboards
- Collaboration apps, such as Slack or Microsoft Teams





Samsung Game L1