

Feb. 15 in NYC

Samsung Galaxy Marketing Case Competition, Vol. 2

SAMSUNG



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Case Overview

The Situation:

Samsung Electronics is one of the world's leading tech companies, manufacturing and marketing a wide range of commercial and consumer electronics.

Among their diverse categories of products are Samsung Galaxy smartphones, which sold more than 200 million devices globally in 2022. In the United States, Samsung has an opportunity to grow share with Gen-Z, an age group born between 1997 and 2010 (ages 12-25).

Within the Samsung portfolio, the Galaxy S Series aims to attract the Gen Z demographic with the phone's key attributes – enhanced camera features, improved battery life, and sleek design – providing users a device that caters to their needs and lifestyle.

The Challenge:

Prepare a presentation that addresses how you would solve the following challenges:

1. What can Samsung do strategically to increase Gen Z consideration of its Galaxy portfolio, particularly the Galaxy S Series smartphone?
2. How does this strategy lead to generating mass Awareness and Consideration for purchase?
3. What can Samsung do to ignite early buzz and anticipation for its next Galaxy S Series launch?
4. What impact can this have on the adoption of Samsung mobile enhancement ecosystem products (Buds and Watch)?

Case Considerations

Consumer Segment:

How should Samsung further segment the Gen Z audience? Please consider:

- Demographics
- Psychographics
- Attitudes toward tech
- Current tech ownership

Positioning:

How can Samsung effectively position its Galaxy S Series mobile ecosystem? Please consider:

- Key feature prioritization, benefits and relatable use cases
- Competitive differentiation
- Lifestyle and passion points

Communication Strategy:

How can Samsung effectively reach this audience? Please consider:

- Paid media (digital, OOH, audio, TV)
- Social media
- Influencers
- Partnerships
- Experiential / Events
- PR

Sales Channels:

How do Gen Z shopping behaviors affect which sales channels Samsung should focus on? What are some nontraditional channels Samsung should consider to reach this demographic where they shop? Please consider:

- Carrier Channel (AT&T, Verizon, T-Mobile, US Cellular)
- Retail (Best Buy, Amazon, Walmart)
- DTC (samsung.com and Samsung Experience Stores)
- Live Commerce
- Shoppable Social

Exhibits

Exhibit 1: Product Portfolio

Exhibit 2: Sample Creative

Exhibit 3: Team Galaxy Influencers

Exhibit 4: Retailers/Channels

Exhibit 5: Samsung Live/Social Commerce

Exhibit 6: US Social Handles

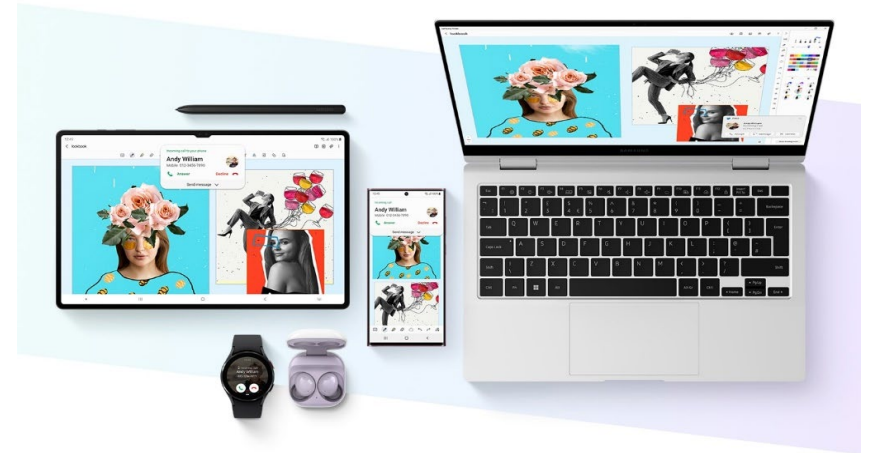


Exhibit 1: Product Portfolio

Smartphones



[S23 Ultra](#)



[S23 and S23+](#)



[Z Fold5](#)



[Z Flip5](#)



[A Series](#)

True Wireless Audio



[Buds2 Pro](#)



[Buds 2](#)



[Buds FE](#)

Cross compatible with all Bluetooth devices including smartphones, tablets, TV, etc.

Smartwatch



[Watch6 Classic](#)



[Watch 6](#)

Compatible with all Android smartphones running Android 8.0+. Blood Pressure and ECG monitoring features available on compatible Galaxy smartphones.

Compatibility FAQ

<https://www.samsung.com/us/support/answer/ANS00086702/>

<https://www.samsung.com/us/support/answer/ANS00089822/>

Exhibit 1: Product Portfolio

Tablets



[Tab S9 Series](#)



[Tab S9 FE/FE+](#)



[Tab S8 Series](#)



[Tab A8](#)

PC



[Book3 Ultra](#)



[Book3 Pro 360](#)



[Book3 Pro](#)



[Chromebook 2 360](#)



[Chromebook 2](#)

Exhibit 2: Sample Creative

Galaxy S23



▶ <https://www.youtube.com/watch?v=iLwsPnywFc0>

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Good-bye, old friend.

Hello, new 200MP camera.

Galaxy S23 Ultra

UPGRADE YOUR NOTE

Terms and conditions apply.

Galaxy Z Fold5 and Flip5



▶ <https://youtu.be/bGAdXloPeIU?si=pa9f7nDoMjU013eY>

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Join the team with a big screen

Up to \$1,000 off with trade-in

TRADE IN YOUR IPHONE

Galaxy Z Fold5

Terms and conditions apply. S Pen (optional) sold separately, compatible only with main display. Requires S Pen Fold Edition (Galaxy Z Fold5) or S Pen Pro.

SAMSUNG

Flex big savings with up to \$700 off with trade-in

TRADE IN YOUR IPHONE

Galaxy Z Flip5

Terms and conditions apply.

Exhibit 2: Sample Creative

Galaxy Buds2 Pro



 <https://www.youtube.com/watch?v=oLYnKV-aofI>

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**Get ready for sound
you can feel**

The new Galaxy Buds2 Pro






Requires a Galaxy smartphone
with Android 8.0 and One UI 4.1
or later with 1.5GB RAM or above.

Galaxy Watch6



 <https://youtu.be/s2dzq7qiUBQ?si=vgnos1gx6ngTinAft>

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**Fitness
motivation
on your
wrist**

LEARN MORE

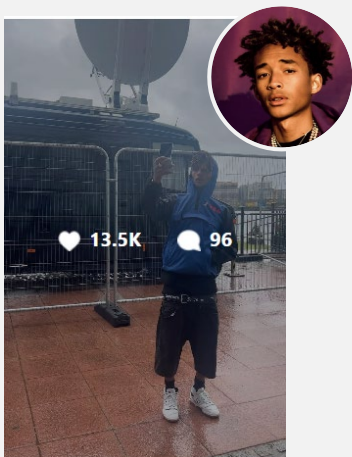
Requires smartphone with
Android 10.0 or later, 2GB
or more RAM and Samsung
Health app version 6.22 or later.



Galaxy Watch6

Exhibit 3: Team Galaxy Influencers

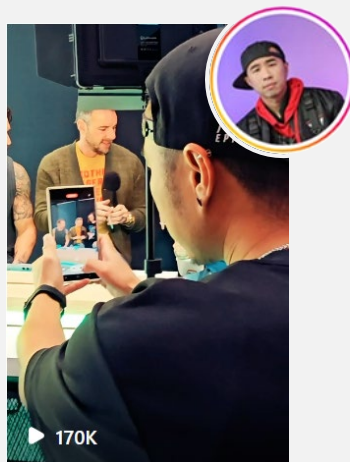
Jaden Smith



Z Flip5

[New Phone Who Dis](#)

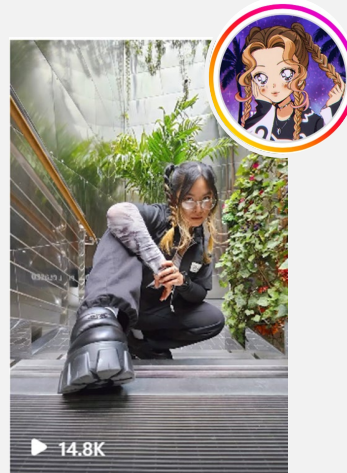
Drex Lee



S23

[Epic Podcasts](#)

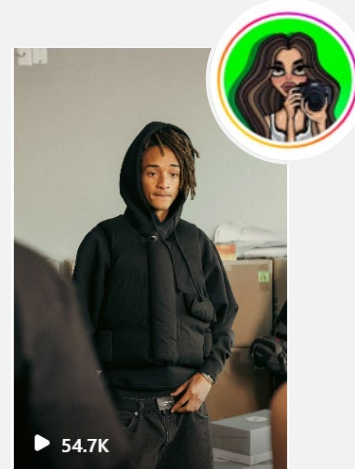
Marilyn Hue



Z Flip5

[Cute Handycam](#)

Kara Lewis



S23

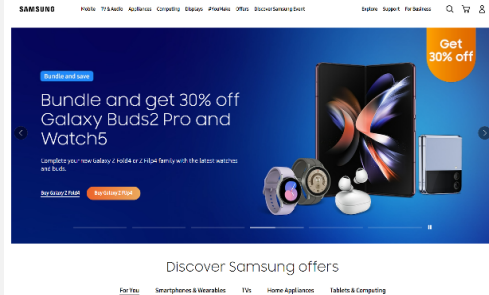
[Spread the Love](#)

To check out the full Team Galaxy roster and latest and greatest content visit:

<https://www.samsung.com/us/explore/brand/meet-your-team-galaxy/>

Exhibit 4: Retailers/Channels

Owned



samsung.com



Samsung Experience Stores

Carrier

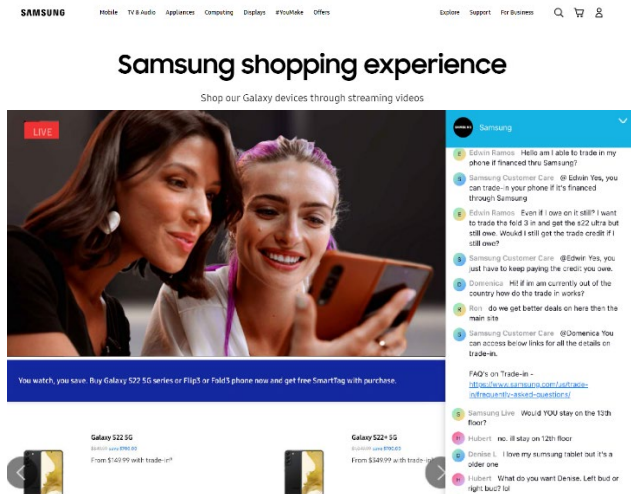


Retail



Exhibit 5: Samsung Live/Social Commerce

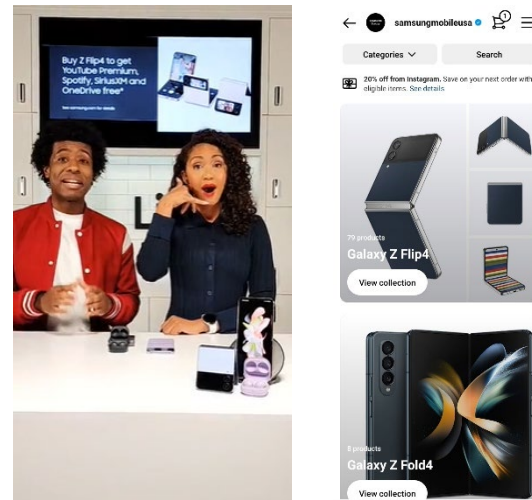
Samsung Live Commerce on samsung.com



- Minimum one live episode per week that is re-casted throughout the week
- Highlight key features on latest devices and provide exclusive offers to purchase on samsung.com

Launched 2H 2021

Samsung Social Commerce on TikTok, YouTube and Instagram



- Minimum one live episode per week hosted on IG, TikTok and YouTube
- Highlight key features on latest devices and provide exclusive offers to purchase on samsung.com

Launched 2H 2022

Exhibit 6: US Social Handles



[@SamsungMobileUSA](#)



[SamsungUS](#)



[Samsung US](#)



[@SamsungMobileUS](#)



[u/SamsungMobileUS](#)



[Samsung Electronics America](#)



[@SamsungUS](#)



[Samsung US](#)

Case Guidelines: Overview & Timeline

Please use the information included in this case packet along with the Samsung website and social media as starting points for your research. We do not require you to conduct primary (e.g., surveys, interviews, focus groups, site visits) or secondary (e.g., 3rd party) research, but you are free to do so to support your recommendations. Students must not receive any professional advice, critiques or assistance in the development of the case entry.

Competition Timeline

Wednesday, December 27	Case competition opens
Monday, January 8	Intent-to-participate registration closes at 11:59 pm ET
Monday, January 8	Questions from participants due at 11:59 pm ET to MMDigitalMedia@sea.samsung.com
Wednesday, January 10	FAQ responses shared with participants via email
Monday, January 15	Round 1 five-slide submissions due at 11:59 pm ET
Friday, January 19	Semi-Finalists (15) announced; semi-final presentation parameters announced
Wednesday, January 31	Semi-Final presentations/corresponding videos/supporting materials due at 9:00 pm ET
Friday, February 2	Semi-Finalists to present virtually
Monday, February 5	Finalists (3) announced
Thursday, February 15	Finalists to present live; winner announced at end of event; networking event to follow

Case Guidelines: Round 1

Deliverable

- Limit one submission per currently enrolled college student (no teams). The deadline for Round 1 submissions is Monday, January 15, at 11:59 pm ET.
- Presentations may be no more than five (5) slides and must be delivered in Google Slides.
- All Google slide presentations (five slides max) should be uploaded [HERE](#), and each student may upload only once.
- Please send an email to Samsung Marketing if you experience any technical difficulties:
MMDigitalMedia@sea.samsung.com

Logistics

- A judging panel of industry senior executives will review all submissions received and will determine the top fifteen (15) presentations to advance to the semi-final round.
- On Friday, January 19, all semi-finalists will be notified via email with submission guidelines and an assigned time to present virtually on Friday, February 2.
- Additional semi-final presentation parameters, if any, will be announced at that time.

Judging Criteria

Judging for round 1 will focus on the following :

Strategy/Goals: 34%

- What is the ad/campaign's objective?
- Who is the target audience?
- What are the insights that shaped the idea?
- How are they relevant to the brand and audience?

Execution (Use of Media, Impact, Creative): 33%

- What is the creative/strategic solution?
- What channel(s) are used?

Results and ROI: 33%

- Include expected/anticipated results as well as change in awareness and attitudes.
- Do results map back to the objectives and goals?

Case Guidelines: Semi-Final Round

Deliverable

- On Friday, January 19, all semi-finalists will be notified via email with submission guidelines and an assigned time to present virtually on Friday, February 2.
- Presentations may be no more than fifteen (15) slides and must be delivered in Google Slides.
- The deadline for semi-final submissions is Wednesday, January 31, at 9:00 pm ET.

Logistics

- The fifteen semi-finalists will present virtually on Friday, February 2, 8:00 am-6:50 pm ET.
- Virtual presentation scope will be derived from Round 1 five-slide submission and must be delivered in Google Slides, max 15 slides.
- Each student will be given 15 minutes to conduct their presentation virtually to a judging panel of industry senior executives.
- Judges will meet after the presentations to select the three (3) finalists. Finalists will be notified on Monday, February 5.

Judging Criteria

Judging for semi-final round will focus on the following:

Presentation Quality: 25%

- Visuals and delivery

Strategy/Thinking: 25%

- Did it deliver on the ask?

Execution: 25%

- Is it impactful and buzz-worthy?

Results: 25%

- Is it measurable, and why should this win?

Case Guidelines: Final Round

Deliverable

- Presentation will be same as delivered in semi-final round, in Google Slides, max 15 slides.

Logistics

- The three finalists selected in the semi-final round will present at a live event hosted at the Samsung Galaxy Experience Space in Herald Towers at 50 W. 34th St., New York, NY 10001, on Thursday, February 15, 1:00-3:00 pm ET.
- Each finalist will be given 15 minutes to conduct their presentation in front of a new judging panel of industry senior executives and a live audience.
- Judges will have 10 minutes to ask questions and provide feedback for each finalist.
- After the three finalists have finished, judges will deliberate for 10 minutes, and the grand prize award will be presented.

Judging Criteria

Judging for final round will focus on the following:

Presentation Quality: 25%

- Visuals and delivery

Strategy/Thinking: 25%

- Did it deliver on the ask?

Execution: 25%

- Is it impactful and buzz-worthy?

Results: 25%

- Is it measurable, and why should this win?

Case Guidelines: Awards

Awards

Semi-Final Round

- **Semi-Finalist Prize** (15): Samsung Galaxy Buds2 Pro. ARV \$229.99.

Final Round

- **Grand Prize** (1): A 3-month Executive Mentorship with a Google executive, including three (3) thirty-minute video conferences with the executive, and one (1) "Day in the Life of a Googler" tour at a Google office in either Mountain View, CA or New York, NY (as mutually agreed upon between Google/winner). Transportation to/from Google office and accommodations not included. There is no retail value associated with the Grand Prize. Timing of Grand Prize is at the Sponsor/Google's discretion.
- **Finalist Prize** (3): A 3-day/2-night trip for winner and one (1) travel companion to the live event in New York, NY from February 14, 2024 through February 16, 2024; Sponsor-selected Samsung products; and a one (1) year LinkedIn Premium membership. Trip includes round trip economy class air transportation to New York, NY; two (2) nights hotel accommodations (based on double occupancy); \$100 daily per diem (awarded as a check). ARV \$7,600 each.

Case Guidelines: Additional Resources

Additional Resources

Questions

- Each student may submit one batch of questions by Monday, January 8, at 11:59 pm ET, to MMDigitalMedia@sea.samsung.com.
- A list of answers to the most frequently asked questions will be circulated to all case competition participants on Wednesday, January 10.

Official Rules

- NO PURCHASE NECESSARY. Void where prohibited. Samsung Galaxy Marketing Case Competition is sponsored by Samsung Electronics America, Inc.
- Open to college/university students currently enrolled in an accredited college or university pursuing an undergraduate or graduate degree, who reside in the 50 United States & D.C., 18 or older.
- Begins 12:01 am CT on 12/27/23 and ends 11:59 pm CT 1/15/24 & Pre-Register by 1/8/24.
- For official rules, visit www.SamsungMarketingCase.com/rules

Confidentiality and Intellectual Property

By participating in the case competition, all team members agree to keep information in the case confidential. All case submissions become the exclusive property of Samsung Electronics.