Key points for the Samsung and Leo Burnett: Sponsored Post

* Samsung is the first company to run a campaign on Tik Tok, while the competitors are too confident to just focus on the millennial.
* Business objective: to raise brand awareness and raise sales.
* Target audience for this campaign is Gen Z.
* Samsung’s business model is B2C, and brick-and-mortar model for the Samsung Experience Store.
* The campaign objective is to find the missing market from the competitors and turn it into business advantage.
* By grabbing the attention from Gen Z by using social media and speaking in a tone that is related to them which make the product stand out from Apple iPhone or Google pixel’s campaign.
* Customer person is a 21 year old Australian that is a heavy user on the social media platform.
* Competitors Analysis shows the strengths and weaknesses of three companies- Apple, Google and Samsung.
* Slide 7 shows the different style of marketing between Apple and Samsung.
* The result of Samsung’s campaign is working really well from the data shown in the youtube video.
* The result of the campaign is related to the business objective which is to increase sales in the near future.
* To do better, we can focus on the international audience.
* Extra credit shows how we can optimize other channels to make it better.

Source:

**Slide 2:** Image is from Youtube: **Samsung x Aunty Donna-Galaxy A-Max Miller** https://www.youtube.com/watch?v=cy2jQ63-5sQ

Definition of brick-and-mortar model from wikipedia.

http://en.wikipedia.org/wiki/Brick\_and\_mortar

**Slide 3:** Image is from Canva

**Slide 7:** Images are from Apple and Samsung's Twitter and IG

**Slide 10:** Image1 is from Samsung official website

https://www.samsung.com/us/

Image2 is from Youtube

https://www.youtube.com/watch?v=Ccgyvdt62us