

## Campaign Brief: Samsung CE Portfolio

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**DATE (11/03/2024)**

### OPPORTUNITY

#### **OUR AMBITION**

Our goal is to position Samsung as the ultimate destination and one-stop-shop for high-quality Consumer Electronics (TV & home appliances) products, particularly targeting newly married couples and established families in urban areas across Egypt. We aim to raise awareness about Samsung's diverse and reliable CE portfolio, emphasizing durability, advanced technology, and premium brand image.

### WHY ARE WE HERE?

#### **WHAT IS THE PROBLEM?**

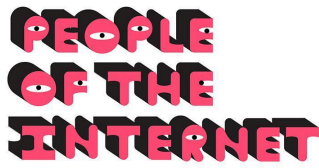
The current economic situation in Egypt has limited consumers' options for high-quality CE products, leading them to settle for locally produced items that may not meet their needs. Limitation of imports also stands as a barrier for consumers to diversify their options.

### WHO IS OUR AUDIENCE?

#### **WHO ARE WE TALKING TO?**

Our audience consists of two main segments: young couples and established families, residing in urban areas across Egypt. They are seeking to enhance their homes with high-quality CE products, particularly from a trusted brand like Samsung.

- **Young couples (age 24-30)** who are in the process of setting up their new homes. They are technologically savvy and aspire to own premium CE products that reflect their modern lifestyles. These individuals seek innovative features and state-of-the-art technology, prioritizing brands they can trust for reliability and durability.
- **Established families (age 38-50)** with kids or teenagers, who are moving to new homes or furnishing their summer houses. They value convenience and efficiency in their CE



purchases, seeking solutions that cater to the diverse needs of each family member. These families prioritize brands with a proven track record of quality and excellence, looking for reassurance that their investment will yield long-term benefits for their family. Trust the Samsung brand and are loyal to it.

### **Behavior insights:**

- Hesitation or time to research may result in missed opportunities to find the best products or deals.
- The purchasing decision of our target audience, especially young women who are about to get married, is highly influenced by word of mouth

### **WHAT DO THEY CARE ABOUT?**

Our audience values high-quality, technologically advanced products that enhance their lives and make daily tasks easier. They appreciate the peace of mind that comes with purchasing from a reputable brand like Samsung, knowing that they are investing in products that offer both innovation and reliability. They are price-sensitive due to economic constraints but are unwilling to compromise on quality. Convenience is key for these consumers, as they navigate busy schedules and seek products that seamlessly integrate into their lives.

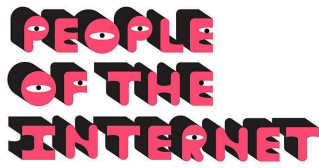
### **HOW DO WE WIN HEARTS AND CHANGE MINDS?**

#### **HOW DO WE WANT PEOPLE TO FEEL?**

We aim to evoke feelings of trust, excitement, and confidence in Samsung's CE products. We want consumers to feel empowered and inspired by the prospect of owning Samsung products, knowing they are investing in durability, innovation, and premium quality.

#### **WHY SHOULD PEOPLE BELIEVE US?**

- **Durability:** driven by International quality and warranty (Eg: Samsung's 20 years warranty on the inverter motor and compressor)
- **State of the art technology / Consumer experience:** driven by the connectivity MDE (Multi Device Experience), AI and different product features to make consumer's lives easier and more comfortable
- **Premium-ness:** driven by the brand image of owning a Samsung product, which is usually associated with higher SEC



## ABOUT THE PRODUCT

### WHAT ARE WE OFFERING?

#### → Visual Display

- **TV:** range includes The Frame, OLED, and Neo QLED, each offering unique features such as gaming experience, picture quality, and cinematic experience.
  1. **The Frame: State of Art** Matt display, QLED technology, Art streams, Art store web, Energy saving on Art Mode & pantone validation.
  2. **OLED: Gaming Experience & Picture quality** Deep black and clean white, 4K upscaling, 144 High frame rate for PC connected games, Glare free OLED display & Dolby Atmos object tracking sound
  3. **Neo QLED: Cinematic Experience for 8K** 4K/8K upscaling, High frame rate for PC connected games, AI customization mode, AI motion enhancer & Dolby Atmos object tracking sound

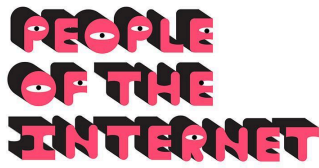
#### → Home Appliances

- **Refrigerators:** range varies between SBS, BMF, TMF, and BMF BESPOKE, offering different models and colors.
  1. **SBS** comes in two different models (2 colors with dispenser and without dispenser)
  2. **BMF** comes in three different models (2 colors with dispenser and without dispenser)
  3. **BMF BESPOKE** comes in two different colors (White and Navy Blue)
- **Washing Machines:** Front Load and Top Load options with features like WIFI, ECO bubble, hygiene steam, and AI.
- **Microwave:** offers Grill and Solo options with different capacities.
- **Vacuum Cleaner:** ranges between bag, bagless, and stick VC.

### WHAT'S OUR VALUE PROPOSITION?

- **TV:** bringing joy, entertainment, and quality time into your home
- **DA:** home appliances, a product for each family member
- **MDE:** one click away from all your home appliances

### HOW DO WE LOOK LIKE?



- Technologically up to date
- Trustworthy and can rely on
- Innovative
- Helpful
- Creative
- Insightful
- Smart
- Young
- Experienced
- Wise

### OUR STRATEGIC VISION

#### THE BIG ORGANIZING IDEA

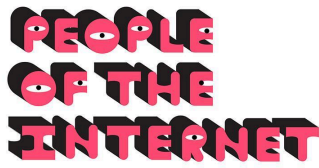
- **Main campaign message:** Samsung ce is offering a diverse range of visual display and home appliance products, tailored to suit every consumer need
- **Main Samsung CE Product Message:** your destination for all home electronics - your one-stop shop
- **Main Home Appliances Message:** the superior choice for years to come

#### OUR STRATEGIC PROVOCATION (with the support of the strategy team)

Samsung has been an integral part of our lives since we were kids, evolving alongside us as we navigate through the various stages of life. Like a partner, Samsung has been there to witness and support us through every phase of our journey, adapting to our changing needs and desires. From our earliest memories to our present day, Samsung has been a constant companion.

#### DELIVERABLES

- 2 Creative directions
- 60 - 90' Copy that can be used across different digital channels (i.e. social media )
- Cutdowns: ( 6, 15 and 30 secs) + story resizes
- Verticals
- Key visuals that will be used as POSM across different channels (offline and online)
- CRM content
- PR content that will be used to announce the Samsung CE line up
- Engaging Story / activity to go beyond just an awareness building copy to drive consumer engagement with the brand/products



## **DOS AND DON'TS**

- The overall tone of the copy should be optimistic, informative, and inspiring
- The copy should focus on the **premium** wide range of CE products leading the global market with latest technology & durability
- Visuals should be modern, clean, and vibrant, reflecting the brand's commitment to innovation and sustainability
- The copy should have a dynamic pace with smooth transitions between scenes, ensuring a captivating viewing experience
- Incorporate engaging music or sound effects that align with the campaign's theme and target audience
- The copy should show the Samsung full CE portfolio (**60% visual display & 40% home appliances portfolio**), yet we need to focus on the high end products (in terms of features and USPs) to strike the balance between building awareness for:
  - ◆ Samsung VD & HA diversified product portfolio
  - ◆ Product differentiation
- Language: Arabic and product features in English
- Recommend potential **celebrities** matching
  - ◆ Our persona & target audience
  - ◆ Gender balance
- Also open for non-celebrity option

## **TIMELINES**

Submission: March 27th

## **BUDGET**

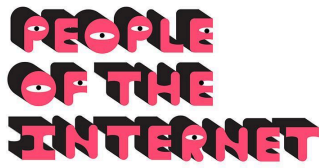
What is the allocated budget for this project? If there's no budget specified feel free to add an average or a range. If there's a specific breakdown for this budget, it is preferable that you add it here.

## **MATERIAL AND ASSETS**

PREVIOUS CAMPAIGNS:

(TV): <https://youtu.be/Mle2IAiVLYw?feature=shared>

<https://youtu.be/i0S6VQb6ouw?feature=shared>



<https://youtu.be/6qdLIVSXCws?feature=shared>

Most of the previous campaigns are either hammering on their TV lines or their mobile phones

## **REFERENCES**

Add any references provided by the client or references you think might help the creative team.

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## **FOOD FOR THOUGHT**

- Many deal with household appliances as if they were living beings, and may even talk or establish dialogues with them, to convince them to work if the appliance breaks down and is no longer working optimally.
- For example, 90% of users in Egypt talk to their smartphones, 63% to TVs, 44% to laptops, 26% to electric kettles and coffee makers, 21% to smart speakers, and 22% to smart vacuum cleaners.
- According to the same survey, 67% of all respondents talk to their devices in some way, not necessarily issuing voice commands, but for example, it can go as far as asking the device to work again, or swearing at the device if it stops completely.
- Moreover, 88% of users in the region feel sympathy for their devices if they are damaged, dropped, or broken.