

# COMPETITOR ANALYSIS REPORT

Subject: Competitor Analysis between the top Smartphone brands (Apple, Samsung, OnePlus, Huawei)

## Apple

Apple Inc (Apple) designs, manufactures, and markets smartphones, tablets, personal computers, and wearable devices. The company offers software applications and related services, accessories, and third-party digital content. Apple's product portfolio includes iPhone, iPad, Mac, iPod, Apple Watch, and Apple TV. It also provides advertising, payment, and cloud services and various consumer and professional software applications such as iOS, macOS, iPadOS, watchOS, iCloud, AppleCare, and Apple Pay. Apple sells and delivers digital content and applications through the App Store, Apple Arcade, Apple News+, Apple Fitness+, Apple Card, Apple TV+, and Apple Music. The company's business operations span the Americas, Europe, the Middle East, Africa, and Asia-Pacific. Apple is headquartered in Cupertino, California, the US.

## Social Media Presence

Apple, a top global brand, harnesses social media's power with over 1 billion followers on Facebook, Twitter, Instagram, and YouTube. These platforms are vital for reaching its audience, building brand awareness, and engaging customers. Social media has revolutionized communication and marketing, offering businesses personal connections with customers, lead generation, sales, and brand loyalty. Apple's social media strategy, covering platforms, content types, and audience engagement, offering valuable lessons for businesses.

Social Media Platform	Facebook	Instagram	Twitter	Youtube
Number of Followers	13933227	33000000	9700000	19100000

Apple's social media marketing strategy is a carefully designed approach that has been very successful in building brand awareness, engagement, and relationships with customers. Apple uses a variety of social media platforms to reach its target audience. This helps to ensure that the company is reaching as many people as possible.

Apple shares high-quality content on social media, such as product photos and videos, behind-the-scenes stories, and customer testimonials. This helps to showcase the company's products and services in a positive light.

Apple engages with its followers on social media in a variety of ways, such as responding to comments and questions, running contests and giveaways, and hosting live events. This helps to build relationships with customers and create a sense of community.

Apple is consistent with its social media marketing efforts. This helps to ensure that the company is always visible and top-of-mind for its target audience.

## AD Campaigns

**#ShotOniPhone:** This campaign encourages people to share photos that they took with their iPhone. The campaign has been very successful, and it has helped to showcase the quality of the iPhone camera. Apple has also used the #ShotOniPhone hashtag to run contests and giveaways.

<https://www.instagram.com/explore/tags/shotoniphone?igshid=NzZlODBkYWWE4Ng==>

Landing Page of (<https://www.apple.com>)



# COMPETITORS

## Samsung

Samsung Electronics Co Ltd (Samsung), an affiliate of Samsung Group, is a manufacturer of consumer electronics, information technology and mobile communications, and device solutions. The company's product portfolio includes televisions, refrigerators, network systems, audio products, medical devices, printers, washing machines, air conditioners, monitors, computers, and digital cameras. It also manufactures LCD and LED panels, mobile phones and smartphones, tablets, and related accessories. Samsung provides solutions to retail, hospitality, finance, education, transportation, and government sectors. The company's business operations span the Americas, Europe, Africa, the Middle East, and Asia-Pacific. Samsung is headquartered in Seoul, South Korea.

## Social Media Presence

Samsung's skillful use of social media is evidence of its marketing abilities. The company engages with its audience on social media by strategically using sites like Facebook, Instagram, and Twitter. Posts that are regular and pertinent help customers remember the brand, which boosts brand recall and, eventually, improves return on investment. Samsung's use of interactive marketing in its social media strategy is one of its most notable aspects. Samsung constantly engages its audience with contests, challenges, and interactive tales. By producing user-generated content, this not only increases brand loyalty but also builds a vibrant online community around the brand.

Their active presence and engagement on social media platforms allow the company to reach a diverse audience worldwide. Additionally, Samsung gives consumers and brand advocates more opportunities to share their experiences by increasing its visibility on social media

Samsung has demonstrated its adeptness in the field of digital marketing by effectively utilizing influencers. Samsung has expanded its audience to include a wider range of consumers by working with influencers that share the same values as the company. This strategy not only makes the company more

visible, but it also creates a real feeling that appeals to contemporary customers.

Social Media Platform	Facebook	Instagram	Twitter	Youtube
Number of Followers	162000000	1600000	728600	6920000

## AD Campaigns

The marketing campaigns of the phone advertising company, Samsung, are designed to create an emotional connection between the audience and Samsung products. Here is a case study on the marketing campaign of Samsung and Samsung advertising campaigns that helped them in building a strong brand presence for Samsung products in the phone advertising market.

### **#YouMakeltHappen- Marketing Campaign of Samsung**

Samsung advertising campaign #YouMakeltHappen was launched to thank its retail partners around the country for helping to make the company a household name. It exemplifies how the company and its partners have supported one another throughout time to give people across the nation access to cutting-edge, future technologies.

The video does a great job of showcasing some of Samsung's partners' grit, resolve, and enthusiasm as well as how Samsung supported them when they needed it.



## **#EpicDreamsOf21- Samsung Marketing Campaign**

As a part of Samsung advertising, the company debuted a massive marketing campaign showcasing the capabilities of the Galaxy S21 Ultra 5G and its ground-breaking 108MP pro-grade camera. For the first time, #EpicDreamsOf21 captures 21 individual dream shots in one amazing photo.

The phone advertising company, Samsung highlighted the simple joys of life that people previously took for granted with its #EpicDreamsOf21 campaign. By its unmatched image quality and exquisite style, the campaign represents a one-of-a-kind experience for Samsung customers.

## **#IndiaReadyAction- Samsung Branding Campaign**

Samsung India has launched a statewide digital campaign called #IndiaReadyAction, which empowered Gen Z and millennials to challenge prejudices about India by filming and sharing videos of Real India on their smartphones. It included a collaboration with photographer Avani Rai.

The month-long campaign #IndiaReadyAction aimed to disprove any preconceived notions that existed about the nation worldwide by encouraging Gen Z and young millennials in India to contribute up to 60-second videos of their vision of Real India. With the help of #IndiaReadyAction, this generation was allowed to represent Real India through their videos.

Landing Page (<https://www.samsung.com/>)

# OnePlus

OnePlus was created by two persons by the names of Pete Lau and Carl Pei in 2013. Whereas Lau was a previous vice president of Oppo, which is currently a rival of OnePlus, Carl Pei was a computer programmer by profession. To begin with, the two co-founders and the whole OnePlus organization set out to create a phone that "balanced high-end quality with an affordable pricing that was comparable to that of other phones in its class." Of course, their phrase, "Never Settle," now embodies this mindset perfectly. OnePlus is one of the most valuable smartphone companies in the world, with a "Net Worth of \$1.5 billion." Today, the business is developing some extreme cellphones that are both high-end and built to last a lifetime. If you're willing to pay that much money, you won't be disappointed.

## Social Media Presence

OnePlus recognizes the power and influence of social media in reaching its target audience effectively. The brand's marketing strategy heavily relies on social media platforms and influencer marketing to engage with tech-savvy individuals. By actively maintaining a strong presence on platforms like Instagram, Twitter, and YouTube, OnePlus connects with its audience and keeps them informed about product updates, promotions, and events.

Influencer collaborations play a significant role in OnePlus's social media strategy. By partnering with popular tech influencers and content creators, OnePlus can reach a wider audience and benefit from the credibility and authenticity these influencers bring. The brand leverages influencer partnerships to showcase product features, conduct reviews, and create engaging content that resonates with its target audience.

By focusing on innovation, collaborating with influencers, and utilizing social media platforms effectively, OnePlus has been able to establish a strong brand presence and connect with its target audience. These marketing strategies have played a crucial role in driving OnePlus's success and solidifying its position in the electronics industry.

Social Media Platform	Facebook	Instagram	Twitter	Youtube
Number of Followers	13000000	3900000	2400000	1400000

## AD Campaigns

OnePlus' latest campaign 'Capture Beyond Boundaries' is an ode to all the artists pushing boundaries

Read more at:

<https://www.afaqs.com/news/advertising/oneplus-latest-campaign-capture-beyond-boundaries-is-an-ode-to-all-the-artists-pushing-boundaries>

Landing Page at (<https://www.oneplus.in/>)

## Huawei

Huawei Investment & Holding Co Ltd (Huawei) is a provider of information and communications technology products and solutions. The company's product portfolio includes routers, WLANs, switches, servers, storage, laptops, mobile phones, tablets, wearables, accessories, and smart home products. It also develops telecommunication software and optoelectronic products for applications in IT and semiconductors. Huawei develops ICT infrastructure by using advanced technologies such as cloud, big data, artificial intelligence, video, IoT, and data communications. It serves telecom service providers, network operators, banking and financial service providers, railway, education, and transport service providers. The company has business operations in Europe, the Middle East and Africa, Asia-Pacific and the Americas. Huawei is headquartered in Shenzhen, Guangdong, China.

## Social Media Presence

Huawei is a leading brand that provides information and communication technology services. The brand, headquartered in China has a strong international presence. This is visible on social media too, with the brand maintaining social media profiles on all the major networks including Facebook, Twitter, LinkedIn and Instagram that cater to their audiences in particular countries. #SnapchatRun was a genius campaign run by the brand on Snapchat where they got users to race through the brand's story. Find out what other social media strategies are employed by the brand to get engagement. Here are some key performance indicators and top content from their various social media profiles:

Social Media Platform	Facebook	Instagram	Twitter	Youtube
Number of Followers	30694668	2000000	10500000	825000

## AD Campaigns

Huawei succeeded in becoming one of the most talked-about brands during and after MWC, garnering more than 50 times more mentions of #HuaweiP10 compared to the average daily mentions. #HuaweiP10 trended as the number-one Twitter topic in Spain, despite strong competition from other mobile brands and the Oscars broadcast, which occurred at the same time. @HuaweiMobile also saw the value of broadcasting live on Twitter with more than 230,900 viewers tuning in to watch the broadcast, and the campaign garnered 11.7 million impressions in total.

Read more at:

([https://marketing.x.com/en\\_apac/success-stories/how-huawei-became-the-most-talked-about-brand-at-a-global-event](https://marketing.x.com/en_apac/success-stories/how-huawei-became-the-most-talked-about-brand-at-a-global-event))

Landing Page at (<https://www.huawei.com/en/>)

