

# **ADVERTISING AND BRAND MANAGEMENT**

## **B. Tech COE - A6**



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First of all, I am thankful to Mr. Yashdeep Singh Sir (Engineering Economics Teacher) to offer this assignment as a beautiful opportunity for some Study and research on my behalf. This Project is definitely going to help me to improve my knowledge about Money and the way to represent them.

Advertising and Brand management, is a subject of much confusions, but project led me to know the deep knowledge contained in this subject. This project is a great utilization of the valuable time in this condition of online studies. I am thankful to all the knowledge I gained from this project. All the resources and that I went through in order to complete this project were extremely helpful and will be proven skillful in near future as well.

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## CERTIFICATE

This is hereby to certify that the original and genuine Project (Assignment) has been carried out to investigate about the subject matter and the related data. The Project has been sincerely and satisfactorily done by,

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This Project on the topic of “MEDIA PLAN ON A IMAGINARY PRODUCT, SAMSUNG GALAXY BOOK X” have been completed under the guidelines of “Mr. Yashdeep Singh Sir (Engineering Economics Teacher)” as per the requirement of Delhi Technological University (DTU), including all the contents required to justify and investigate the matters of Project.

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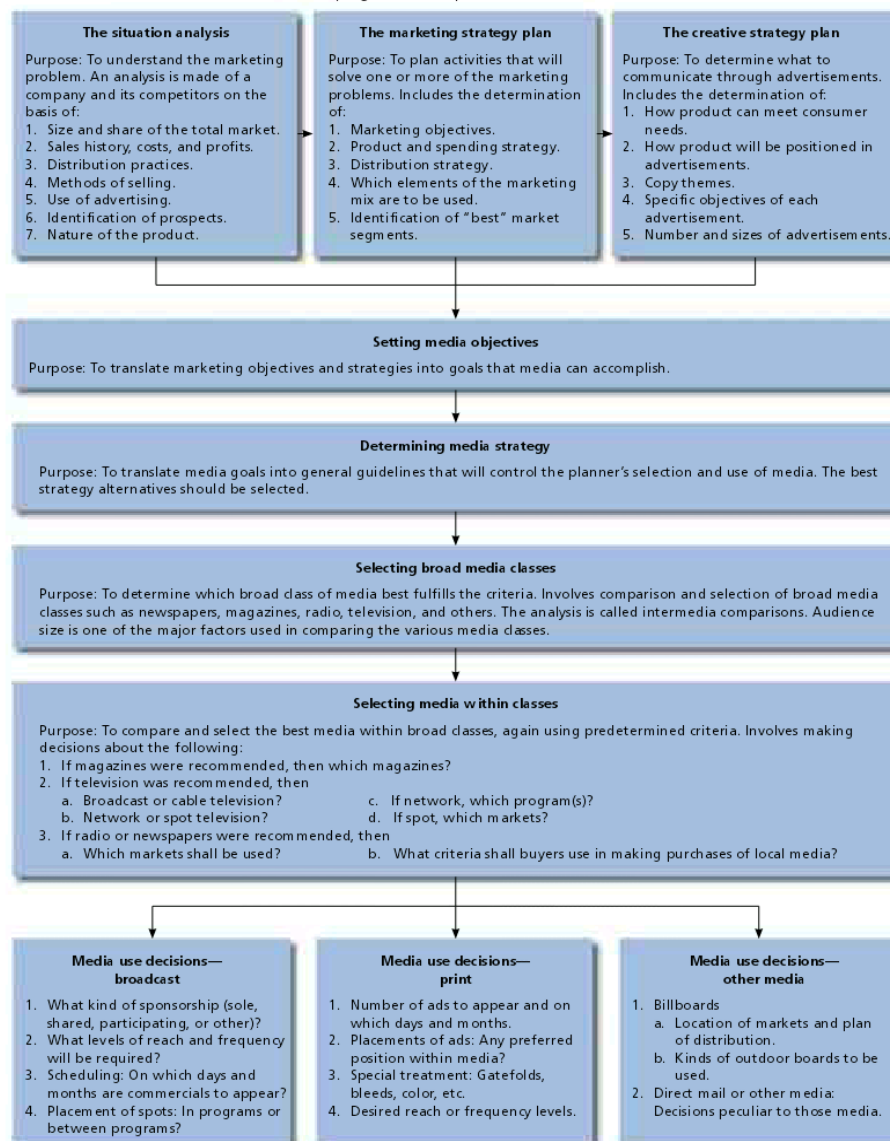
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# MEDIA PLANNING

## Introduction

The media planning process is not an easy one. Options include mass media such as television, newspapers, radio, and magazines (and the choices available within each of these categories) as well as out-of-the-home media such as outdoor advertising, transit advertising, and electronic billboards. A variety of support media such as direct marketing, interactive media, promotional products advertising, and in-store point-of-purchase options must also be considered. The Inter-net and interactive media such as those described in the chapter lead-in increase the complexity of this process.

Activities involved in developing the media plan



## **Product:**

### **Idea:**

Samsung is a well-known company in the market of smartphones and Samsung also manufactures processing chips for its smartphones from many years. Looking at the current market Samsung doesn't seem strong in laptop market, as like it is in smartphone market. Samsung can change its current situation if it launches its laptop with its own processing Chip, Exynos X.

### **Deep into Idea:**

In the year of 2021, Samsung was able to defeat snapdragon 888 chip in term of CPU power by its Exynos 2100, but lacked in GPU power, which made SD-888 best android smartphone processor of 2021. But this may change in year of 2022, as Samsung is working with AMD to improve the GPU in upcoming Exynos which will ultimately make Samsung best smartphone chipset manufacturer as according the early benchmark leaks, Samsung upcoming Exynos will defeat Apple Bionic chips too.

Samsung can use this improved technology to manufacture a chip with higher number of bigger CPU and GPU cores which will boom the market share of Samsung in laptop market. The new Exynos may offer improved functions, including extraordinary computing power and battery efficiency, by utilizing a 3-nanometer processing technology. The new Exynos chip will reportedly work with a GPU jointly developed by AMD.

### **Advantage Over Competitors:**

As Samsung laptops runs on windows OS, this laptop will be leading windows laptop. The power, battery efficiency, heat management, light weight and price of laptop will be so great, making this best option for students and professional workers who carry lightweight laptops in their daily works.

Samsung being biggest smartphone manufacturer and distributor, the laptop from Samsung will bring lots of customization over Windows OS, making it easier to connect with Samsung smartphone. With this product Samsung will be the company to develop an efficient ecosystem with freedom of Android and Windows OS.

Developing Samsung ecosystem, Samsung will be the company to compete with Apple in all criteria. Not only in term of ecosystem, but also in performance as working with AMD, Samsung will have technology to deliver more power at lower cost than Apple.

### **Features of Product:**

- Processor chip developed by Samsung and AMD.
- AMOLED Display from Samsung with best in class display quality and battery efficiency.
- Under-display webcam technology.
- Great speaker output.
- Big battery to power laptop for more than 20 hours.
- Slim and modern design with baseless screen, curved corners.
- Light weight, highly portable.
- Good quality keyboard and touchpad.
- Fast RAM and SSD.
- All ports as in demand.
- Additional option –
  - QHD, 120Hz adaptive screen
  - Touch screen
  - More RAM and SSD
  - Special color with matte finish

# ACTIVITIES INVOLVED IN MEDIA PLANNING

## The Situation Analysis

Company	2020 Shipments	2020 Market Share (%)	2019 Shipments	2019 Market Share (%)	2020–2019 Growth (%)
Lenovo	68,507	24.9	63,182	24.1	8.4
HP	58,357	21.2	57,949	22.1	0.7
Dell	45,029	16.4	44,095	16.8	2.1
Apple	22,454	8.2	18,337	7.0	22.5
Acer	16,264	5.9	14,743	5.6	10.3
Asus	16,424	6.0	14,449	5.5	13.7
Others	48,111	17.5	49,797	19.0	–3.4
<b>Total</b>	<b>275,147</b>	<b>100.0</b>	<b>262,552</b>	<b>100.0</b>	<b>4.8</b>

1. Samsung's mission is committed to providing the best innovations and technologies in the world. The company is also committed to protecting the environment, to ensure good health and safety of the company's employees, customers and the global communities where they are established. However, Samsung don't stand a good position in laptop market, lead by Lenovo, HP, Dell, Apple, Acer and Asus. To get its position in laptop market, Samsung can follow the path of Apple, as Apple has become 3<sup>rd</sup> position after launch of Apple Silicon chip, M1.
2. M1 Mac sales were credited with an 11% year-on-year increase to Mac shipments in the third quarter of the year in a new report. That will, of course, be given a further boost this quarter as the new M1 Pro and M1 Max powered MacBook Pro models go on sale. It is important to contextualize growing Mac sales in the fourth quarter of 2020 with the launch of the M1 Macs, which include the M1 MacBook Air, MacBook Pro, and Mac mini. Being one of the most significant updates to the Mac lineup to date, the introduction of the first Macs with Apple Silicon processors appears to have substantially bolstered growth. Across the entirety of 2020, Apple shipped an estimated 22.5 million Macs worldwide, marking 22.5 percent growth compared to 2019, when it shipped 18.3 million Macs. Apple was also the number four vendor for the entire year, trailing Lenovo, HP, and Dell.



IDC also released its own shipping estimates, noting similar significant growth for Apple and other vendors. According to IDC, Apple shipped an estimated 7.4 million Macs, up from 4.9 million in the year-ago quarter for estimated growth of 49.2 percent. Across 2020, IDC suggests Apple shipped 23 million Macs, up 29.1 percent from the 18 million that it shipped in 2019.

3. India is traditionally known for offline retailing. However, the new players disrupted the market by entering into exclusive arrangements with the leading online players like Flipkart and Amazon. Time to market and scale are the two advantages of online when it comes to laptops. Getting to scale is very important in India and yes, in the long run, offline is the only way of getting the scale but offline distribution takes time to build. On the other hand, with online channels, a new entrant can hope to reach the consumers in top cities pretty fast. Samsung already has some solid Windows 10 on ARM laptops, such as the Galaxy Book S. Samsung laptop with new ARM chip, known as Exynos X, will bring sound boost in laptop market benefiting the overall Samsung market. Samsung can use its improved technology to manufacture a chip with higher number of bigger CPU and GPU cores which will boom the market share of Samsung in laptop market. The new Exynos may offer improved functions, including extraordinary computing power and battery efficiency, by utilizing a 3-nanometer processing technology. The new Exynos chip will reportedly work with a GPU jointly developed by AMD.
4. Samsung needs to make more of a marketing effort to create better awareness of the innovative design and sustainability that ARM Window laptop provide and to whom they can advertise in order to effectively deliver this message. The target groups could be almost everyone, more dedicated towards students and professional, who carry their laptops with them on regular basis. Samsung can target people of all classes because of a large variety of economic yet amazing laptops. This includes people of lower-middle-class, higher middle class or rich class, Samsung has covered all ranges for everyone.
5. From being one of the top smartphone players in the country to making the first projector-less theatre screen to fitting smart air conditioning systems in modern apartment complexes, Samsung's varied product portfolio and investments show India's importance in its plans. The new laptop from Samsung named Galaxy Book X, with Exynos X ARM chip is the new game changing product to complete

the ecosystem of Samsung. Samsung has already achieved milestones in products categories like smartphones, smart watches, TWS earphones and other house products, but the Samsung ecosystem remained incomplete due to unsucccess of Samsung laptops. Developing Samsung ecosystem, Samsung will be the company to compete with Apple in all criteria. Not only in term of ecosystem, but also in performance as working with AMD, Samsung will have technology to deliver more power at lower cost than Apple. Samsung being biggest smartphone manufacturer and distributor, the laptop from Samsung will bring lots of customization over Windows OS, making it easier to connect with Samsung smartphone. With this product Samsung will be the company to develop an efficient ecosystem with freedom of Android and Windows OS. Samsung ecosystem will provide the freedom of android and windows with huge support of third party applications and customization.

6. The nature of the product is a lightweight yet powerful machine than can last for more than an entire heavy work day. The product offers Processor chip developed by Samsung and AMD, amoled Display from Samsung with best in class display quality and battery efficiency, Under-display webcam technology, Great speaker output, Big battery to power laptop for more than 20 hours, Slim and modern design with baseless screen, curved corners, Light weight, highly portable, Good quality keyboard and touchpad, Fast RAM and SSD, All ports as in demand and additional options of high resolution and refresh rate touch display and more storage options. This laptop is perfectly suitable and focused towards students and professional works, multimedia users and long term users.

## **The Marketing Strategy Plan**

1. In order to increase Samsung's market share, increase sales, brand awareness and brand loyalty, we can utilize the principles of marketing: product, price, place and promotion. To successfully achieve these media objectives, we can focus advertising efforts on television, magazines and the internet. Samsung can allocate money from TV advertisements and on media evaluation and research. We also can advertise at optimal times and places to better reach our target audiences with the help of various market research data.

2. We can advertise nationally with a heavy up plan in the major metropolitan areas of New Delhi, Mumbai, Bangalore, Chennai, Lucknow. These are trendy areas with heavy internet usage. According to Simmons, a large portion of Samsung's targets live in these areas. We need to be right in without competitors, giving out targets all the information they need so they can choose Samsung.
3. Reaching at least 60% of Samsung's primary target audience of young professionals and students from the ages 18-34 throughout the country throughout the course of two years could be a goal.
4. Configuring social media posts in this media plan is crucial in order for Samsung to boost their brand recognition wherever people are, whether that means interactive marketing campaigns, posting photos and videos, creating polls or giveaways. Consistent, positive affiliation with the brand to its target market will also help Samsung collect valuable research information through audience reactions, participation, etc. at little to no cost.
5. A portion of the internet budget could also go toward video advertisements on YouTube. Samsung will use this video advertising space on YouTube to create short, 15-30 second tutorials on various features of your laptop that will help the brand stand out amongst its competitors. Magazines allow you the leisure to target very specific markets, which is ultimately what Samsung needs to do in order to establish themselves further in the competitive laptops market. Also, with travel magazines in airports, aeroplanes, etc. The ads are more likely to get a lot more exposure to different people around the world. The majority of Samsung's target markets, when they have the time, enjoy watching either sports or the news. ESPN channels and other sports networks have a high index for Samsung users, which gives Samsung the advantage to advertise during football and basketball season to create an impact where most social gatherings are occurring.

## **The Creative Strategy Plan**

1. The ultimate goal of this media plan is to persuade consumers that the Samsung Galaxy Book X is not just the lightweight yet powerful laptop but also affordable among its competitors, but that it also provides the high quality for which their target market would normally pay top price.
2. The most important purpose of this media plan is to keep and grow Samsung's market share by regularly exposing its target markets to ads and interactive campaigns across several channels.
3. The marketing strategies included in this media plan also aim to send a clear message to each of Samsung's individual target markets, such as increasing brand awareness and thus providing a more valuable experience for current users while also attracting new customers by establishing a stronger social media presence for the younger primary target markets.
4. The advertisement goal also includes the awareness about benefits of Tech-ecosystem, and the freedom of Android and Windows in Samsung ecosystem, hardware and software optimization of Samsung products for the enclosed Samsung ecosystem, optimization leading to better connectivity, reliability and efficiency.

## **Setting Media Objective**

1. Our primary target audience of young professionals and students ages 18-35, as well as our secondary target audience of content creators, respond best to commercials on television, periodicals, and the internet, as each persona is constantly on the go but still requires constant connectivity. Samsung's media and creative initiatives will help to target these specific demographics and persuade them to not only think of Samsung as a leading and innovative brand but also to become Samsung supporters, thereby increasing brand recognition and customer interaction.
2. Our commercials will air precisely in time for the launch of Samsung's newest products. We'll hit the ground running in December 2021, then slow down until February push in March, with the campaign winding up in April. Despite the fact that there is no official peak season for laptop purchases, sales nevertheless face greater competition around the holidays and reopening of schools and colleges.

## **Determining Media Strategy**

The main objective of this media plan is to increase the sales of the Samsung Galaxy Book X and to convince consumers that the Samsung Galaxy X is not only the best laptop they can get but also the one having all the trendy features, like lightweight, thin design, all day battery, amazing display, faster storages and having the most processing power. The Samsung Galaxy Book X is one of the highest quality laptops and how other companies are charging way more price for the same quality provided by us.

Samsung's already established media and brand presence should be maintained and our primary strategy should be towards increasing market share by frequently exposing the target market to advertisements and interactive campaigns through different mediums. The strategy used for this objective must align and be achieved. We can run advertisements in media such as television, internet, youtube ads, instagram, newspaper, promotional emails, direct emails, newsletters. The campaign will run all year round focusing on the larger market groups around the world.

Samsung will also allocate money from TV advertisements, trending social medias and on other media evaluations. Advertising will be done at optimal times and places so that our target audience (age 18-35) are frequently exposed to these advertisements.

## **Selecting Broad Media Classes**

### **Television:**

- Even though people are switching to streaming services and moving away from cable tv there is still a larger group of consumers that still watch TVs in developing countries.

### **Internet Advertisement:**

- With internet ads, we could be more specific about the demographic that we're targeting and show our ads at cheaper rates.

### **Magazine Advertisement:**

- Even though magazines aren't as popular as they used to be, they can be a good way to reach spot markets. Along with that, it would be a good way to target specific audiences who read tech-related magazines, sports and so on.

## **Selecting Media within classes**

As our target audience of young professionals and students ages 18-35 and second target audience social media content creators respond the best to television, magazines and internet advertisements, media within the class can be selected as per the targeted audience's interest.

### **Television:**

Targeting the television audiences of young professionals and students ages 18-35,

Ads will be music channels especially in morning and evening and Drama shows entertainment channels can be considered too.

TV channels Like:

1. Mastii
2. B4U Music
3. MTV Beats
4. 9XM
5. Bindass

Targeting the television audiences of social media content creators,

channels with popular news TV shows and reality shows will be used for advertisement.

TV channels Like:

1. Star Plus
2. Colors TV
3. Aaj Tak news
4. India live
5. ABP news

### **Internet Advertisement:**

A portion of the internet budget will also go toward video advertisements on YouTube. Samsung will use this video advertising space on YouTube to create short, 15-30 second tutorials on various features of your laptop that will help the brand stand out amongst its competitors. Ads will take place during November to create buzz and start targeting the young demographic before the new release.

Social Media like Youtube, Instagram, Facebook and Twitter will be used, not just for advertising the newly launched Note laptop, but also to consider Samsung as a leading and innovative brand. Social media maintains the age record of their users, so the audience will be targeted on the basis of age group. Top celebrities will be paid to share the post of the Samsung Galaxy Book X on their social media. These social media will also be paid to spread the promotional videos and posters through their media network. Youtube is a great platform for tech lovers, so youtube will be the major focus for the advertisement and the major budget of internet advertisement will be applied to youtube promotion, focusing on the tech reviewers channels and other channels highly viewed by the targeted age groups. Some channels on youtube will be paid for promoting the product.

Along with the social media itself, some popular social media influencers accounts will be paid for promotion as listed:

#### **Youtube Channels:**

1. Technical Guruji
2. Geekyranjit
3. iGyaan
4. Gadgets to Use
5. Beebom.

More over Instagram is now the most trending social media, attracting students from all over the world. Hence Instagram is the new focus for advertisement and Instagram models will be paid for the promotion of the new Galaxy Book X on their posts.

### **Magazines Advertisement:**

Since magazine indexes were so high, and after seeing the direct relationship between speciality magazines and Samsung's primary and secondary target markets, we wanted to use print magazines as one of our mediums. According to MRI+, men are also more

likely to read sports magazines such as ESPN than to talk about college or national league games.

Magazines allow you the leisure to target very specific markets, which is ultimately what Samsung needs to do in order to establish themselves further in the competitive laptop market. Also, with travel magazines in airports, aeroplanes, etc., the ads are more likely to get a lot more exposure to different people around the world. Magazine ads will generally take place during January after the new release of products.

## **Media use decision-broadcast**

### **Media Event Sponsorships:**

The use of laptops grows rapidly, which affects the global and localized forms of direct communication marketing. Technological advancements contribute to the recent shift in the appeal of the media. Sponsorships. Due to the surge in digital activity from gadgets, companies are now advertising their events more through media sponsorships, primarily through social media. Given the budgetary constraints that nonprofit organizations and events tend to face, this type of sponsorship most suits them. Having readily available media sponsors is a key exposure tactic for the advertisement and publicity purposes of smaller companies. When media sponsors are present, the organizations spend less time and money on advertisements. Moreover, they do not face the difficulty of purchasing the media coverage they often require.

Event technology sponsorships ideas that can be used are:

1. **IPAD JEOPARDY WALL:** The iPad Jeopardy wall is an interactive display made up of dozens of iPads on an easy-to-use, magnetic panel wall. Perfect for gamification and engagement at trade shows, conferences & educational meetings.
2. **CELL PHONE CHARGING LOCKERS:** Mobile charging stations are a must for any modern event and give you a great opportunity for both digital branding and custom overlays. Guests won't need to leave the event space to charge up and sponsors are sure to get prime exposure.
3. **IPAD KIOSK ENCLOSURES:** iPad kiosks are the perfect vehicle for displaying interactive marketing content around key areas of your event. Easily perform registration, lead generation and point-of-sale, or use iPad kiosk rentals as a conference way finder.



4. **EVENT WIFI:** Event Wifi is one of the most critically important aspects of any event and provides a highly visible branding option. Sponsors can display their logo in the event brochure, conference app and/or via signage around the event space.
5. **SOCIAL MEDIA WALL:** Social media walls allow you to interact with and engage attendees on their favorite social media platform. Customizable software templates allow sponsor names and logos to be displayed and integrated into the conversation.
6. **INTERACTIVE THEMED GAMING:** Similar to the iPad Jeopardy wall, other interactive themed games provide an opportunity for high-impact brand engagement. Whatever way you choose to gamify your event, sponsor branding can be integrated into both game software and onsite hardware.

#### **Scheduling and Placement of Spot:**

We will advertise nationally with a heavy up plan in the major metropolitan areas of Delhi, Gurgaon, Mumbai, Bangalore, Hyderabad, Kolkata. These are trendy areas with heavy internet usage. According to research, a large portion of our target lives in these areas. We need to be right in without competitors, giving out targets all the information they need so they can choose Samsung. Schools and colleges can be target, during the event and festivals. Markets near by technical companies will also be considered.

Our campaigns will launch just before Samsung releases its Galaxy Book X. We will push heavily throughout December and the campaign will then continue lightly up until the January push around February 2022, ending in March 2022. Laptop shopping does not have a designated strong purchase period, however, sales definitely face higher competition around the holidays and at the starting sections of schools and colleges.

## **Media use decisions-print**

### **1. Ad frequency and dates**

Although Samsung has already released many waves of laptops and ad campaigns to support them years round, but not as successful as like smartphones ads. Once the announcement event is held, you can expect to see the newly unveiled laptop all over newspapers, magazines, posters etc. the new amazing features will take-up the market hype. The ad frequency will be higher during November and December, comparatively less in January as hype has already been created after the launch in December 2021. Towards march will be the ending less frequency of ads.

### **2. Placement of ads**

Samsung is a powerhouse in the smartphone industry, and now will be for laptop industry too, and their marketing team is some of the best in the world. They understand the importance of proper advertising, which is why they spare no expense while doing it. The placement of these ads are always in the best and most eye-catching spots. Huge posters, multi-page magazine ads and full-size front page newspaper advertisements with the laptops and all of its features on display can be seen during the Samsung flagship laptops release season.

### **3. Special treatment**

Samsung will be the closest competitor to Apple in the laptop and ecosystem industry, and one of the reasons for that is they use similar imagery in their ads. They both use static, dull and solid colour backgrounds while advertising their laptops in print, which makes the laptop look more appealing and makes its colors pop. Samsung is a gigantic company, which can pay off print media to release large colourful ads that seem to take priority over other companies.

### **4. Desired reach**

Through the use of different print media, they mean to cater their products to many demographics. By using newspapers, they can announce their new products to the relatively older people and people who read newspapers on a daily basis. With the help of posters in popular or crowded locations, they can reach the younger generation and hype their products up to them. Through magazines, they can inform middle aged people who might not be aware of the laptop's release. Therefore, through various print media, Samsung caters to different age demographics and also people with vastly different interests.

## **Media use decisions-other media**

### **1. Billboards**

As mentioned above, Samsung spares no expense in its advertising campaigns, which translates to large billboards as well. These billboards make the Samsung products visible to a large number of people at once when placed in a populated or crowded area. Innumerable large billboards can be seen around malls, overhead bridges and traffic stops where they have been strategically placed so that people can look at them for long periods of time. Large fonts are used for the main features of the new laptop so that they pop out and are more visible at a glance. Based on my city, billboards can be the size of small windows on street lights, wide boards to cover the length of overhead bridges or even the size of large buildings to cover a whole side of it.

### **2. Peculiar decisions**

The laptop industry is saturated with great brands who keep trying to outshine one another. Thus, many creative advertising ideas can be seen in these ads, whether it be traditional forms of media or more bizarre ones. When someone will visit Samsung store to buy a laptop, he/she will find a board declaring all the feature of this new laptop. The room will be filled with displays playing the ads explaining all the new and innovative features of the laptop. A good looking, high performing, long lasting laptop will definitively attract the mindset of a buyer. The product itself being best in competition, hyped in technical social media world and “out of the box” methods of advertising like physical advertisements highlighting the effective features of product will act as peculiar decisions for the product. Besides this, (in the smartphones market) Samsung is known for mocking its main competitors like Google, Apple and Xiaomi through its ads by downplaying their phones and highlighting the advantages to their own phones. However, these ads have backfired in the past based on Samsung’s decisions for their smartphones after making the mocking ad, which definitely makes this choice a peculiar one for the company. Based on the situation analysis and market demands mocking will be also use for the laptop market targeting Apple, HP, Acer, Asus.

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