Driving Marketing Performance

MBA 806

Lubin School of Business

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2) What are the main goals of this advertisement? (Focus on one or two strategic persuasion goals and be sure to articulate why the goals you select are significant.)

Goal 1 – Enhancing brand visibility and engagement

Alright, let’s kick things off with how Samsung boosted their brand visibility and engagement during the 2024 Olympics and Paralympics. They went all out with strategic ad placements in high-traffic spots around Paris. Think Haussman Street, Palais Garnier, and La Défense – basically, if you were in Paris, you couldn’t miss them!

They also set up this super cool interactive space called Olympic™ Rendezvous @ Samsung on the Champs-Elysees. Fans could dive into interactive photo zones, meet & greets, Samsung Olympics Heritage Journey and check out Samsung’s latest tech. It was all about creating memorable experiences and getting people to really connect with the brand.

Goal 2 – Showcasing Innovation

Next up, let’s talk innovation. Samsung provided nearly 17,000 Galaxy Z Flip6 Olympic Edition smartphones to athletes at the Games. These custom-built phones were designed to enhance the athletes’ experience, featuring Galaxy AI, 100GB of 5G data, and unlimited public transport access. They even came pre-loaded with exclusive apps like Samsung’s Interpreter to help athletes connect and navigate Paris, making their stay more convenient and enjoyable.

In addition to this, Samsung used 250+ Galaxy S24 Ultra devices to stream the opening ceremony over Orange’s 5G network, the official mobile network provider for the Olympics. This initiative allowed fans to feel more connected with their teams, providing a unique and immersive viewing experience. By leveraging their cutting-edge technology, Samsung ensured that fans could enjoy high-quality, real-time coverage of the event, no matter where they were.

*{Quick highlight: during the opening ceremony, Team South Korea was introduced as Team North Korea –definitely not the plan!}*

Goal 3 – Aligning with value of openness and inclusivity

Finally, let’s discuss how Samsung aligned their campaign with the values of openness and inclusivity. Their ‘Open Always Wins’ campaign promoted these values, emphasizing the importance of being open to new experiences and ideas. This message was reinforced through their ‘Together for Tomorrow, Enabling People’ initiative launched in 2024 in collaboration with the International Olympic Committee (IOC), which focused on engaging younger generations and promoting social contributions through technology and sports.

Samsung also partnered with a diverse group of athletes to bring their campaign to life. These athletes shared their journeys and showed how Samsung’s tech helped them achieve their goals. By highlighting these diverse stories, Samsung was able to demonstrate their commitment to inclusivity and the positive impact of their technology on different communities.

Thanks for sticking with me! Now, let’s keep the momentum going with [Leon]!