

C. DETAILED OUTLINE:

In this step, we will discuss in detail each component and its requirements within the assignment.

To start off, the assignment is split into four sections: brand introduction (background information about the brand and its product), its target audience, the marketplace and recommendations. It is, of course, followed by a reference list and appendices if you do have any. *Choosing a company suitable to your field of knowledge is key.*

TIPS:

- When selecting your brand, look out for their **slogan** or **brand message**. Not only will this piece of information make it easier to identify brand values, personality and proposition, but it will also allow for smoother applications in assignment 3 should you feel it is needed.
- If you don't possess an interest in any of the proposed organizations, it is recommended you go for one that is **well-known** or presumably has plenty of data to its name.

1. BRAND INTRODUCTION:

This segment requires the following fields to be covered: the product or service's primary advantages (followed by attributes and benefits), USP, importance of parent company, brand personality, and brand value proposition, along with rationale for the last two factors.

- *Primary assets:* The following model can be used.

Features	Attributes	Benefits	
		Functional	Emotional
Mention the product/service's important properties	Explain how that property works	How does the product/service's property help them in their life	What the product/service's property makes them feel
Samsung Quantum Mini LEDs grid	Deliver a billion colors and intense contrast; 1.5 times more detailed than normal Quantum Matrix Technology	Create an exceptionally realistic picture, enabling viewers to experience vibrant colors	Make customer feel immersed in whatever is happening on the screen

- *Unique product attributes and substantiations:*

Now that you've listed the product/service's attributes, you need to provide evidence to support the superiority it provides. For this stage, it's best to look for online reviews (forums, websites, blogs or videos) and filter out outdated opinions.

Example: Samsung Neo Qled TV's attributes are reviewed on [Tom's Guide](#) and can be referenced.

Unique attributes	Substantiation
Neo QLED delivers incredible brightness	- “The QN90A picture is powered by an array of tiny light cells using mini-LED lights, promising dramatic improvements in contrast and backlight control. The mini-LEDs work with the Neo Quantum Processor 4K to deliver a 4K-optimized picture.”
Beautiful, thin design	- The company managed to pack all the set’s parts in a super-slim, 1-inch-thin build with no protruding pieces to distract from the effect. - “The Samsung QN90A Neo QLED TV’s bezels are practically invisible, blurring the border between the panel and chassis. I thought my current Samsung Q80T QLED TV was a good-looking piece of tech, but the QN90A seriously elevated my standards.”
New rechargeable remote	- “Samsung’s Neo QLED TVs come with an all-new Samsung Solar Cell Remote, which replaces the usual AAA batteries for a rechargeable battery pack. The remote also features a small solar panel that helps maintain the remote’s battery using the ambient light in your space.” - “The Solar Cell Remote feels lightweight and comfortable to hold. Its design is more uniform than the curved-yet-slender remote Samsung has used in the past, making it a little less prone to slipping between couch cushions. It’s still minimalistic in terms of buttons, but it has most of the controls you’ll need.”

- *Parent company’s importance:*

This particular step is not required if yours is a standalone firm. However, if yours is a subsidiary or a branch, you’ll need to **stress the importance** of its parent company.

TIPS: A paragraph explaining the importance of a parent company in general and another mentioning the specific case in point showcase your effort and understanding of the assignment.

Example:

Samsung TV is under the mother company: Samsung. Samsung’s strong reputation among consumers has made it a brand that people trust, allowing it to leverage the benefits of brand affection and brand recognition. As a result, the parent company’s name becomes crucial, as it can be viewed as an entity with its own distinct image and can generate profits through the power of the brand (Deng & Zhou 2018).

Although Samsung TV holds a relatively small market share in Vietnam, Samsung has conquered the Vietnamese market with the presence of numerous products in Vietnam and has received significant recognition over the years, leading to [a high reputation and high value brand..](#)

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Samsung Is Still King For Vietnamese Consumers, But Local Brands Are Increasingly Gaining Trust

For the second year in a row, South Korean electronics giant Samsung has been named ‘Best Brand’ by consumers in Vietnam, a new survey by YouGov finds.

Rank	Brand name	Score
1	Samsung	49.4
2	Vietnam Airlines	44.3
3	Shopee	43.8
4	Panasonic	37.7
5	MoMo	32.7
6	Kinh Do	32.3
7	Omachi	31.6
8	Thế giới di động	31.4
9	KFC	30.3
10	Biti's	30.0

- **Brand personality:** Mention at least 3 characteristics that the company adopts. You should also consult academic sources to strengthen your claim on this.

TIPS: Elaboration on each characteristic and why it suits that organization's style, product/service and marketing plan will prove beneficial

Example:

Academic Source: When it comes to influencing customer choices, establishing a connection with them through a brand personality that aligns with their characteristics is crucial. This connection has the power to persuade customers to favor and align themselves with the brand (Banerjee 2016).

Theory about Brand Persona: Jennifer Aaker

E

ELEMENTS OF A BRAND PERSONALITY



For example:

→ *Samsung excitement element:*

Excitement can be found in: (Identity expression, exciting experience, etc)

- *Identity Expression:*

Innovative Design: Samsung can express its excitement by designing products with personalization.

[Editorial] Unpacking the Designs and Innovations Inspired by You

on July 19, 2023 by Dr. TM Roh

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- *Exciting Experience:*

Product Launch Events: Samsung can create buzz and excitement around new product launches by hosting interactive and immersive events, showcasing cutting-edge technology: Samsung expresses excitement through products like the [Samsung Galaxy Z Fold series](#), featuring foldable displays that create a sense of wonder and excitement about the future of smartphones.

- “According to the research results of Chung and Park (2017) Excitement is a dimension that positively affects all analyzed categories of mobile phones (Samsung, Apple, Nokia and Sony). Such results are compatible with the results of the author's study Teimouri et al. (2016) which show that Excitement is effective on Samsung brand customer loyalty. The results are also consistent in the car market and show that the personality dimension of the Excitement brand has a positive effect on consumer loyalty (Akin, 2017). ...”

- *Brand value proposition:* This part should be a summary of both the product/service’s primary advantages as well as their attributes and USP.

Example:

Samsung promises product to be innovative, high durability, có personalization:

#YouMake Campaigns: It brings up a global marketing platform for consumers to take the lead with device customization. It brings a better way of personalization via customized control enabled by SmartThings IoT solutions. The #YouMake campaign offers continuous services and virtual benefits, encouraging customer participation by utilizing the best metaverse platforms.

Samsung Electronics Launches #YouMake Campaign, Putting Customization and Connectivity in Everyday Lives

Korea on April 18, 2022

Audio



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#YouMake offers new ways to help users make the most out of their devices to suit their needs and lifestyles

2. TARGET AUDIENCE:

This stage demands the following points be explored: audience demographic, geographic, psychographic, behavioral; benefits to be sought - needs to be fulfilled; media profile; pain points.

TIPS: While demographic pertains to age groups, genders, income levels and more, psychographic refers to lifestyles and attitudes. Many students have mistaken one for the other.

Answer these questions to complete the first four criteria:

- *Demographic:*
 - How old are they?
 - What are their nationalities?
 - What is/are their gender(s)?
 - What are their income levels?
 - Etc.
- *Geographic:*
 - Where do they live? In which region (valley, mountain, urban, outskirts)?
 - What area do they live in (village, town, city, suburbia)?
- *Psychographic:*
 - What are their lifestyles (priorities, values)?
 - What are their social classes?
 - What are their attitudes towards different things (technology, personal space, leisure time)?
- *Behavioral:* pertains to a specific industry, but here are some examples
 - Habits of using & purchasing technology?
 - When do they use their technological products ? How much time per week?
 - etc

Example:

Samsung's target demographic encompasses individuals ranging from 15 to 45 years old who are avid followers of the latest technological trends. They lead energetic lifestyles characterized by extensive consumption of both television and digital media. These individuals are particularly engrossed in local TV series, as well as the lives of celebrities and their aspirational lifestyles. This loyal segment of the population actively participates on social media platforms and employs hashtags to boost the social rankings of their favorite shows. According to Nielsen research, this group exhibits a preference for online channels when connecting with friends and often employs multiple screens while viewing their favorite programs.

- *Benefits sought, needs fulfilled:* In this segment, try to put yourselves in the customer's shoes and ask: what do I want from this product/service? List out the benefits the buyer is looking for in the product/service. Afterwards, elaborate on how their demands can be satisfied through your product/service, linking back to the USPs and primary factors.

Example:

Customers choosing Samsung products and services seek cutting-edge technology, reliability, versatility, user-friendliness, seamless integration, affordability, after-sales support, and trust in the brand. Samsung satisfies these demands through its commitment to innovation, product quality, diverse portfolio, user-friendly interfaces, ecosystem integration, competitive pricing, customer support, and strong brand reputation. This customer-centric approach has established Samsung as a trusted and preferred choice for consumers across various product categories, ensuring their needs are met effectively and efficiently.

TIPS: This section is where you need to focus on specifying your product/service's qualities. For example, if your product is a bicycle that is carbon-printed, meaning it's both durable and lightweight, you need to mention "target audience seeks a sturdy yet light bike frame". In the needs fulfilled section,

you should discuss how the audience doesn't have to worry about carrying a heavy bike or breaking it in use.

- *Media profile:* Particularly revolves around the habits and behavior of the target audience online. This includes **social media usage, web surfing, time spent online** and so on. Every point made in this segment should be backed by academic references.

TIPS: This is where you should display your researching skill. Here are some questions to give you a headstart:

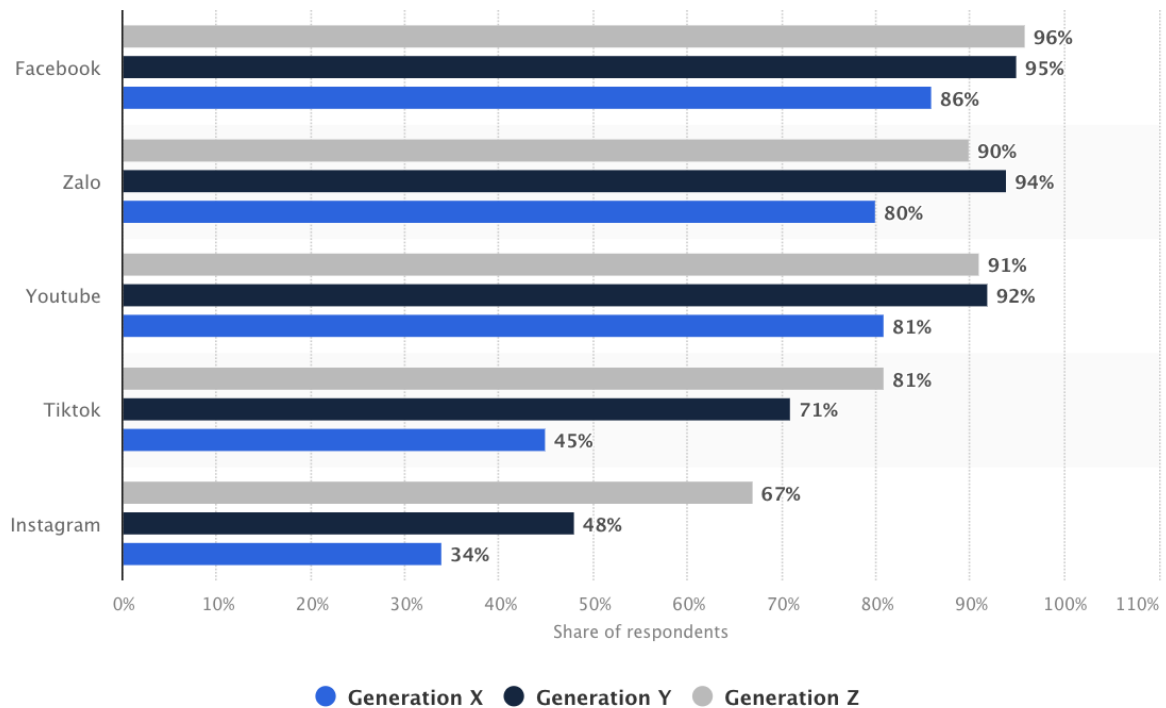
1. What type of media do they usually use for information? Traditional (newspaper, radio, TV) or digital (social media, websites, videos, etc.)?

Example:

Vietnamese Gen Z individuals dedicate significant amounts of time to browse and engage with content on social media platforms like Facebook, Instagram, and YouTube. They possess a high level of awareness regarding the relevance and suitability of content to their own interests and preferences. (Acoba et al. 2018).

2. What are some communication channels that they use? Social media, emails, direct messages, etc.?

Example:



→ Fond of social media channels. Gen Y welcomes electronic communication channels, but the importance of word-of-mouth message must also be emphasized

3. How often do they share about themselves or their interests online?

Tools you should use: Euromonitor database, Statista, Google Trends (keyword search), BuzzSumo, etc.

- *Concerns and pain points:* Another area in which the importance of evidence is heavily emphasized to support your claim. You should consider these areas for exploration:
 - Customer service: Does the company often receive bad reviews? Are customers' concerns addressed?

Example: There have been some negative reviews regarding Samsung's warranty service, including issues with the attitude and effectiveness of [service representatives](#) during the consultation process.

- Product error: Is the product prone to error? If so, do they have clear instructions for customers?

Example: Samsung có đang gặp vde gì về product (TV) khum

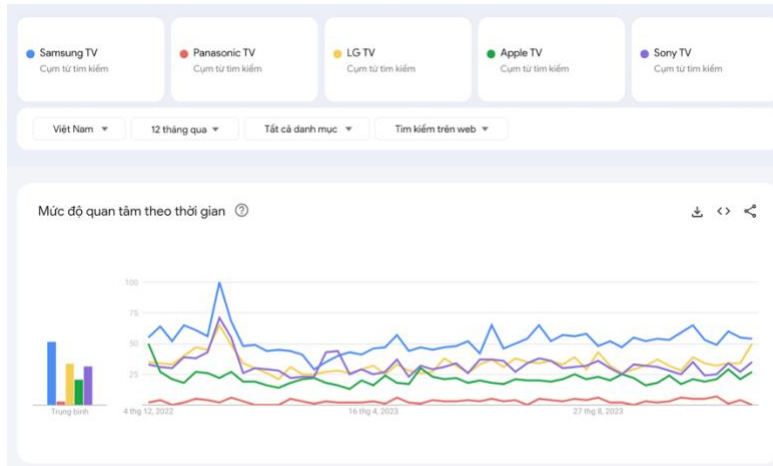
- Price tags: Is the service unaffordable for their target audience?

Example: Giá cả của Samsung có affordable (cái dòng TV này in specific nha)

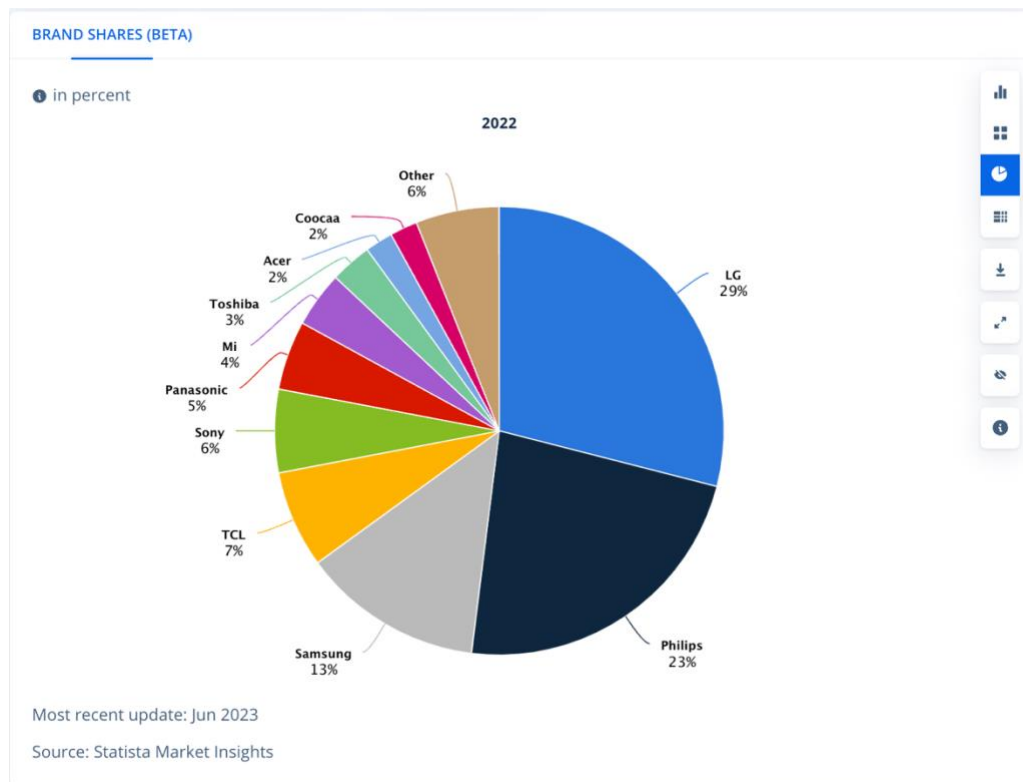
3. THE MARKETPLACE:

- *Major competitors:* Identifying competing brands, their rankings in the market, and market shares are several aspects to be determined in this step. Any relevant information comparing these brands will be of use as the goal is to discover marketing gaps or opportunities.

TIPS: Secondary research evidence is pivotal for this section and should be incorporated into every statement. You are recommended to include graphs, tables and any form of statistics either directly under each sentence or in the appendices area. Some examples are as follow:



[Source](#)



[Televisions -](#)

[Vietnam | Statista Market Forecast](#)

- *Advantages/disadvantages of product/service compared with competitors:*

The following model can be consulted:

	Samsung	LG	Philips
Advantages	<ul style="list-style-type: none"> - Brand reputation. - Diverse product portfolio: Their product diversity allows them to cater to various consumer needs. - Innovation: Samsung often introduces new features and cutting-edge technology ahead of competitors. - Global presence: Samsung has a strong global presence, making it accessible to a broad customer base. - Research and development: Samsung often develop new technologies and improve existing products. 	<ul style="list-style-type: none"> - Diverse product range: LG offers a diverse range of products. Their product portfolio is known for its quality and innovation. - OLED Displays: LG is a leader in OLED display technology, offering some of the best displays in the market, especially in the television segment. - Strong Customer Service: LG is often praised for its customer service and warranty support - an advantage for consumers seeking reliable after-sales service. 	<ul style="list-style-type: none"> - Healthcare products: Philips is renowned for its healthcare and medical equipment. This segment sets it apart from competitors like Samsung and LG. - Innovative lighting solutions: Philips is a leader in innovative lighting solutions, including smart lighting products like Philips Hue, which is highly regarded.

Disadvantages	<ul style="list-style-type: none"> - Price: Samsung products can be relatively expensive compared to some competitors, which might deter price-conscious consumers. - Overlapping product lines: Samsung offers a wide range of products, but sometimes there can be confusion due to overlapping product lines with similar features. 	<ul style="list-style-type: none"> - Brand Recognition: while LG is a well-known brand, it may not have the same level of brand recognition and prestige as Samsung. - Pricing: like Samsung, LG products can also be relatively expensive, especially for premium models. 	<ul style="list-style-type: none"> - Limited consumer electronics: Philips has a smaller presence in the consumer electronics market compared to Samsung and LG. - Brand Recognition: Philips is a well-known brand but may not have the same level of brand recognition in certain consumer electronics categories as Samsung or LG.
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TIPS: Because there are a multitude of aspects affecting the performance of the product/service, this comparison table needs to address **as many factors as possible**. Therefore, you should tackle your product/service's properties before comparing other attributes like number of stores, social media presence, and more information you find pertinent.

- *Product AND competitive positioning:*

The positioning of both aspects can be modeled as follows. You should modify each map as you see fit.

- *PESTLE/SWOT analysis:* You should again erect a table assessing each criteria with at least one idea. The aesthetics of your tables should also be considered; consider using various light colors to make each segment in your table stand out and easy to see.

Strength	Weakness
<ul style="list-style-type: none"> - It has held a strong position in the smartphone manufacturing industry for years. Climbing the ladder, Samsung ranks first on the world's best smartphone manufacturers list. - Significant investments in the innovative research and development sector have helped Samsung generate a diverse product offering compared to its competitors. - Its transition to a customer-centric management system has brought about revolutionary changes. Its consistent efforts for sustainable development, such as the adoption of eco-packaging for TVs, give it the upper hand. - Samsung leads the development of advanced technologies like AI, 5G, automotive and robotics. - Lastly, it is rapidly expanding commercial marketing in India and China. 	<ul style="list-style-type: none"> - The company relies heavily on American markets. - Samsung's defective items, such as the Samsung Galaxy A20e and a malfunctioning foldable phone.

Opportunity	Threat
<ul style="list-style-type: none"> - Samsung can achieve tremendous development in the smartphone industry by setting the standard with innovative goods like foldable phones. - As the world adopts 5G, Samsung has the know-how to capitalize on the opportunity. - The company can hire exceptionally skilled professionals using its brand image. 	<ul style="list-style-type: none"> - Samsung's entanglement in controversies can jeopardize its business, such as the lawsuit filed by Apple for patent infringement. - Xiaomi, Apple, and Huawei stand as major threats and technological competitors who can outsmart Samsung.

- *Key issues for the category and the brand:* This part varies from category to category and from brand to brand. Remember that at this point, you should have gathered data to rationalize potential perspectives.

Key issue:

Security and Privacy: Addressing concerns about data security and user privacy is essential in an era of increasing digital threats and privacy regulations. [Vulnerabilities section](#)

Category:

The economic fluctuations resulting from the aftermath of Covid-19 have caused a decline in the Electronic TV market.

- The Covid-19 pandemic disrupted global supply chains, leading to production delays and a shortage of key components needed for manufacturing electronic TVs. As a result, TV manufacturers, including Samsung and LG, faced challenges in maintaining sales and profitability during the pandemic. These economic consequences of Covid-19 significantly impacted the Electronic TV market.

Brand: Securing and enhancing brand loyalty is of utmost importance for Samsung, particularly in markets where rivals are actively competing for the same customer demographic. To achieve this, Samsung should prioritize customer satisfaction, provide exceptional after-sales assistance, and establish effective loyalty initiatives aimed at retaining a dedicated customer base.

TIPS:

- While paragraphs are perfectly suitable, consider writing up bullet points if your word count is limited as you are near the end of the assignment.
- It is worth mentioning any social misconceptions impacting the category or brand. For example, people might refrain from buying electric bikes as they produce little noise, making it difficult for others to acknowledge its presence on the road. Another one is that a carbon-printed bike might encounter logistical or economic issues when integrating itself in a foreign market.

4. RECOMMENDATIONS:

In this area, instead of incorporating excessive statistical evidence, you are encouraged to adopt your own stance on how the company should develop its strategy. Consequently, you can showcase your critical thinking skill by locating aspects of the product/service that need highlighting, or exploiting existing marketing opportunities by doing something others haven't.

TIPS: Connect with your previous ideas. Should the brand change its brand values for this particular product/service? Should their target audience be modified? Should they cooperate with logistical services

to smoothen the product/service penetration process? This will display your comprehension of both the entire assignment as well as your selected brand.

Example:

- Highlight strengths like: “Samsung leads the development of advanced technologies like AI, 5G, automotive and robotics”. Continue to advertise and develop to have the latest technological devices.
- Highlight opportunities: “Samsung can achieve tremendous development in the smartphone industry by setting the standard with innovative goods like foldable phones”. Give brand advice on how to create the brand's new personality, seek out new customer segments.
- With new strength, set out new opportunities for the Brand.

Tap into the target audience: the young people - who are known for their willingness to challenge and go beyond established conventions and norms. Samsung acts as a buddy that resonates with these young individuals and provides them with the tools and inspiration to create and redefine their own unique lifestyles and paths in life.