



Community platform for Samsung users, aspirants and the company to come together and **bond**.

Following **current trends** and converting them into **opportunities** for Samsung to indulge into their community.

Samsung have the **resources** to create such a **movement** and later lead it to a **healthier** and **sustainable** lifestyle engagements.

Culture

Becoming a member of Samsung Fam opens up the opportunity for members to enlist their work in **THE HUSTLE**.

The Hustle would be a tailored platform for all creative members to showcase their talent and carry forward it to endless professional possibilities.

Dedicated Samsung Fam consultants and VCs would guide the Hustlers to create successful careers out of their talents.

Hustlers aren't born out of vanity, they go through the grind to rise up and shine.

HUSTLE
[/ 'hʌs(ə)l /]

noun

A state of Great Activity.

SAMSUNG

MILLENNIALS are

PASSIONATE

SOUL SEEKERS

SUSTAINABLE

ASPIRING TO BE FAMOUS

SIMPLE AND SMART

WORK HARD - PLAY HARD

We are not here to just survive,

Hustlers

Millennials are the **passionate generation** as their **security and stability minded parents** have made sure that their children have everything they need. So every second millennial wants to quit his or her job to **pursue their passion**, gain fame and turn their passion into a career.

This opens up a huge potential for a **Gen-Y oriented talent acquisition event**. Samsung, with its resources and current market hold is the right brand to capitalize this market.

The Culture that Samsung Fam defines needs to **engage** the talented and the dormant audiences equally. This can be achieved using **current market trends**. So instead of following a definitive direction forever, the culture needs to **evolve along with the trends**. Thus making sure that Samsung Fam remains a **dynamic family**.

... we're here to **THRIVE**.



THE HUSTLE

BY SAMSUNG

Creative Millennials

Indie talents from various fields

- Music
- Performing arts
- Film
- Photography
- Food
- Travel
- Adventure



The Hustle

A platform for indie artists to perform and grow under Samsung's aid

Over platforms like

- Youtube
- Instagram
- Facebook
- Twitter
- Live Events



SAMSUNG HUSTLERS

The celebrated artists become Samsung Drivers within their locale and reach.

Giving birth to a sustainable **culture**, which will act as the main pillar of **SAMSUNG FAM.**

Methods

The platform/competition will collate talents on an international level. It will mostly have a structure like the Samsung Edge Competition.

1

Pick existing indie talents and feature them on a dedicated Samsung **Youtube** page.

Timeline: Throughout the year in multiple capacities.

2

Talent drive through major cities in India and face off to pick a youth icon in one talent zone.

Timeline: 4 events in a year covering 4 or more talents.

3

Talent Festivals to celebrate widespread talents like indie music/ Short Films/ Documentaries/ Food.

Timeline: Bi annually.

What Samsung gains from the movement ?

Retention of millennial customers, 51%* of whom are otherwise review oriented and not very brand loyal.

Being the **talk of the town** for the millennials instead of being just another advertisement to skip.

An **associative identity** towards Samsung for the people this event is endorsing.

Event Strategy & Process Cycle

