

# SAMSUNG CONTACT

by

{display:none} studio

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# CONCEPT

The best way to **engage** customers and make them discover the vast Samsung world is through an **arcade\*** based app game.

It will entertain the users while teaching them something about the various **technology advancement** of Samsung products and create a **connection** with them, that's why we named our app:

# SAMSUNG CONTACT

\*: simple, stimulating and addictive game.

Arcade games is generally based on the user's reflexes, and the games feature very little puzzle solving, complex thinking, or strategy skills.



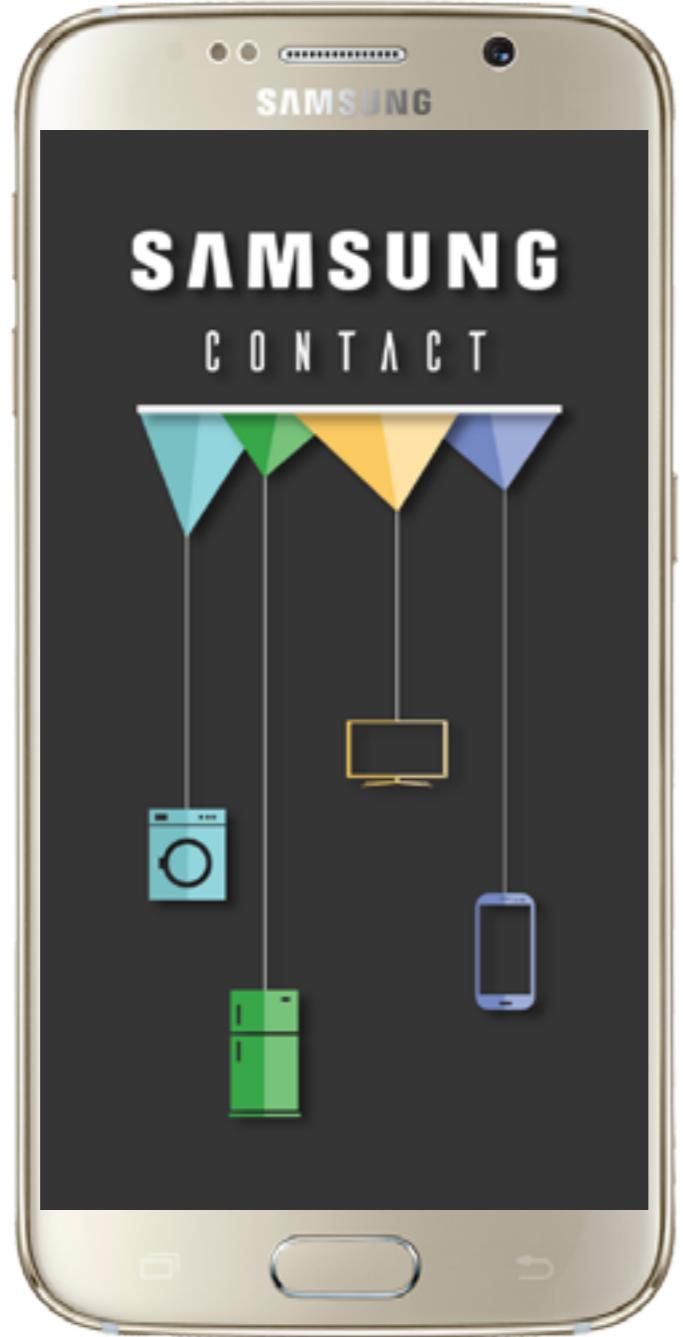
# THE APP



The user will be able to use the app **everywhere** simulating the usage of the products.  
He will always be **connected with Samsung**



# LANDING PAGE



> The products are divided in 4 families:  
**cleaning / kitchen / living /mobile devices**



# MENU



- > The shapes grows according to the family of products you play the most
- > The more you play, the bigger your points will be
- > You can play **alone or challenge** another user/friend in a specific mini-game: the winner will take points from the opponent



# FAMILIES PAGE

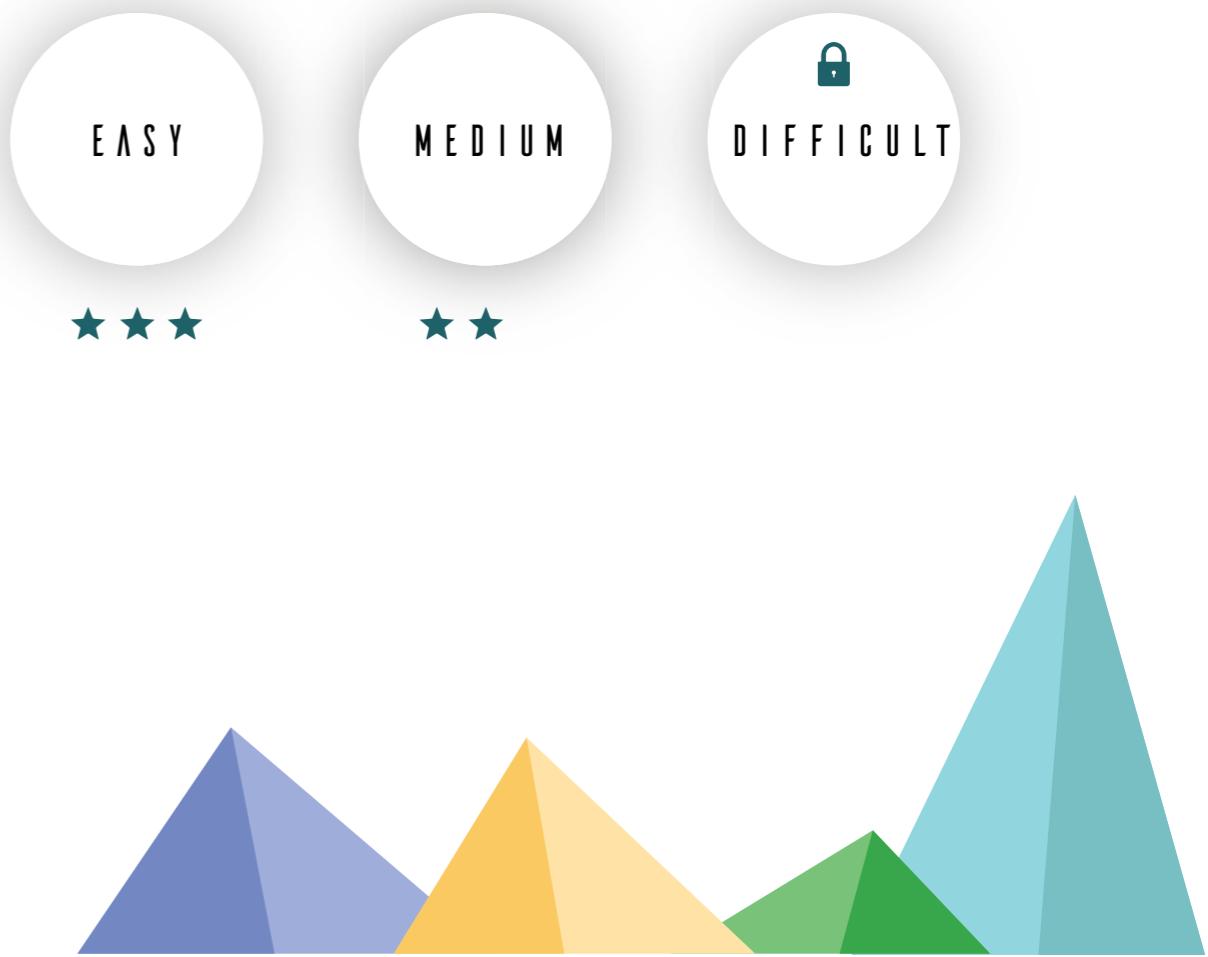


- > Chose a family
- > Swipe left/ right to change family
- > Scroll to chose the product to play
- > Each family has few products that stand out for their **features**

# PRODUCTS PAGE



> **3 lvs + 0 (task failed) to 3 stars** for each lvl  
( according to how fast/well you will complete the task )



# GAMEPLAY



## SAMSUNG ADDWASH:

- > Swipe **12 kg** of clothes into the Samsung Addwash as fast as you can
- > Choose the correct program
- > Tilt the phone to add extra clothes



# GAMEPLAY

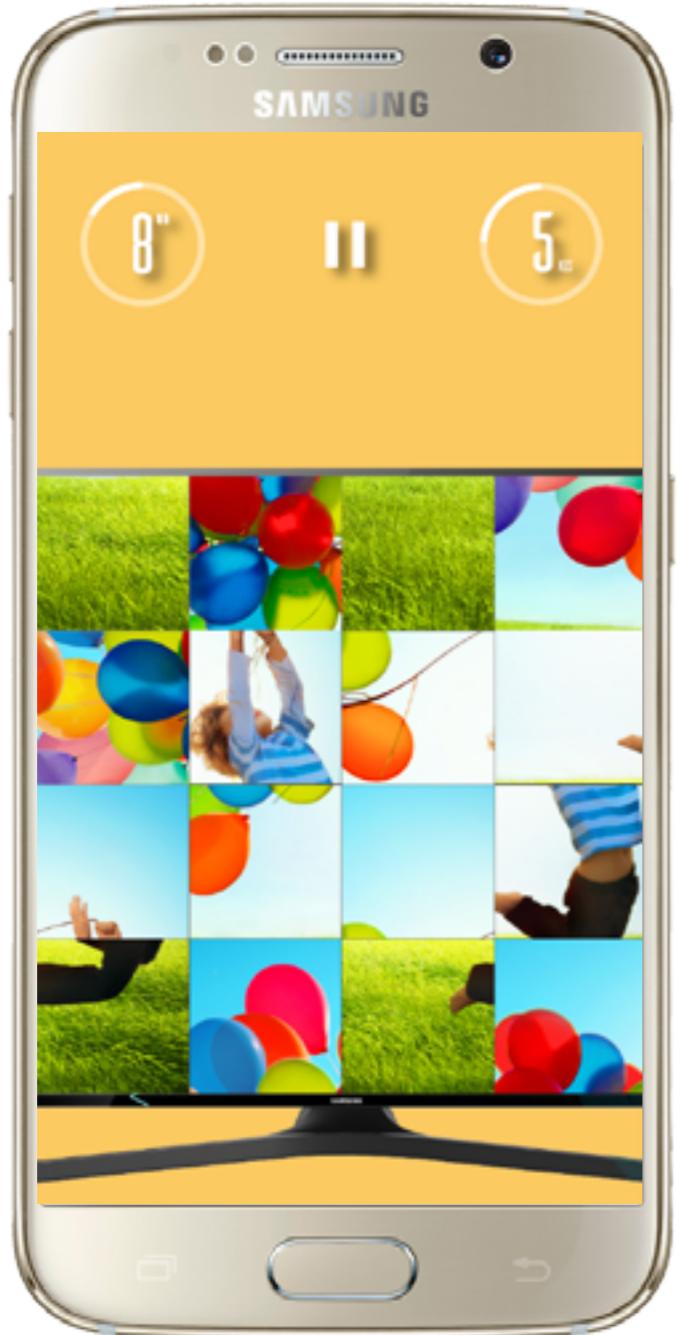


## UH CAPACITY 4 DOORS:

- > Swipe the food in the right section of the fridge
- > Tap to "fill" your phone as it is a glass in the water dispenser
- > The more you will fill, the less **waste of plastic bottles** you will produce



# GAMEPLAY

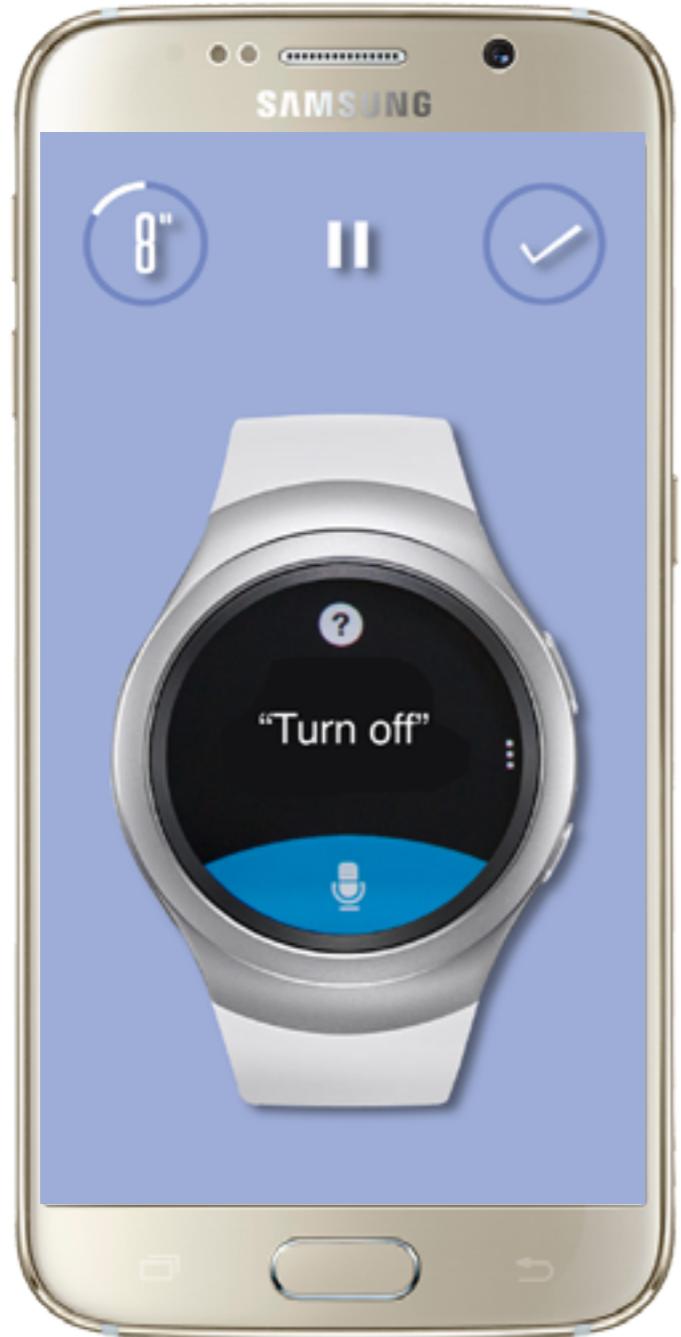


4k SUHD TV 170":

- > Solve the puzzle
- > Shake your device till the image reach a **4k** resolution
- > Instore you can use the mobile device as a controller and see the image in the real TV



# GAMEPLAY

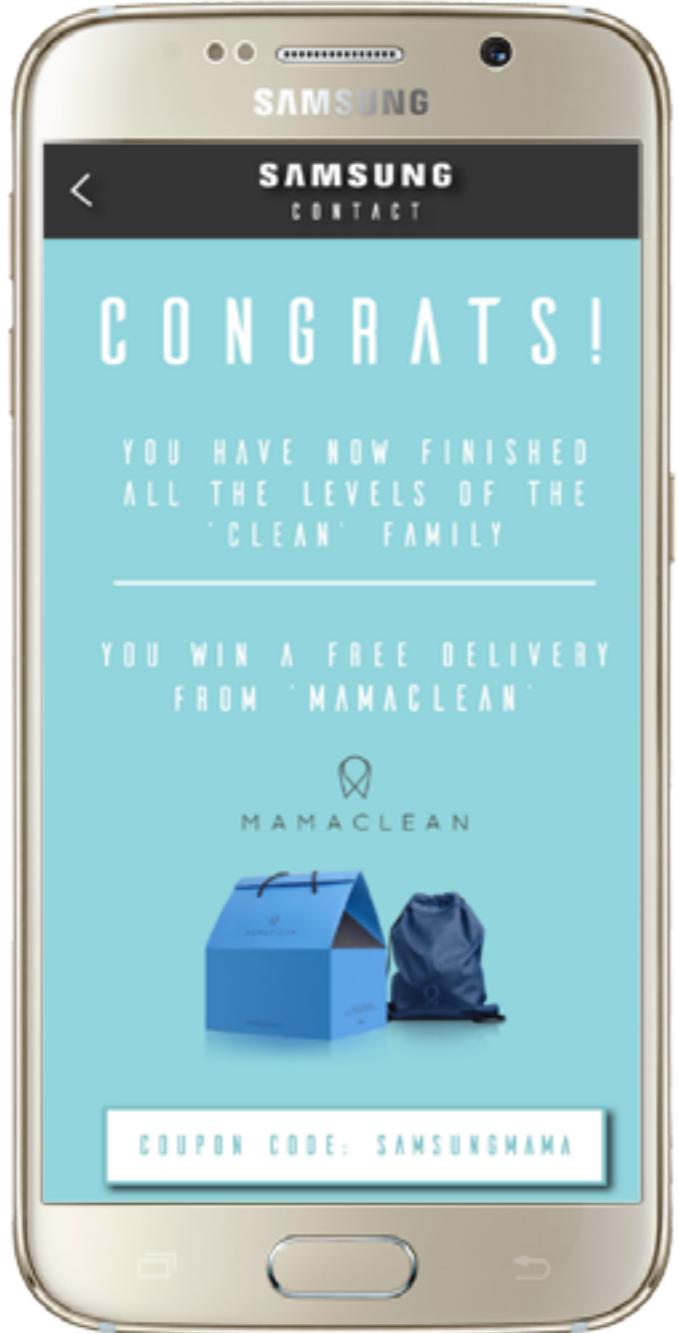


## SAMSUNG GEAR S2:

- > Use the selecting bezel to find the correct "app"
- > Use the voice recognition to lower the luminosity the screen
- > Instore you can directly use the device to turn off the lights nearby



# R E W A R D S



> When you complete all the mini-games of a family with the best score in each level, you will be rewarded with a **digital prize**:



> If you are lucky you have the chance of winning a physical gift ( **Samsung products, tickets for Samsung events** )

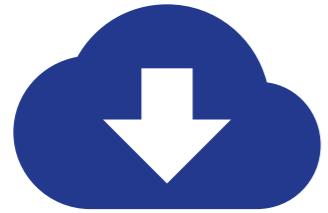


# INSTORE



Instore the user could play through his phone using the Augmented Reality and at the same time **interact with the real products**





As the customer walks in the store a recorded voice will ask him “You wanna play?” and then a screen will light up, explaining the rules of the game and invite the customer to download the app through a **beacon**





The user should now select in the app which product he's interested in and he will be guided there through a **Wi-Fi system** (Li-Fi in the future) to start the game



## CUSTOMER

Fun + Engagement

Try a product without commercial purposes

Learning about Samsung Products

Be part of Samsung world



# BENEFITS

## SAMSUNG

Attract new customers + engage them

Bringing people inside the store

Knowledge about products + teach how to use it

Make technology more user-friendly



# AWARENESS



instore



words of mouth



advertisement



internet /  
social media



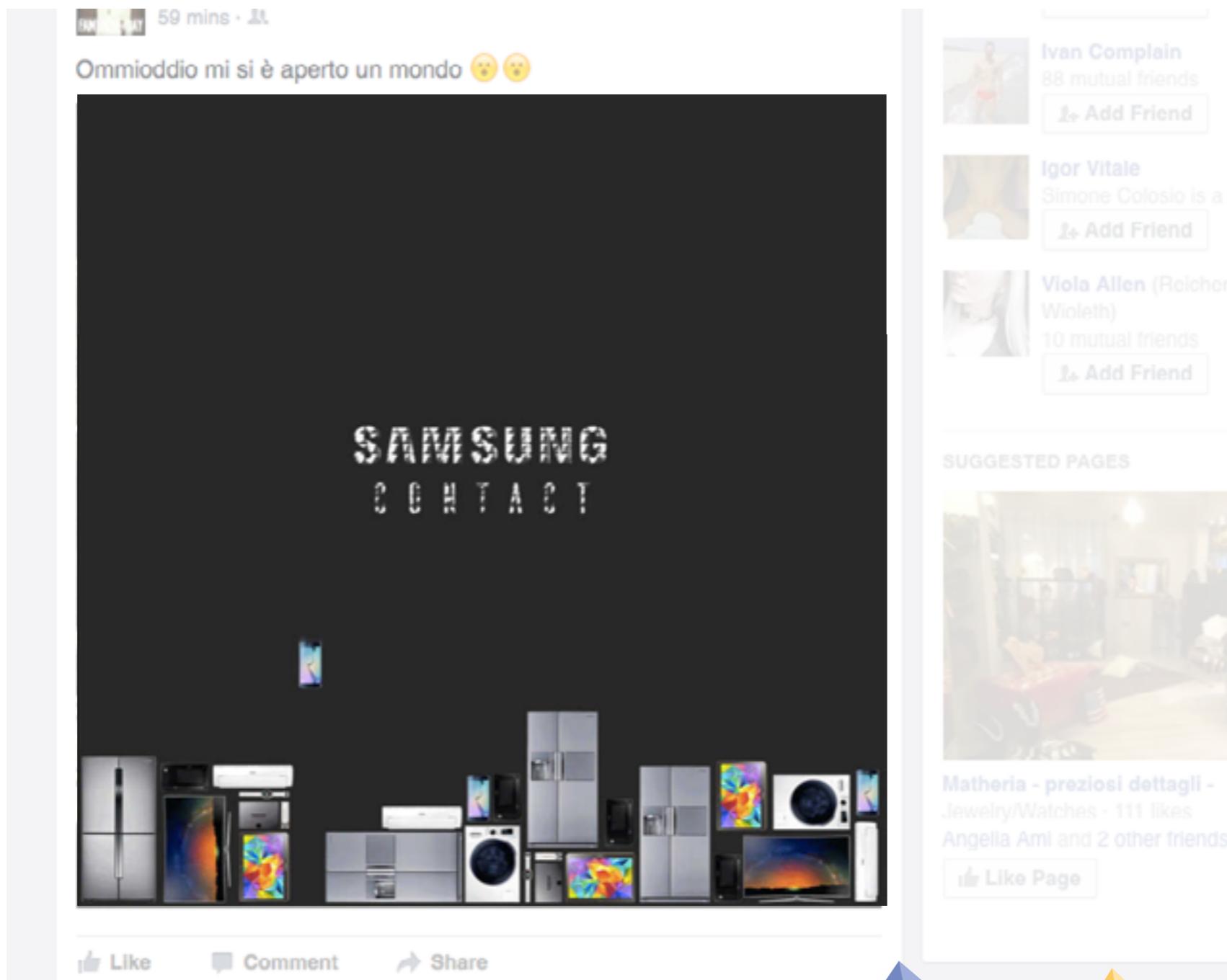
commercials



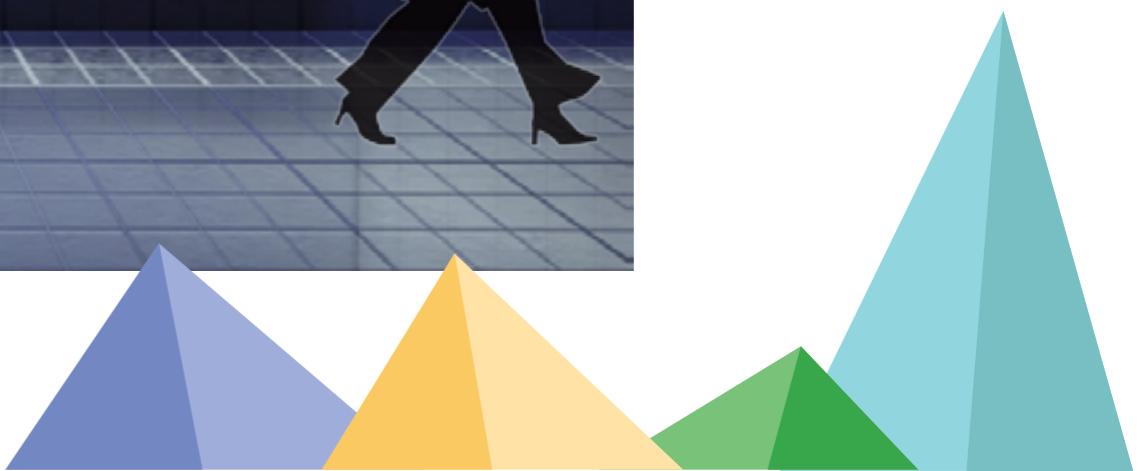
# INTERACTIVE ADVERTISEMENT



# SOCIAL MEDIA CAMPAIGN



# G I F B I L L B O A R D





# THANK YOU

> Wanna try the prototype on your phone?  
Contact us

> If you wanna try the game go to:  
[www.matteobarone.it/sams](http://www.matteobarone.it/sams)

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