SAMSUNG EDGE 9.0

Product Club IITK

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Objective : Enhancing Retail-tainment Experiences for Samsung in India: Strategies to Captivate Youth

Samsung wants to rethink traditional retail approaches and leverage Retail-tainment to build meaningful connections with the youth. The brand wants to create an enjoyable and memorable brand experiences that engage with young consumers to influence their perception, judgment and behavior and we have provided various insights for the same .

## Why In-Store Customer Engagement Matters

A study found that **70%** of consumers are more likely to buy from a brand after visiting its store, even if they don't make a purchase.

94% of customers who receive unexpected rewards from a brand feel more optimistic, increasing their likelihood of future purchases.
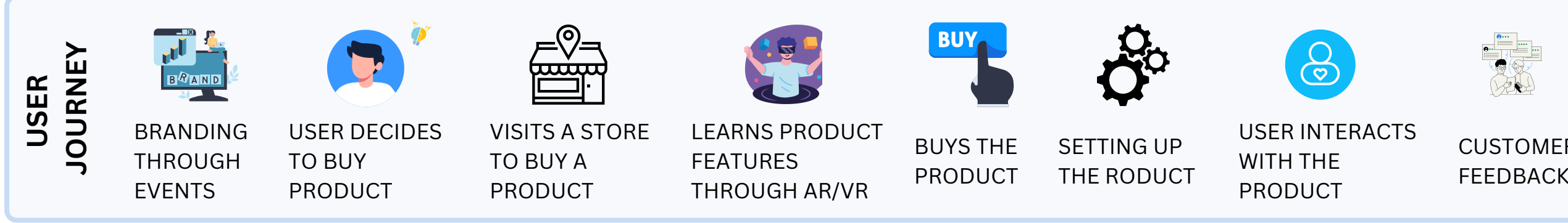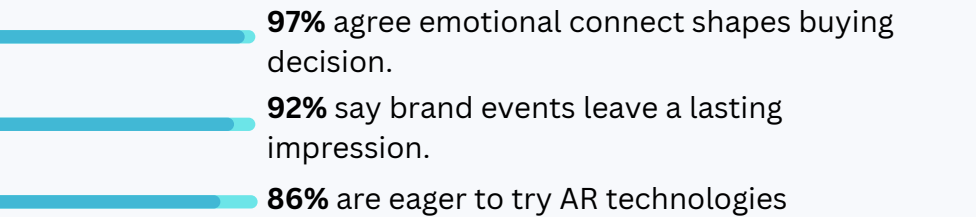
Customers who interact with a brand are 4 times more likely to recommend it.
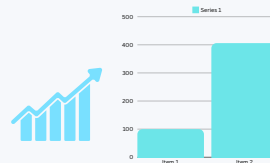
Emotionally connected customers have a **306%** higher lifetime value.

We conducted a survey of **2,561** IIT Kanpur students and staff, revealing key factors shaping their retail preferences.

97% agree emotional connect shapes buying decision.

92% say brand events leave a lasting impression.

86% are eager to try AR technologies

USER JOURNEY

BRANDING THROUGH EVENTS → USER DECIDES TO BUY PRODUCT → VISITS A STORE TO BUY A PRODUCT → LEARNS PRODUCT FEATURES THROUGH AR/VR → BUYS THE PRODUCT → SETTING UP THE RODUCT → USER INTERACTS WITH THE PRODUCT → CUSTOMER FEEDBACK

CURRENT MARKET SCENERIO

Retailtainment is a smart way for businesses to stand out, attract more customers, and keep them coming back. Studies show that Retailtainment is a game-changer, with **80% of consumers** saying they are more likely to purchase a positive experience. As per AIScreen research, Retailtainment combines entertainment with shopping, **increasing store visits and sales by 30%. Successful examples include** IKEA, Nike, Apple, Huda Beauty, Hermes, Macy's, Marvel and Space Ninety 8.

- **Apple**
Apple stores focus on letting consumers experience products firsthand rather than relying on traditional sales tactics. This approach appeals to the youth by allowing them to explore devices on their own .

- **Nike**
Nike stores often feature customization zones where consumers can design their own sneakers. Nike organizes in-store events and community-based workout sessions. These events bring like-minded people together and foster a sense of belonging among young consumers, making Nike more than just a store—it's a community hub.

- **IKEA**
IKEA's room displays allow customers to see, touch, and imagine entire spaces. This immersive setup allows young shoppers to envision how products fit their lifestyles. They also provide digital solutions, such as an AR app to visualize how furniture would look in their homes.

- **MARVEL**
Based on the Avengers movies, the Marvel store has real movie stuff and fun displays. They sell Marvel stuff, but the main goal isn't just selling T-shirts and mugs. It's all about giving fans an awesome in-person experience and making the brand come alive.

MARKET INSIGHTS

84% of attendees report a more positive opinion about the company or brand after attending an event

79% of marketers generate sales through events, indicating a strong correlation between event marketing and revenue growth

Use of Artificial Intelligence in Retailing customer experience has resulted in a **9.4%** increase in customer satisfaction

Major consumer electornics Mobile phone

INDIA Market size in BILLION Dollar
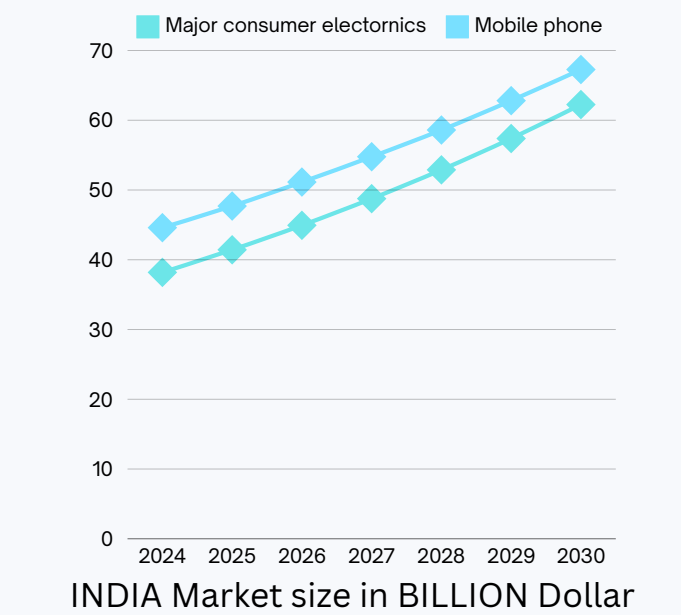
Samsung Connect Expo

1. DIY Workshops

Host engaging DIY workshops like designing phone covers or decorating electronic devices with stickers, appealing to Genz's love for individuality and self-expression.

2. Gaming Experiences

Organize in-store gaming competitions on phones or TVs in collaboration with gaming brands like Xbox, offering store vouchers as prizes. This adds entertainment and encourages longer customer visits.

3. Personalized Photo Booths

Set up Samsung photo booths where customers can test various camera features, take photos, and share on social media.Integrate a giveaway challenge, rewarding the most-liked photo with prizes like Samsung headsets or smartwatches, to boost social engagement and attract more foot traffic.

Immersive Shopping with Samsung AR

In retail stores, customers could use an **AR app on their phones to scan items for product information or try out AR headset to explore** features, price etc. or similar recommendations, creating a seamless, modern shopping experience. This will blend physical and digital retail.

66% of consumers are interested in using AR to assist with their purchasing decisions.

AR/VR technology can enhance customer experiences by providing interactive guides for setting up and using appliances like washing machines, vacuums, and smart TVs. Through an AR headset, users can follow step-by-step setup instructions with visual overlays, while an integrated **AI voice assistant** answers questions about features or troubleshooting. This immersive, hands-free approach makes setup and learning seamless and engaging.

Personalized loyalty program

This program is aimed to increase customers' loyalty towards the brand by rewarding them with credit points. These credit points can be earned through customers' visits to the store and any purchases made via online or offline channels. These credits can later be redeemed for availing discounts, trying products before release, or experiencing products before buying.

'Try before buy' can significantly enhance customers' experience by allowing them to use products like wearables and headsets for a day. Additionally, this program encourages customers to remain regular in purchasing Samsung Premium features such as Samsung Care+, Samsung Health, and other exclusive services, thereby fostering long-term brand loyalty and engagement.

Returns experience

Transform the return experience with **AI-Powered Alternative Recommendations**, Samsung's innovative AI-driven solution that intelligently suggests alternative products tailored to the customer's specific return reason and budget. When a customer initiates a return, our advanced recommendation engine thoroughly analyzes their pain points and preferences to recommend highly suitable alternatives, ensuring they find a better fit instead of leaving. This personalized approach not only retains customers but also enhances their overall shopping experience, driving additional sales and significantly strengthening brand loyalty.

Marketing Strategy

Snap & Share

Customers coming to the stores can be made to engage on by creating their professional reels or short videos using Samsung equipments.These videos edited by professional editors present in-store will lead to these videos being posted on social media and will not only enhance brand visibility on social media but also foster deeper connections with the audience.

Emotional Positioning

The DIY workshops can induce creativity to customers experience. This creativity can be extensively used by users to not only customise their products but also use them to gift others.This builds memorable experiences which helps to forge emotional connections between brand and its customers.

Hands for Humanity

1. Samsung will collaborate with local artists to design a collection of unique wallpapers that reflect social causes, regional art, culture, and innovation. These artworks will be featured on demo devices (tablets, mobile phones) in Samsung retail stores, presenting each device as a canvas for creativity and acting as a channel to raise awareness.
2. Establish Samsung retail stores as **Zero-Emission Stores**, minimising their environmental footprints through renewable energy use, sustainable materials, and efficient waste management.

Success Metrics

- PRODUCT SALES
- EVENT ATTENDANCE RATES
- SOCIAL MEDIA ENGAGEMENT
- REPEAT VISITS
- ENGAGEMENT RATE
- ENROLLMENT RATE (LOYALTY PROGRAM)
- CUSTOMER SATISFACTION

Cost

Financial Analysis for DIY WORKSHOP

Cost	PROFIT	PROFIT 220%
83	181	

Excel:https://1drv.ms/x/c/e71b3adc3e1331ec/EX6uqkfluDFOnhWXzXXDnUoB7cGxNmzWvAxxN8QxESUuwQ?e=Dg4E8A

Assuming a 5% conversion rate from DIY workshop events, profitability is around 220%. We expect to stay profitable as long as the conversion rate does not drop below 1.15%, which is unlikely since most customers find value in memorable events.

Financial Analysis for AR HEADSET

Cost	PROFIT	PROFIT 16400%
0.32	53	

Excel: https://onedrive.live.com/personal/e71b3adc3e1331ec/_layouts/15/doc.aspx?resid=9a89edf0-7c70-4555-9692-9c7f9d59636b&cid=e71b3adc3e1331ec

Assuming a 1% conversion rate from VR Headsets, profitability is around 16400%. We expect to stay profitable as long as the conversion rate does not drop below 0.006%, which is unlikely since most customers find value in memorable events.

Implementation plan

0 to 3 months

1. **Experiential Zones**: Pilot AR/VR installations, gaming booths, and photo stations in flagship stores.
2. **Loyalty Program**: Launch a basic loyalty program with rewards for in-store activities.
3. **Influencer Buzz**: Partner with key influencers to promote experiential zones on social media.

4 to 6 months

1. **Scale Retail Zones**: Expand experiential zones to additional stores based on initial feedback.
2. **Event Promotions**: Host themed events with influencers, encouraging user-generated content.
3. **Enhanced Loyalty**: Add experiential rewards, like "try-before-you-buy," to deepen engagement.

7 to 9 months

1. **Data Integration**: Use data for personalized product recommendations and tailored rewards.
2. **AR/VR App Enhancement**: Add new app features based on customer usage and feedback.
3. **Micro-Influencers**: Partner with micro-influencers to boost engagement among niche audiences.

10 to 12 months

1. **Full Deployment**: Roll out experiential zones and loyalty features across all stores.
2. **Major Events**: Launch large-scale, themed events linked to Samsung product releases.
3. **Continuous Updates**: Regularly refresh zones with new tech and themes to maintain engagement.