

SAMSUNG EVALUATION



PREVIOUS MARKETING STRATEGY-

In August 2015, India's leading consumer electronics player, Samsung India Electronics Ltd. (Samsung) announced the signing on of seven celebrity cricketers - 'Team Samsung', as its brand ambassadors.

In doing this, it aimed to cash in on the popularity of cricket in India. However, the company's hopes of celebrity endorsement received a setback due to anti-ambush marketing clauses², arising from ICC's agreement with some other companies.

In place of the ads featuring the cricketers, Samsung launched its - 'Team Samsung. India First' campaign all over the country in December 2015.

The focus has been to evolve concepts to do with the players, to promote the cause of cricket and patriotism." The copy of the print ad read, 'With Team Samsung, It's India First.'

BEST MARKETING STRATEGY POSSIBLE-

Accordingly everyone has been fully engrossed in the FIFA world cup this year so what we can do is that every individual that makes the buy for phone will get a chance to watch the FIFA world cup in the specially made exclusive fan zones with a complete 3-D environment.

The most lucky person in the week would get a chance to watch the live game in the stadium.....this offer would be valid till the FIFA season and would definatly boost up the sales.