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Samsung

*"Flip into the
Galaxy"*

Value fit

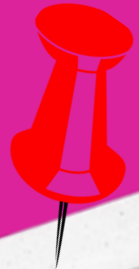
GenZ is a generation that is highly connected to social media, trends and technology, it is creative, seeking for innovation and values the good quality.

Samsung is a company that highly values excellence. They put effort into making the Samsung products high-quality and with numerous features. They also value change and innovation that matches the expectations of the newest generation. They seek to surprise and excite them to be creative while using their products.

What they have in common is the willingness to be innovative and create something new and they both value the good quality technology.



TARGET GROUP



→ Generation Z was born into a world of technological innovation, where information was easily accessible and the rise of social-media. They want to remain independent but at the same time use social-media to find others with the same interest and feel connected to them.

→ Generation Z wants a positive customer experience, which can be achieved through a consisted interaction through various channels.

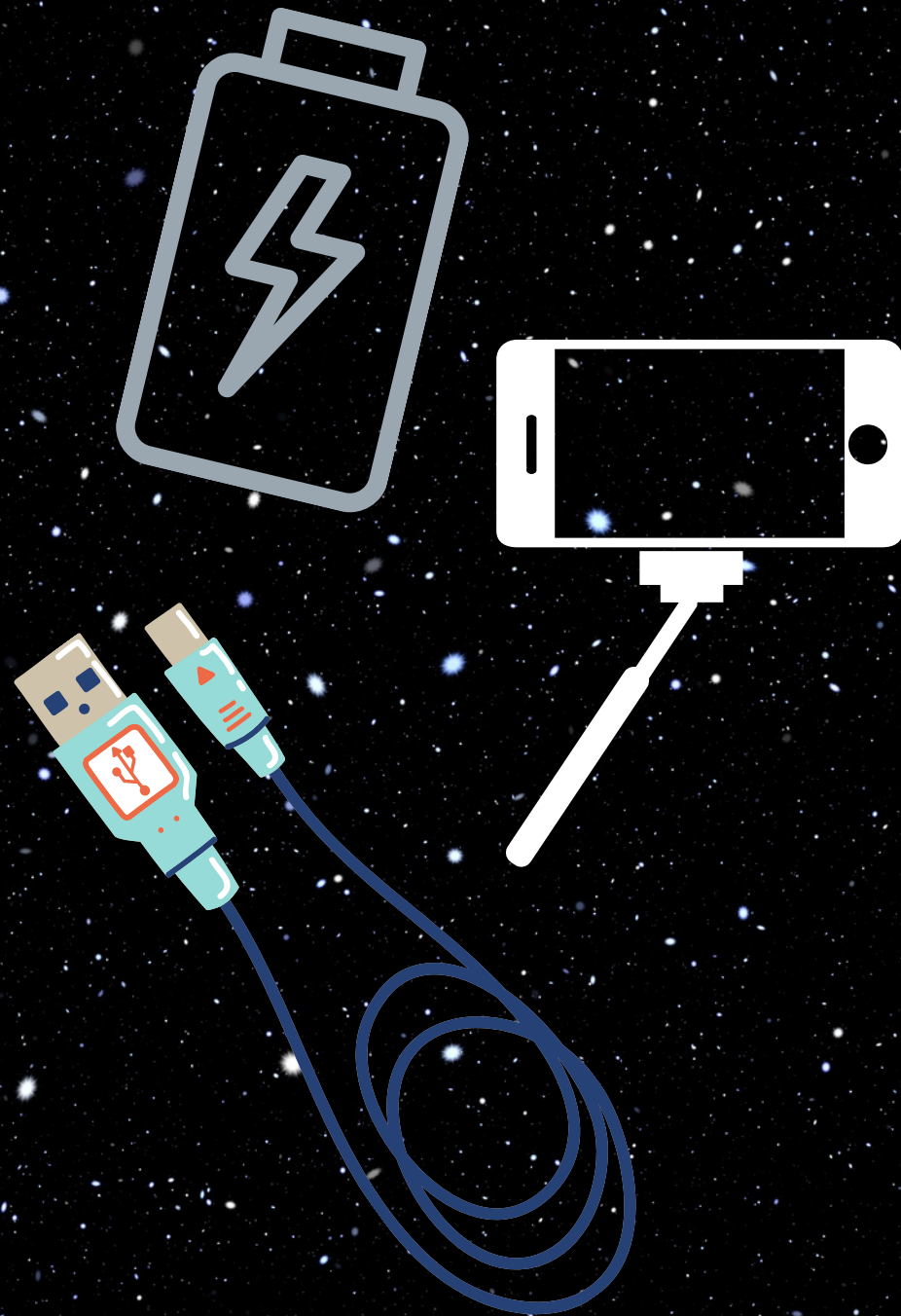
→ Generation Z is known as some of the “loneliest generation”, this is mostly seen on women within this generation. Endless hours spent in an online world can create the feeling of isolation and depression.

→ The best way to reach generation Z is to reach them individual, because we can conclude that generation Z wants to be independent and want to become whatever they want.

→ On an average day generation Z spends over four hours online and 98% have a smartphone. Besides color and design, the camera is the main thing generation Z is looking at before purchasing a smartphone.

When buying a new phone, customers tend to look at specific aspects in order to match his needs with the provided product:

- Battery life
- Charging speed
- System performance
- Price
- Compatibility
- Status
- Support/service
- Screen durability
- Jack 3.5mm
- Camera quality



Competitor analysis

Product overview and customer preferences

Main competitors of Samsung:



	SAMSUNG S21	APPLE iPhone 13	HUAWEI P50
<i>Product</i>	quality oriented, balanced features, compatibility focus	exclusivity, quality oriented, somewhat balanced features	quality oriented, good features, accessibility focus
<i>Price</i>	high price, high quality	high price, good quality	low price, good quality
<i>Promotion</i>	social media, tv, events, balanced focus on media and customers	social media, mouth to mouth, corporate focus	social media, events, radio, customer focus
<i>Place</i>	shops, online	shops, online	shops, online
<i>People</i>	quality focus, price does not matter	status and comfort focus, price does not matter	quality focus, price matters

Meso Trends

- Multiple payment methods
- Hybrid festivals
- Virtual reality
- Storytelling





Macro Trends



Personalization



Escapism



The power of reviews



Concept

1

The first part of our concept is a building with flip phones as an entrance with LED lights to get in the electronic ambiance, Inside their will be an party with a lightshow where people can connect and party. This indoor festival will attract people with the same interest as each other such as music and friends.

2

Generation Z is always looking for the perfect picture to share with their friends online. People will be given the option to create a hologram of them before the festival. During the festival it will be projected on the best point of view of the festival, from the building where phase one and two take place there will be an S21 which can be used to zoom in to the best photo view of the event, where a picture of your own hologram can be made and shared online.

3

After the picture is taken, we've created the galaxy slide staying within the brand Samsung using the galaxy and a lightshows to entertain the people. After the slide they will end up in a ball pit filled with galaxy balls, after which they can continue their festival experience. During the slide more pictures are taken and shared with them if they accept this feature in the database.



Get | Generation Z festival lovers

Who | Want to capture the best memory possible of a festival

To | See that creating the best experience is as important as creating memories

By | Showing that Samsung phone is capable of creating the best experiences and memories


Financial plan and budget

Budget			€ 100.000,-
Agency fee 20%			€ 20.000,-
Final budget			€ 80.000,-
CONCEPT			
Billable hours	10h – 6 people		€ 900,-
PRODUCTION			
Production costs	Volunteers + crew members		
Agency fee			€ 20.000,-
EXECUTION			
Building one	€ 40.000,-		1 € 40.000,-
DJ	€ 5.000,-		1 € 5.000,-
LED – lights	€ 4,-		5000 € 20.000,-
LED – colour filter	€ 2,-		4000 € 8.000,-
LED – stripe	€ 3,-		100 € 300,-
Galaxy projector's	€ 40,-		4 € 160,-
Phone's	€ 800,-		6 € 4.800,-
	*provided by Samsung		
Building two			
Transportation	€ 1.000,-		1 € 1.000,-
3D - screens	€ 2.000,-		4 € 8.000,-
	*provided by Samsung		
Slide	€ 2.500,-		1 € 2.500,-
Shading	€ 200,-		1 € 200,-
Ball pit	€ 12,-		10.000 € 120,-
<hr/>			
Spent			€ 78.180,-


Experience Instruments

Pre-, Direct and Post-exposure

The direct exposure consists of a lot of elements. The main touchpoints are when they are taking a picture of their hologram with one of the Samsung s21. It is of high importance that the audience comes in contact with the product; we specifically choose the camera because this fits the environment we are having the activation in. This plus the experience we are trying to create will help Samsung create the brand love they are looking for.



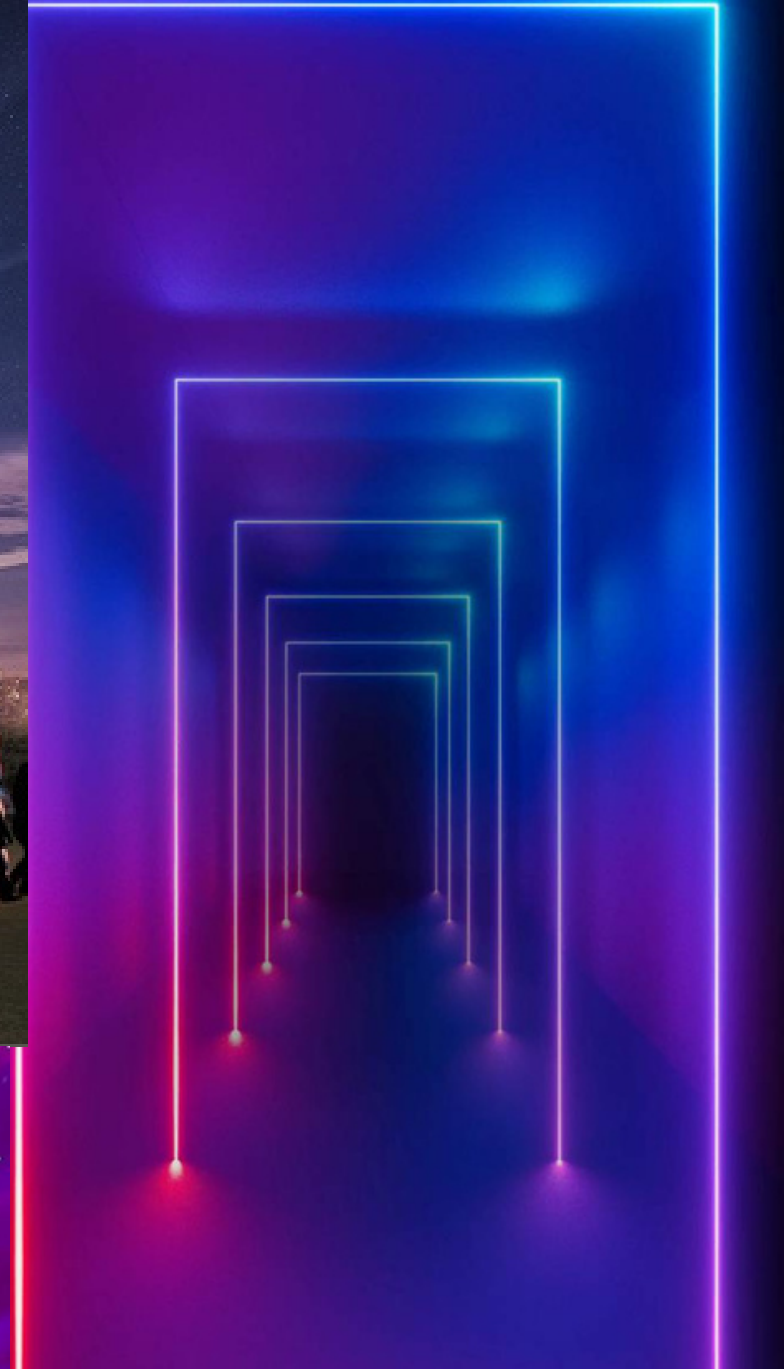
Promoting our activation without giving too much away. We want to reach our target group through a company like CM.com. Through this contact we can send them a promotion that asks them to participate in this great experience and activation. We will create promotion by creating flip-phone chairs for in the train or the bus that goes in the direction of the festival.



Use CM.com to keep in contact with target audience. During the experience they leave behind an email address for the pictures they took and the ones taken of them. Their contact will automatically be put into a database that can be used to reach this audience for future promotion but also to forward the experience they have had. Another point is to create a hashtag the target audience can use for their online social platforms --> online marketing --> knowledge of the activation and of the product.

Experience Instruments

Theming

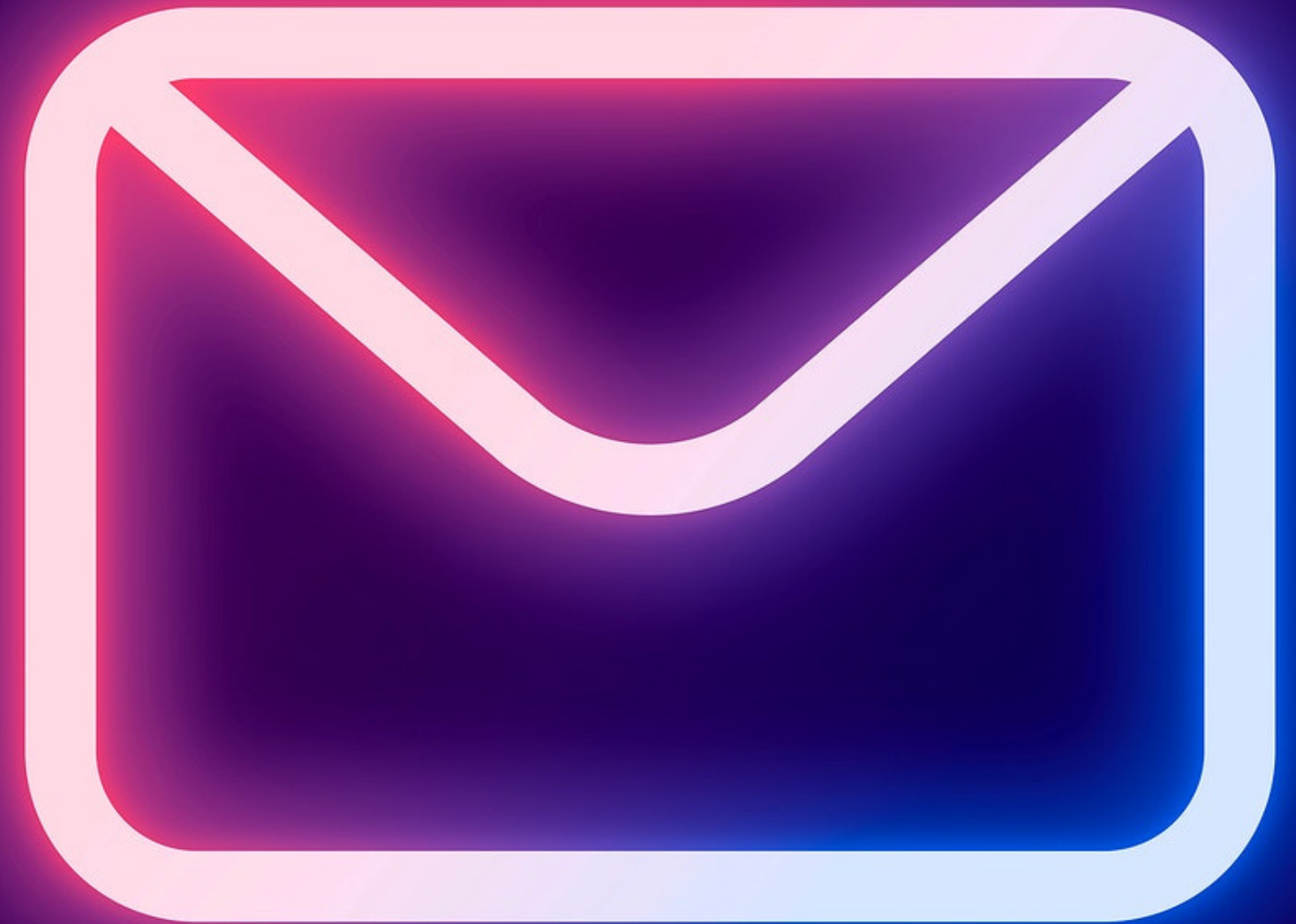


Communication plan

Intended positioning - make sure that the target group knows about the features of the phone, but also maintain brand love

Strategy - target group, objective and message

Means - means of communication is mostly through social media and email, but also through promotion in the trains/busses





RETURN ON INVESTMENT

- The ROI is a ratio between net income and investment.
- The major return of the investment would be if every visitor at the site would buy an S21 or flip smartphone.
- The efficiency will be measured by the amount of visitors taking part in this experience as they provide a great customer feedback and new customers.



**THANK YOU
FOR LISTENING!**

"Flip into the Galaxy"