

(*Beyond all Smarts*)

Global communication strategy for Samsung Galaxy Note3 + Gear



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Contents



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Situation

Problem

Insight

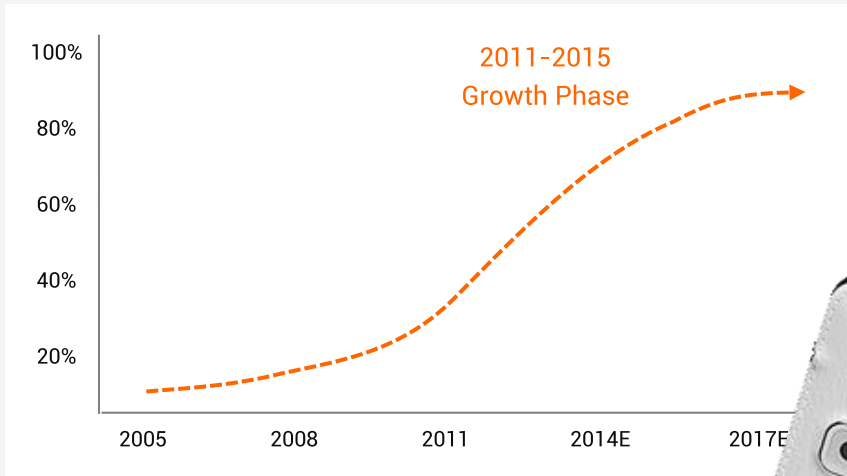
Solution

Campaign

*Despite intensifying competition,
Galaxy Note 3 + Gear is leading the premium smartphone*

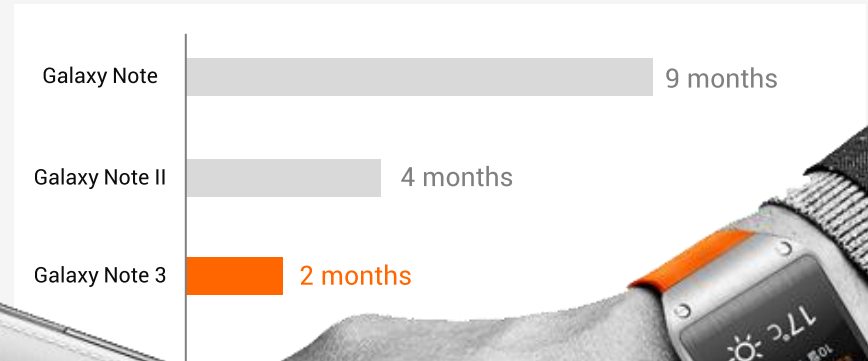
Smartphone portion of new handsets

(Source : Tongyang Research, 2013.07)



Months to 10 million sales

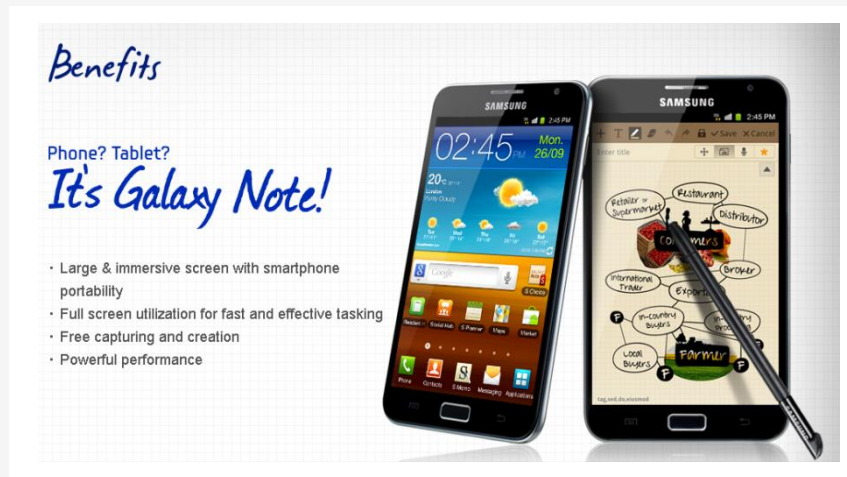
(Source : Samsung Electronic's official data)



Through the past communication campaigns,
Galaxy Note series has succeeded in creating a new category of "NOTE"

Phone? Tablet? It's Note

(Samsung Galaxy Note Launching Campaign)



Created New Category

Be Creative

(Samsung Galaxy Note2 Campaign)



Strengthen the Category



For Galaxy Note3 + Gear's communications, usage of the product is being told in forms of various stories

Local: Kind Note3

(Source : Tongyang Research, 2013.07)



Innovation in Life

Global: Design your life

(Source : Tongyang Research, 2013.07)



Robin Says / Dreams film / etc

Galaxy Note 3 + Gear

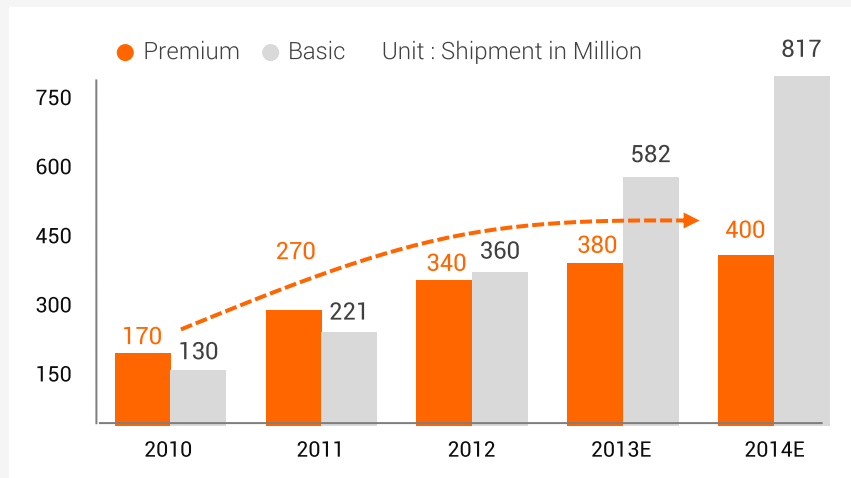


*Under such circumstances,
what kind of communication is needed
for the market expansion of
Galaxy Note 3 + Gear?*

With the commoditization of smart phones, growth is slowing in the premium market

Global Smartphone shipments

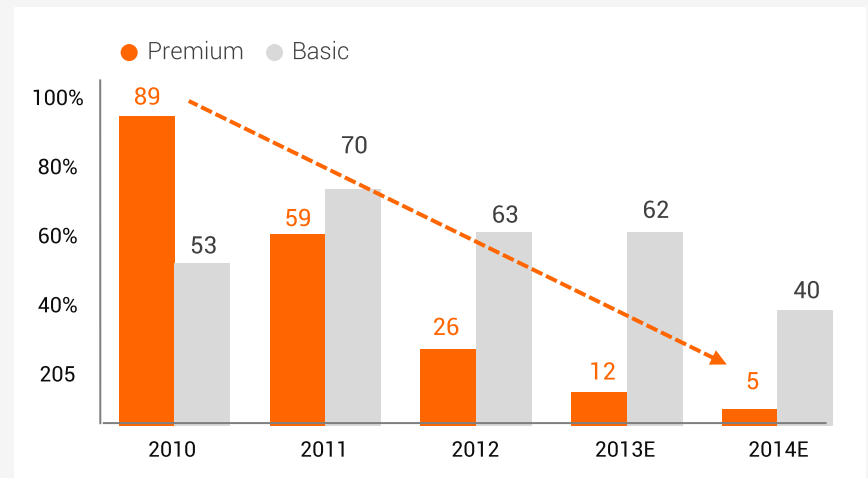
(Source : HI Investment & Securities, 2013.07)



*Premium: \$300 and above / Basic: below \$300

Growth trends in smartphone market

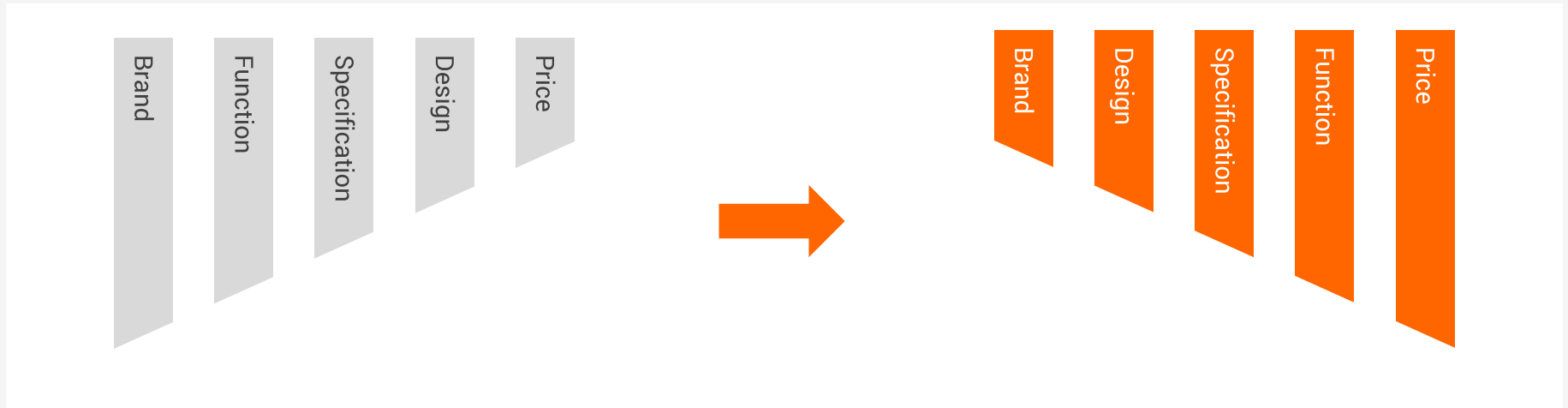
(Source : HI Investment & Securities, 2013.07)



*As the overall performance of products is leveling out,
the key factor in smart phone purchase is shifting to "brand"*

Changing trends in Smartphone purchase influencer

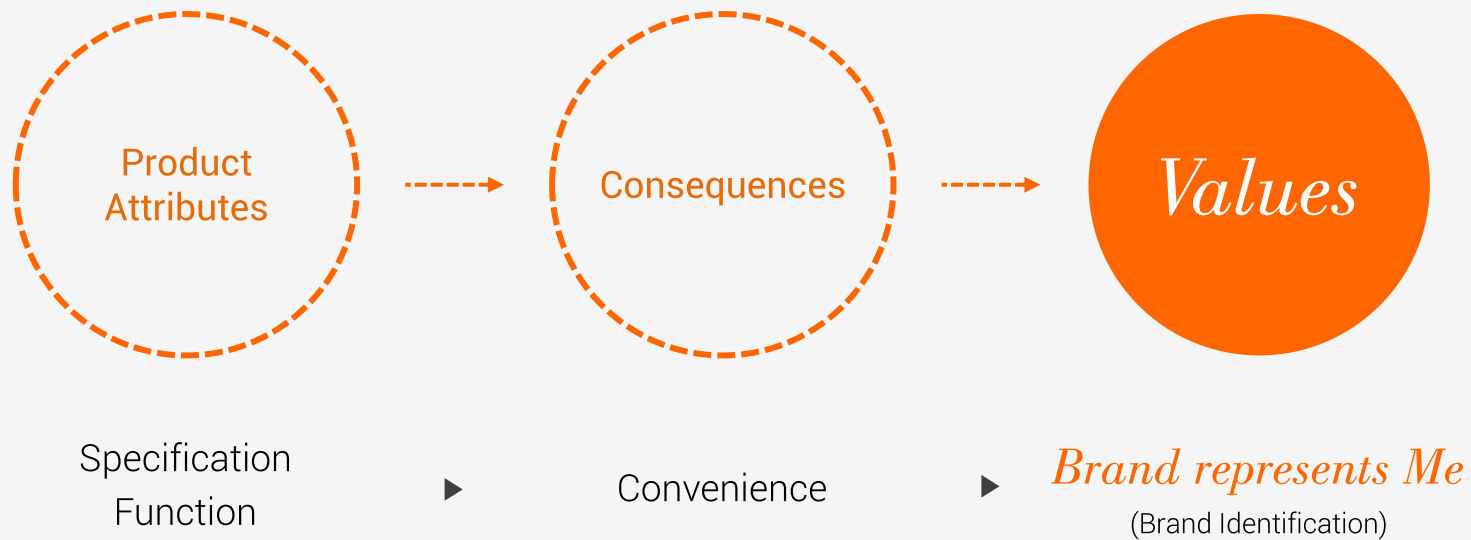
(Source : Tongyang Research, 2013.07, TNS Mobile life, 2011,)



This is because the personal values people assign to smart phones have become more important than the functional product attributes

Means and Chain Analysis

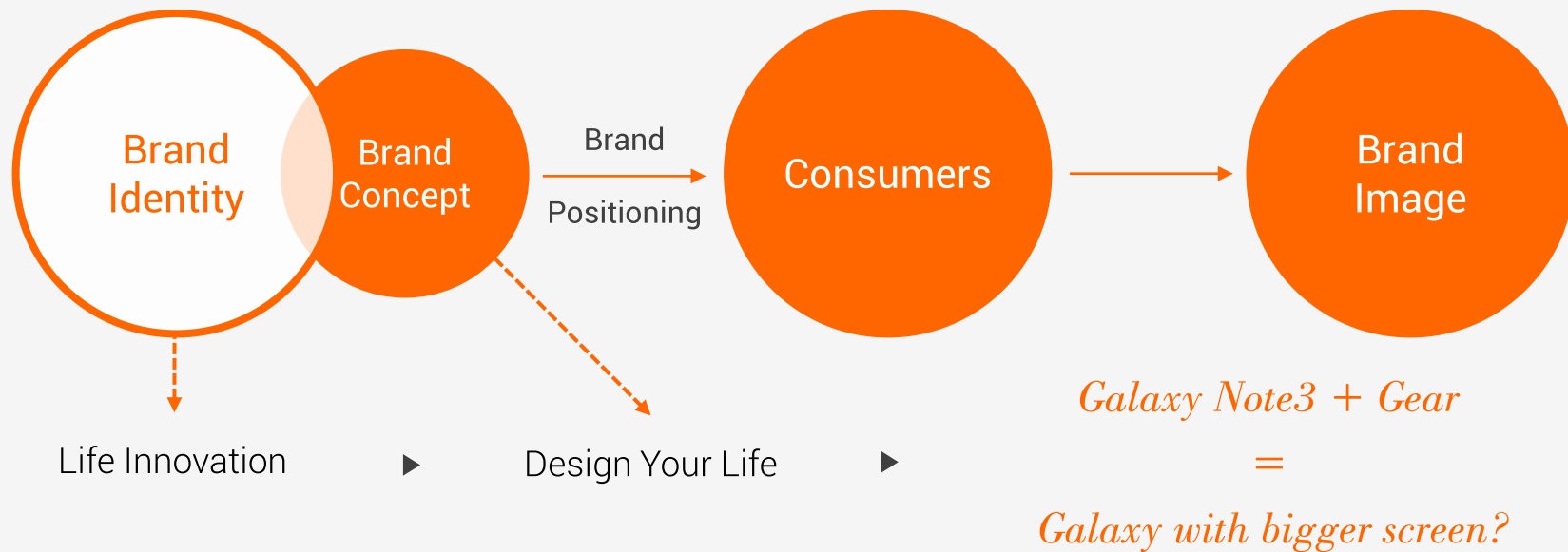
(Reference : Kim, Han et al. 2001)



Therefore, further communications must make customers "sense" attraction from Galaxy Note 3 + Gear brand

Current Situation: no specific brand image

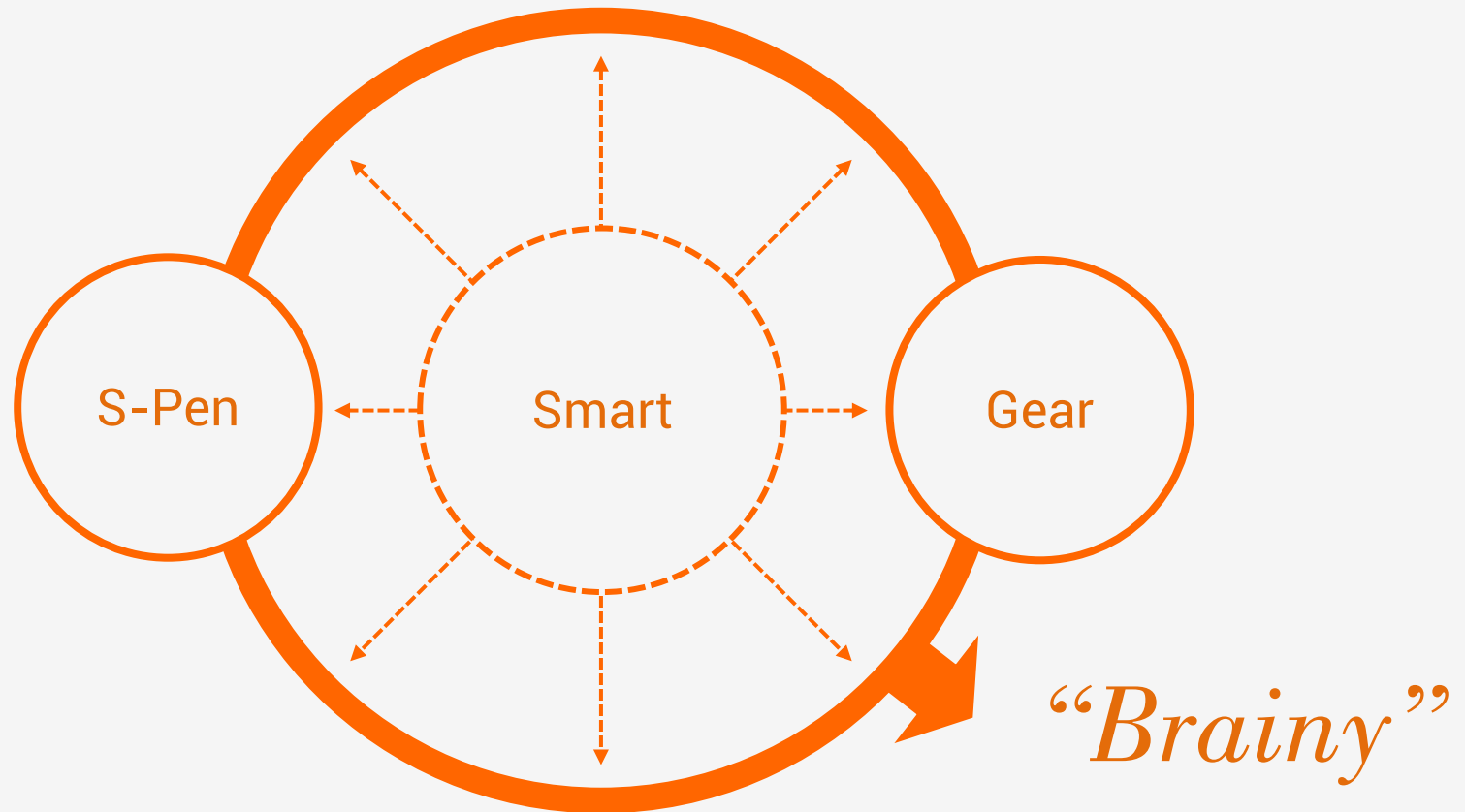
(Reference: Brand Psychology, Suk bong woo, 2010)



*Then how will Galaxy Note3 + Gear
become **more attractive**?*



*Compared to other smart phones,
GN3 + Gear is more than just smart. In other word, it is brainy*



Not long ago, the word "brainy" has extended the horizon of its meaning to intellectual sexiness

“Brainy is the new sexy”

DR. GREGORY HOUSE

From HOUSE, FOX



SHERLOCK HOLMES

From SHERLOCK, BBC



SHELDON COOPER

From Big Bang Theory, CBS



Under the theme of "brainy is the new sexy", a new communication campaign will provide REAL experiences to make Galaxy Note 3 + Gear sexy

“Brainy is the new sexy”



Case Study 1

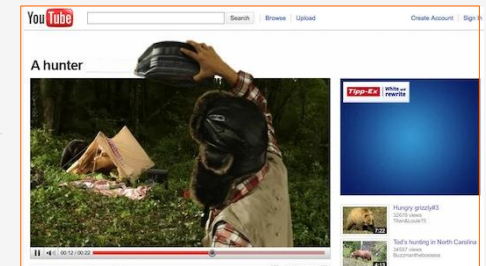
Samsung Life “Bridge of the Life”



By using a bridge as a media, Samsung Life can share their brand experience with consumers

Case Study 2

Tipp-EX “A hunter shoots a bear”



This case shows by using interactive methods, people can experience the brand in reality

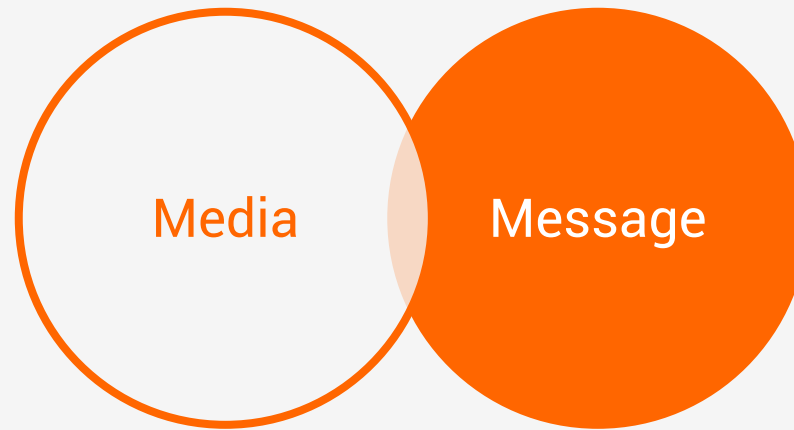
REAL

Realty, Experience, Authenticity, Life Share

*Use 'Samsung Galaxy series' as a communication channel,
and provide 'Brainy and sexy' stories for brand engagement*

Galaxy as Channel

Samsung Galaxy Series
can be a powerful Channel



Brainy is new Sexy

Essence of Samsung
Galaxy Note3+Gear



*Make Samsung Galaxy Note3 + Gear
iconic brand which is brainy and sexy*

Samsung GALAXY Note 3 + Gear

Samsung Galaxy Note3 + Gear presents,

Beyond all smarts:
Note to be Brainy



Note to be Brainy Campaign

Global communication strategy for Galaxy Note3 + Gear



1. Note from Galaxy

Campaign for promoting the “Brainy” theme of Galaxy Note 3 + Gear by using the product’s USP, S-Note.



2. Brainy Galactica

Big idea to reinforce the “Brainy” theme of Galaxy Note 3 + Gear by gathering the brainiest students all over the world



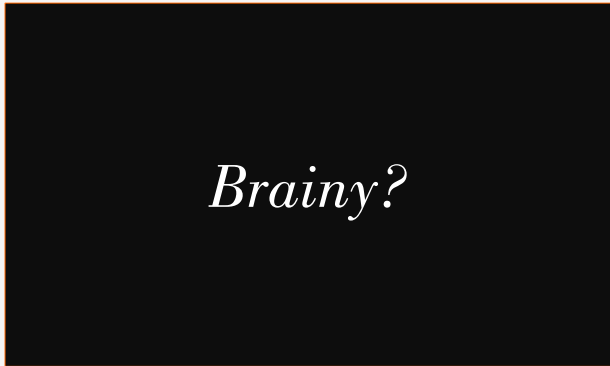
3. The Third Note

Interactive storytelling Campaign using Galaxy Note3 + Gear Collaborating with TV Series SHERLOCK.

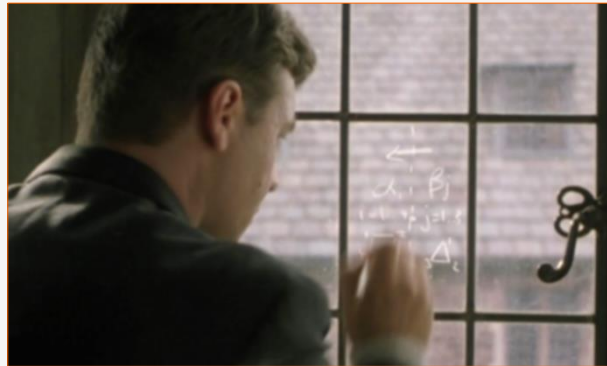
YouTube Viral Film: What is brainy?

The Note from Galaxy

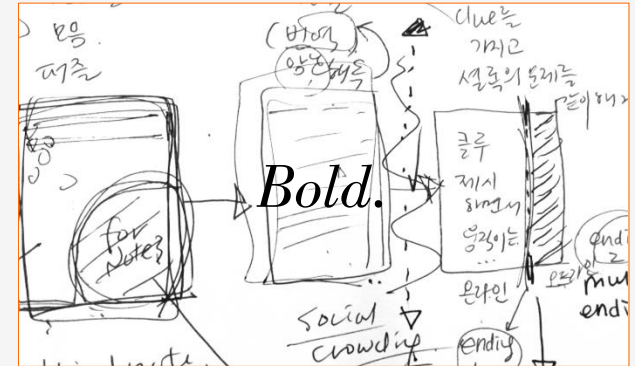
- Note from Galaxy ●
- Brainy Galactica ●
- The Third Note ●



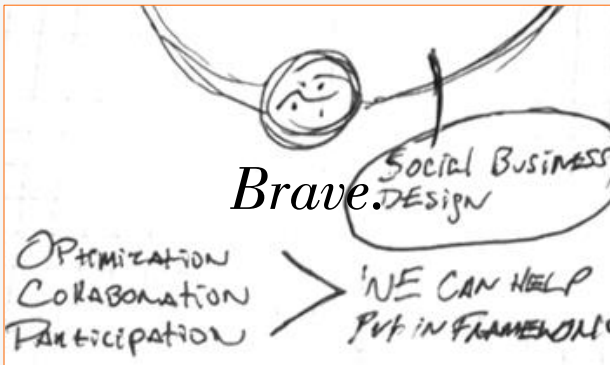
What is Brainy?



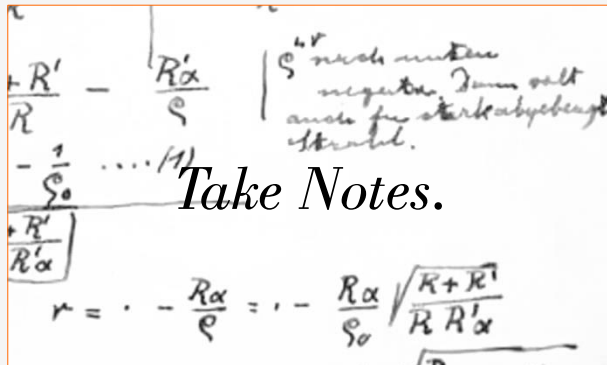
Nerd, weirdo, jerk, smart to the extent of craziness



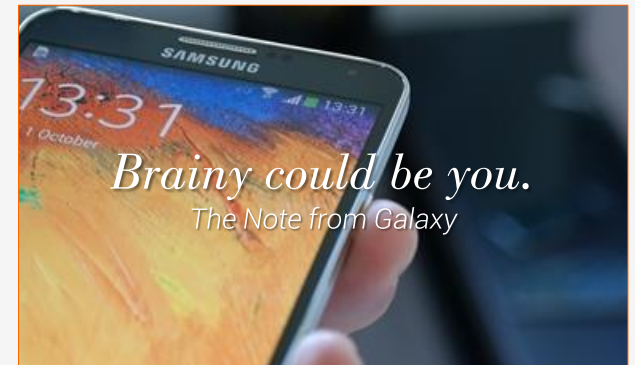
Or bold in expressing their ideas



And unafraid of making mistakes



Take notes.
And show your idea to the world



Brainy could be you.

Outdoor: Question for Brainy

The Note from Galaxy

- Note from Galaxy ●
- Brainy Galactica ●
- The Third Note ●



The Idea

A Galaxy Note 3 user solving math problems on the streets. Won't this look brainy? By using Galaxy Note 3's S Note feature and NFC technology, a math problem is shown on one side of the bus shelter and a real-time view of the problem being solved with the Note on the other side. Through this, Galaxy Note 3 + Gear will obtain a brainy as well as a sexy image.

Facebook page: The Note from Brainy

The Note from Galaxy

- Note from Galaxy ●
- Brainy Galactica ●
- The Third Note ●



The Idea

What would brainy people write down on their notes everyday? Galaxy Note 3 + Gear will be provided to renowned scholars and artists, and their notes will be shown on a Facebook page daily. Through the presentation of their brainy notes, a sense of intellectual sexiness will be added to Galaxy Note 3 + Gear.

Brainy Galactica

Beyond all smarts: Note to be Brainy

Note from Galaxy ●
Brainy Galactica ●
The Third Note ●



The Idea

An opportunity for the brainiest galaxy users to show off their intellectual sexiness.



The Galactica

A global event gathering brainy students from renowned universities and making them compete in a series of games.



Las Vegas

To give our brainy participants a sexy image, all events will be held at a hotel in Las Vegas.

The Galactica challenge

Main event of Brainy Galactica

Note from Galaxy ●
Brainy Galactica ●
The Third Note ●



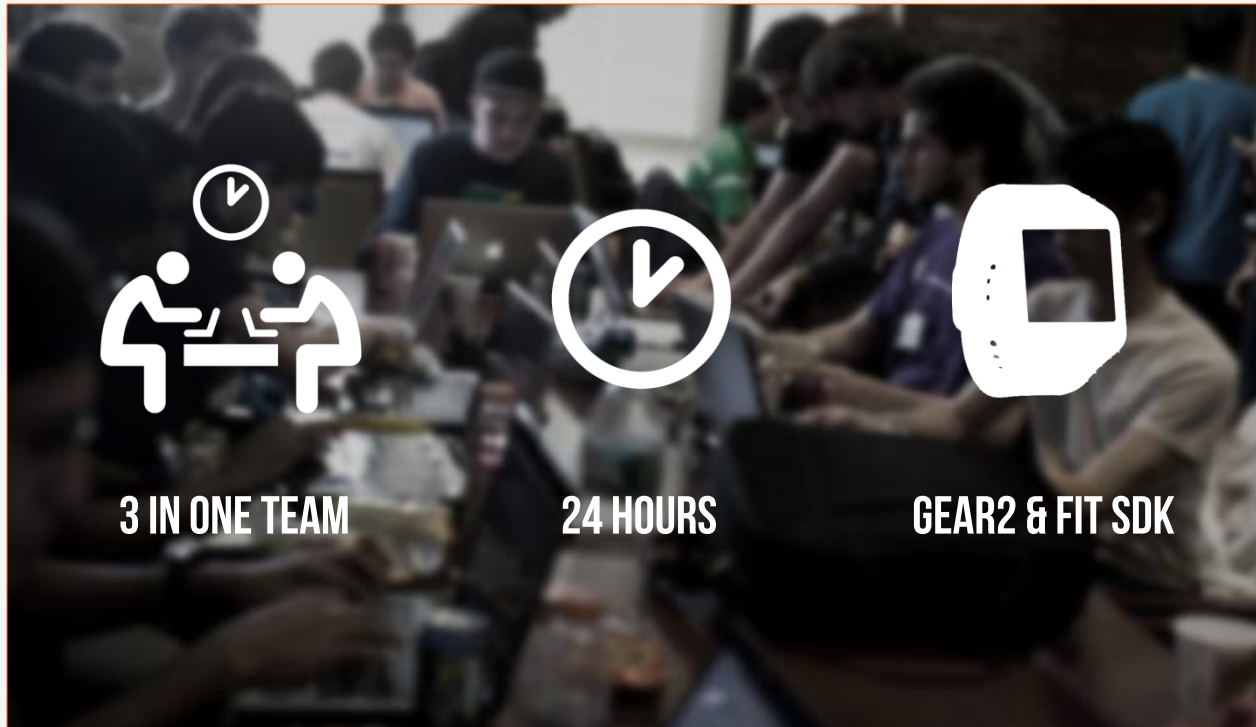
The Idea

Japan's 'Liar Game' and Korea's 'The Genius' are tv programs that have gained popularity for showing strategic game plays. Inspired by such shows, The Galactica Challenge will put the world's brainiest students in an intellectual competition. The challenge will be composed of team games such as Bang and individual matches such as chess and Hold'em.

Gear2 & Gear Fit Hackathon

Main event of Brainy Galactica

Note from Galaxy ●
Brainy Galactica ●
The Third Note ●



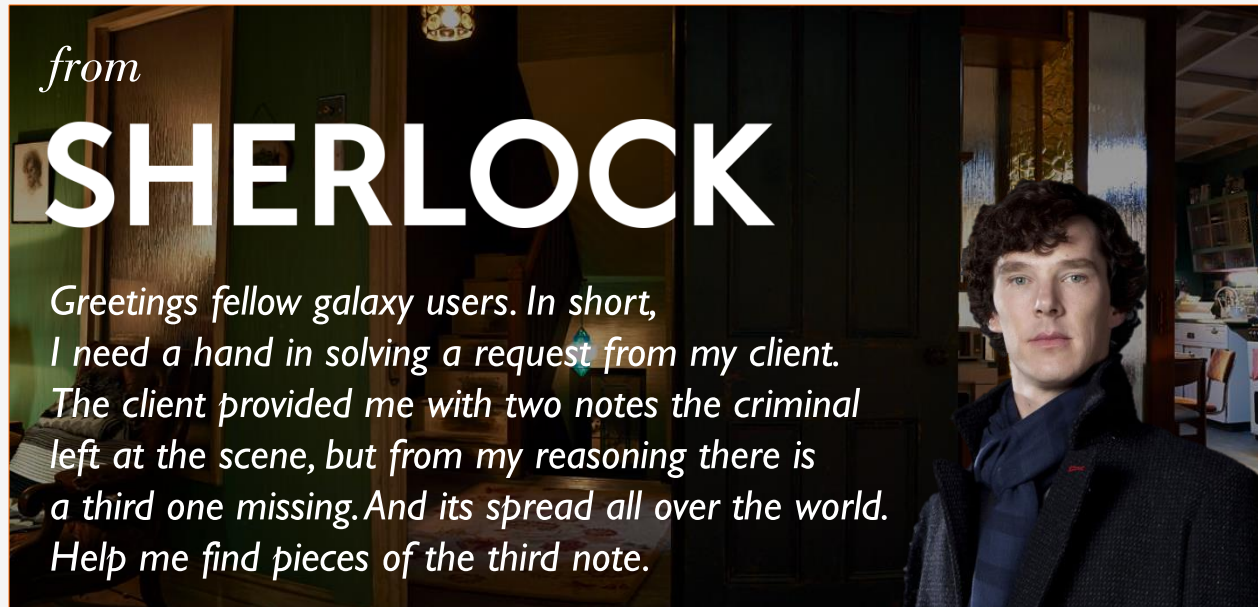
The Idea

Hackathon is an event in which a planner, a programmer and a designer gets in a team and develop a new application in a limited time of 24 hours. As a main event of Brainy Galatica, Hackathon on developing an application for Gear2 and Gear Fit will take place. Developed applications will be released to the public under the name of Galactica event.

The Adventure of the Third Note

SHERLOCK interactive webisode

Note from Galaxy ●
Brainy Galactica ●
The Third Note ●



Synopsis

A message with a mission from Sherlock is sent to all Galaxy series users via Samsung push alarm. The campaign is divided into three phases, and after each mission is cleared, a short episode of Sherlock is uploaded on website. Brainy image of the Sherlock and stories will be reflect to the Galaxy Note3 + Gear.

1. Collect the Note

Galaxy users are asked to collect pieces of the missing third note which can be obtained from a web-based map

2. Decode the Note

Users must now decode the collected third note. A simple math problem or a sentence to be translated is sent.

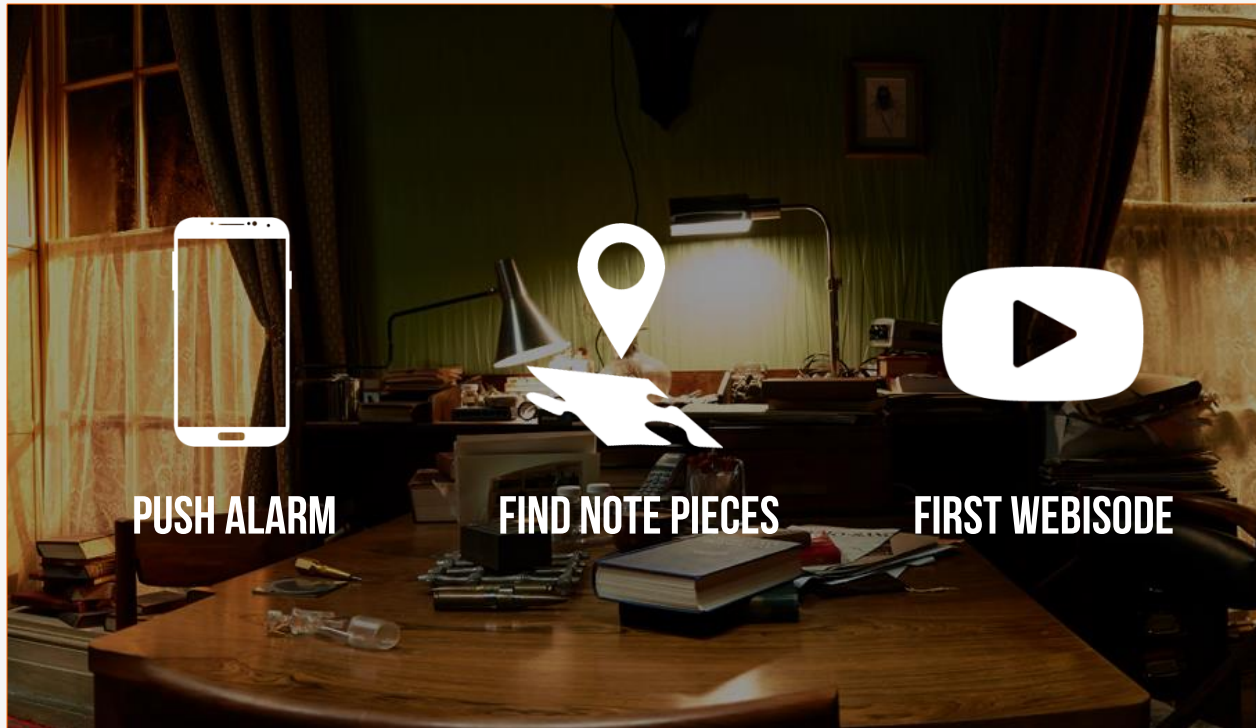
3. Message of the Note

With help from users, Sherlock has accomplished the request. His client wants to reward the users.

Collecting the Note

SHERLOCK: The Adventure of the Third Note

Note from Galaxy ●
Brainy Galactica ●
The Third Note ●



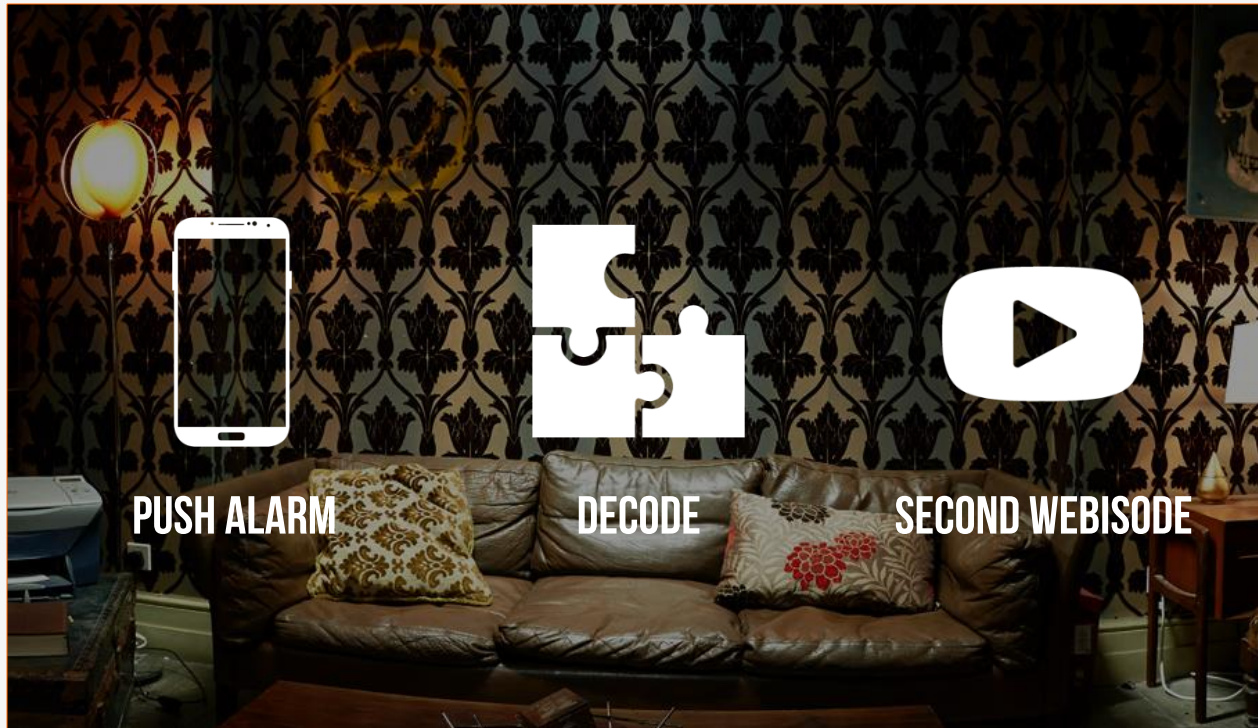
Phase 1

Pieces of the missing third note can be obtained from a web-based map linked in the push alarm message. If the user succeeds in finding a piece, the mission will be completed for that user. Once the number of successful users reaches a certain extent, the phase will end and a short webisode is uploaded.

Decoding the Note

SHERLOCK: The Adventure of the Third Note

Note from Galaxy ●
Brainy Galactica ●
The Third Note ●



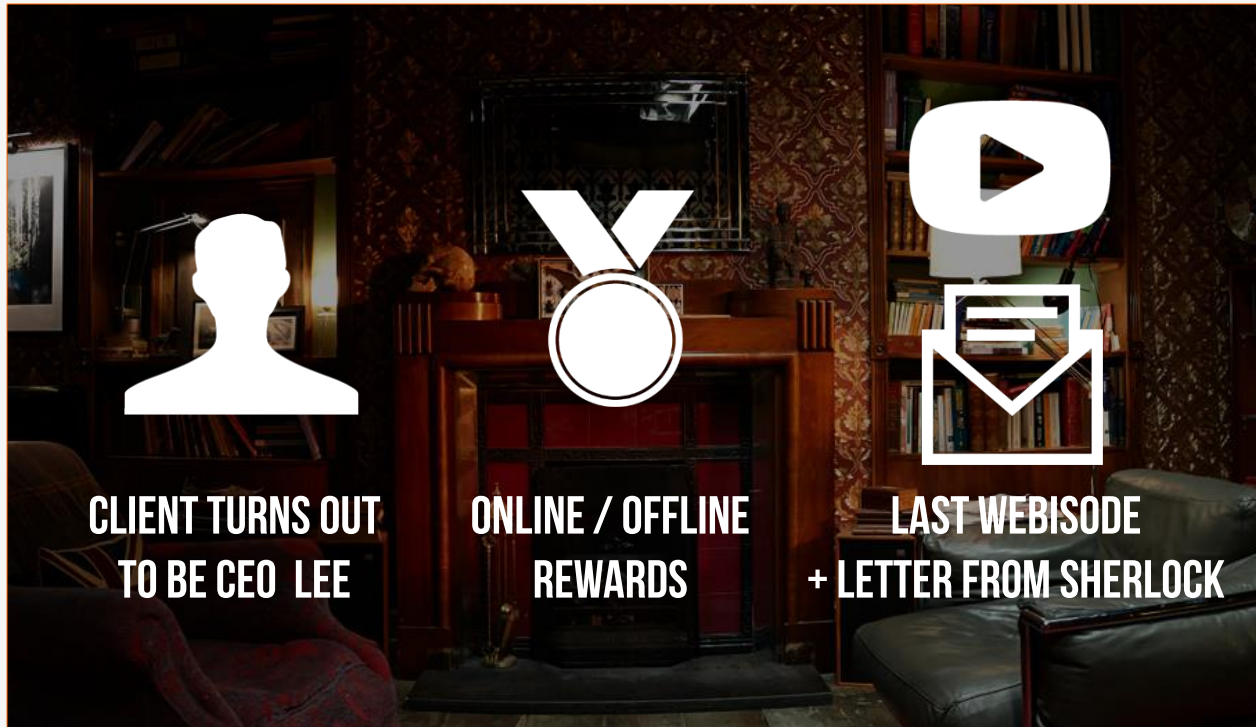
Phase 2

Unfortunately, the collected note was written in codes and foreign languages. Users must now decode the collected third note. A simple math problem or a sentence to be translated is sent via push alarm. After enough number of users finish the task, phase 2 will end, and a longer webisode of Sherlock solving the crime will be uploaded.

Message of the Note

SHERLOCK: The Adventure of the Third Note

Note from Galaxy ●
Brainy Galactica ●
The Third Note ●



Phase 3

With help from users, Sherlock has accomplished the request. Sherlock introduces his client – who turns out to be the CEO of Samsung Electronics – to the users. CEO Lee wants to reward the users for the help. The reward can be received either online or offline, and some lucky users are presented with Samsung Gear 2.

Note to be Brainy: Action Plan

Global communication strategy for Galaxy Note3 + Gear

1. The Note from Galaxy

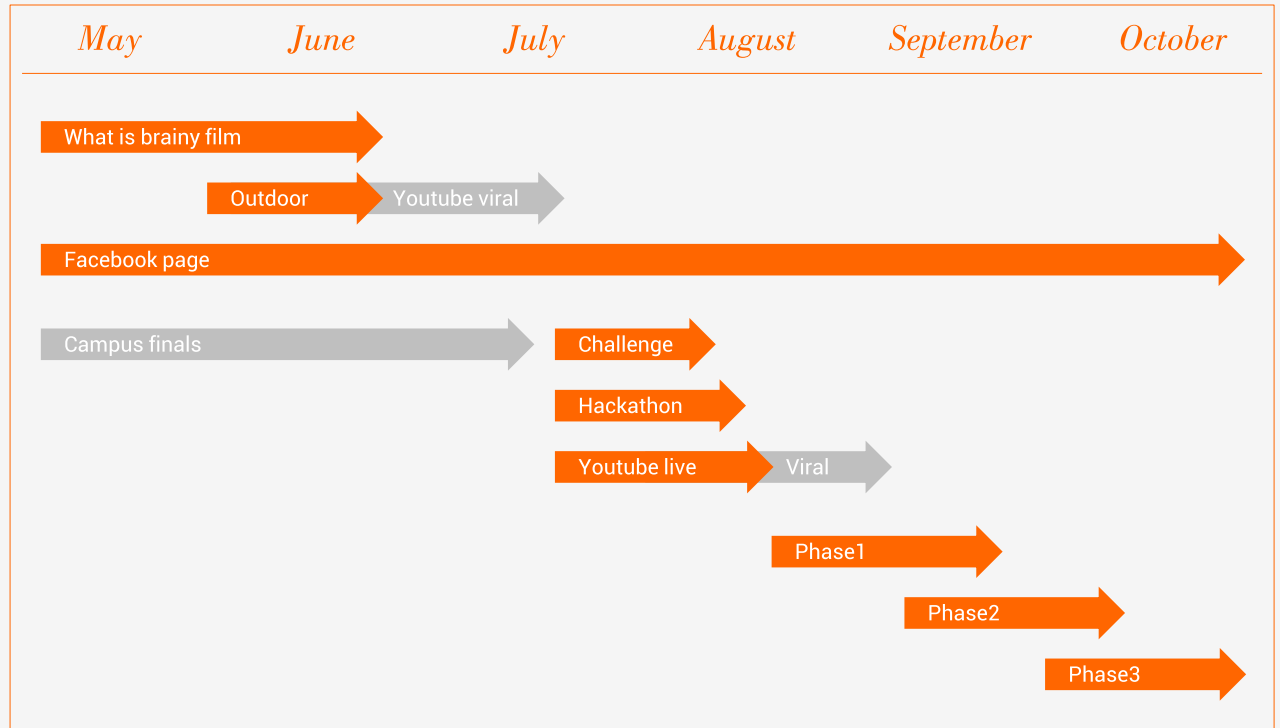
Make consumers to feel the brand image of Galaxy Note3+Gear as Brainy

2. Brainy Galactica

Change the brand image of Galaxy Note3+Gear from Brainy to sexy

3. The Third Note

Make consumers to feel the brand represents themselves by maximizing the engagement



(*Thank you*)

Brainy project presented by Samsung Galaxy Note3 + Gear



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