





**MOBILIZATION**

ANTIDIARY

A background image showing a large crowd of people silhouetted against a dark grey background. In the center of the crowd, one person is highlighted in a vibrant red color, standing out from the rest of the group.

## **PERSONALIZATION 2.0**

Modern digital technologies allow to bring personalization to a completely new level making marketing communication truly personal, tailored to the recipient.

CELEBRITY TANTRUM

# VISUALIZATION

With digital space being flooded by photo, video and experiential content digital users of today prefer to receive information in visual, rather than textual format. They no longer want to read, they like to watch.



A pair of hands is shown holding a small green seedling with soil. The hands are positioned in the center of the frame, with the fingers gently cupping the base of the plant. The background is a soft, out-of-focus green, suggesting an outdoor setting. The overall image conveys a sense of care, growth, and environmental stewardship.

## BRAND CARE

Programs of corporate social responsibility are almost a must in modern reality. To stand out and make a difference a brand needs to demonstrate real care about people's needs and digital technologies provide ample opportunity to do it.



SAMSUNG



SAMSUNG LAUNCHING People | #SeeColors

Samsung created a **digital solution** to set up a tailor-made **CVD\*** **diagnosis** and provide **personalized screen color adjustment** for CVD affected people enabling them to **enjoy the real colors of life**

6 levels of CVD adjustment

TIZEN + Android

SAMSUNG GALAXY SURFBOARD

A SURFBOARD THAT CONNECTS THE WORLD CHAMPION GABRIEL MEDINA WITH HIS COACH WHILE HE IS AT SEA. MOTIVATING AND HELPING HIM TO IMPROVE IN REAL TIME.

PROBLEM: In professional surfing, the athlete faces a real problem when he wants the water in the middle of the sea. At the moment, there are no ways to search without any communication with his coach, making his progress harder. Now Samsung, the official sponsor of the 2014 World Surf League, introduces the first ever waterproof mobile device that can be used in the ocean.

INNOVATION: Made by Medina's shaper, Jonny Cabanca, the Galaxy Surfboard has a Samsung introduction as it incorporates many advanced features to help the surfers in real time from his coach while practicing at the open sea, helping to improve his performance. And to motivate him even more, the board can also receive messages of encouragement from his coach.

OUTCOMES:
 

- The Galaxy Surfboard became one of Gabriel Medina's official training boards.
- The Galaxy Surfboard changed the way that professional surfers practice in reality with his coach during practice. Now he can receive feedback in real time without having to interrupt the practice to go back to shore.
- In fact, in the first training session, 2000 messages were sent to the Galaxy Surfboard.

The first thing that came to my mind was Diamond. Gabriel is a diamond, he is amazing. Becoming more powerful.

JONNY CABANCA, MEDINA'S SHAPER

brainBAND by SAMSUNG

Shining a light on the dangers of concussion in contact sports.

Referee Coach Medic

## **REAL TIME INTERACTION**

Online is a place where people chat and message each other in real time, if a brand can imitate consumer interaction reacting rapidly in online community, it seriously increases consumer trust and preference.

IS THIS THE NEXT

# IMMERSION TECHNOLOGIES

As technologies advance the online users become increasingly more demanding, they want to feel things in the virtual space, get new experiences close to real life.



A person wearing a blue jacket and bright orange puffy pants is standing on a white metal ledge on a rooftop. The background shows a panoramic view of a city with many buildings and a river, under a cloudy sky. The text is overlaid on the right side of the image.

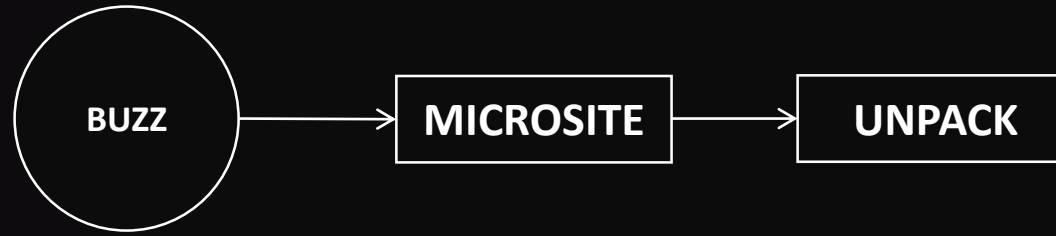
**FEARS  
WE DON'T  
FACE  
BECOME  
OUR LIMITS  
#BeFearless**



## LIVE CONTENT

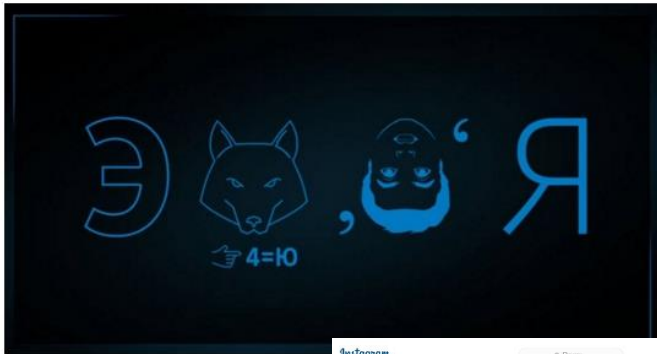
New level of sharing consumer experiences online, beyond check-ins, photos and statuses. Users switch to live broadcast to share their life experiences in real time.

# GALAXY S7 Unpack Campaign



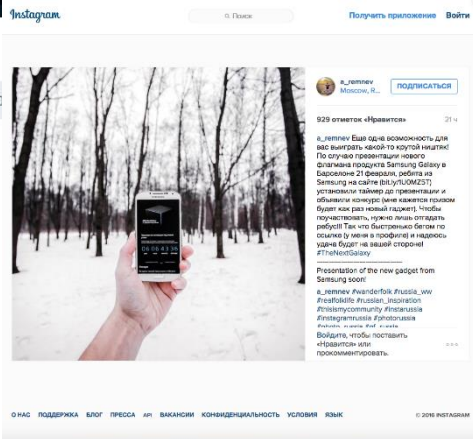
## Buzz

**Высокие Технологии**  
Внимание! Халеев!  
В преддверии презентации нового Samsung Galaxy 21 февраля компания проводит суперкрутой розыгрыш.  
Все очень просто:  
1) Заходим на <http://www.samsung.com/ru/promotions/nextgalaxy/teaser/>  
2) Отвечаем на вопрос, оставляем свой e-mail  
Показать полностью...

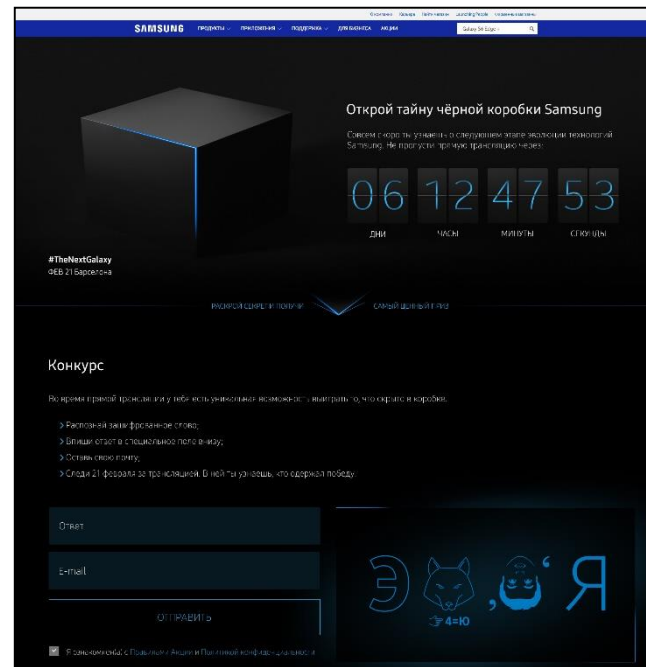


Ссылка [www.samsung.com](http://www.samsung.com)  
15 фев в 21:20

Posts: **70**  
Likes: **176 522**  
Comments: **1738**

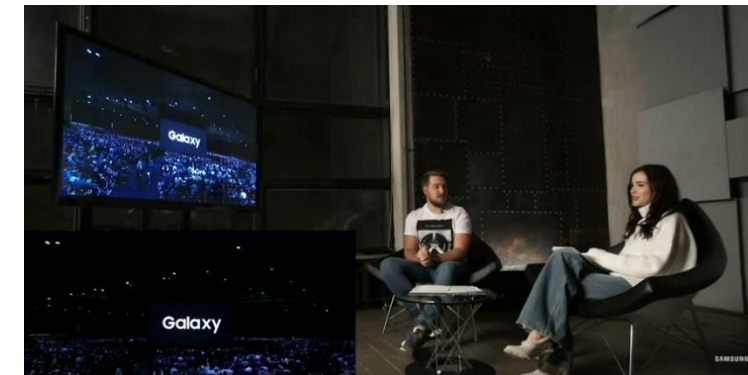


## Microsite



Before unpack:  
Visits: **314 571**  
UV: **247 348**  
Time Spent: **246 sec**  
Interest left: **130 828**

## Unpack



During unpack:  
Visits: **71 008** UV: **60 196**  
**37 261** people watched online translation  
(it's over 10% from global online views)  
**22 000** people one-time online maximum  
**3 908** SMS was received in contest





## **DIGITAL CELEBRITIES**

As online replaces offline media it partly assumes some of their functions. People actively creating Internet content become celebrities too. To stay relevant to modern consumers brands have started to use online celebrities in their communication.





Skip Ad ▶

Video content

YouTube TV

# BUZZ CAMPAIGNS

- Against everyone
  - Provocation
- Unique (really unique) message



**THE WORST INSTAGRAM AACCOUNT EVER**

# CREATIVE FOR BUSINESS



- Sales
- Rebranding
- Audience
- Communication Etc.



TRY ON A 6

