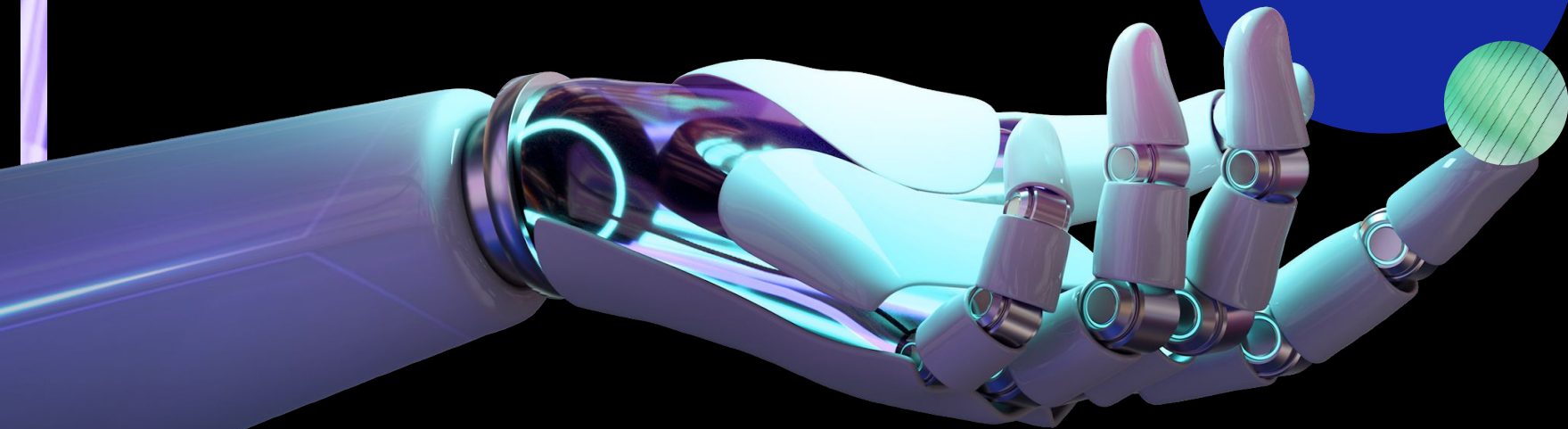


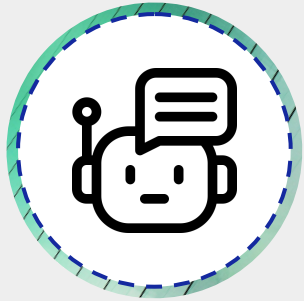
Samsung Galaxy Next Gen AI Campaign

Galaxy AI ✨
IS HERE



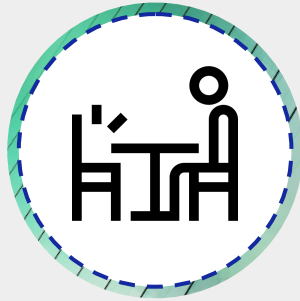
SAMSUNG

There are four overarching trends likely to play a role in the future of technology



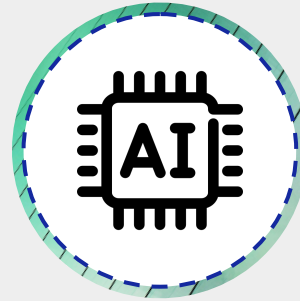
Demographic

Gen Z survey respondents indicated they would rather use chatbots than interact with service representatives, with 56% noting that more companies should use chatbots in general.



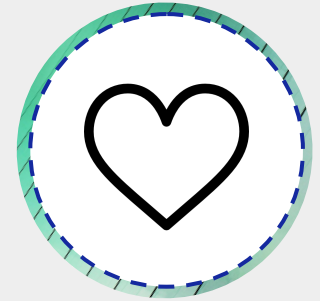
Public Health

Gen Z experiences 1,000 fewer hours of in-person connection annually. However, participants in a recent study who used AI as a companion reported a feeling of social support.



Economic

Gen Z is entering the workforce, and they will set themselves apart by actively utilizing AI and by their relationship with AI as creators beyond consumption.



Media & Telecom

"AI girlfriends" have overtaken OpenAI's new GPT Store, and the former CEO of Tinder's startup is aiming to fight Gen-Z loneliness through an AI-powered chatbot.



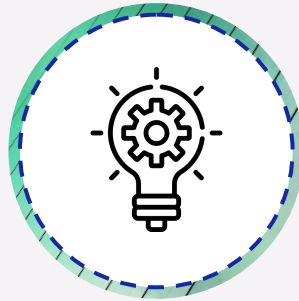
In a time where loneliness among Gen Z is on the rise and AI is commonplace, Samsung should position itself as a leader in creating a new digital landscape.

Introducing the Next Gen AI Campaign, which aims to inspire Gen Z to Live, Innovate, and Connect



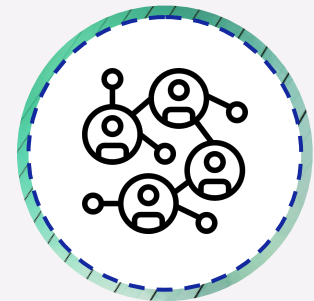
Live

Next Gen AI is in line with Samsung's "[AI for All](#)" vision, showcasing Samsung's [Galaxy Gen AI](#) as an indispensable partner for Gen Z that is natively integrated into their S Series device.



Innovate

The campaign promotes the Galaxy S Series' AI capabilities and Samsung's initiatives to encourage Gen Z's [entrepreneurial spirit](#) and support their need for [instant information](#).



Connect

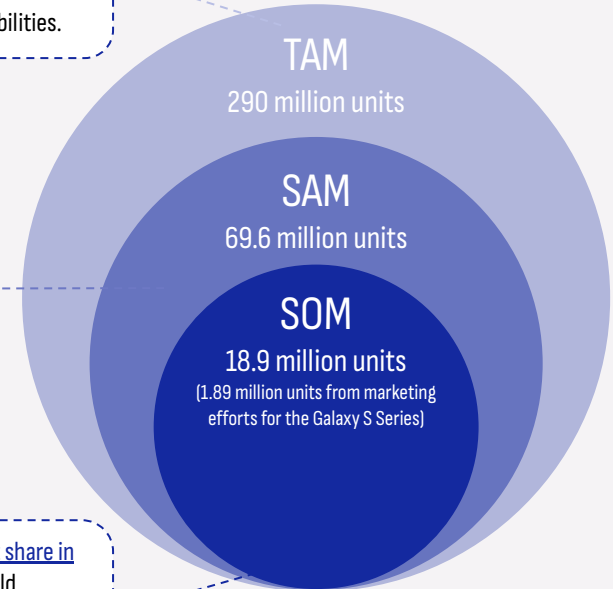
The Next Gen AI campaign emphasizes the ability of the Galaxy S Series to serve as a tool to alleviate [loneliness](#) and [foster connections](#) among Gen Z users struggling to make connections in the digital age.

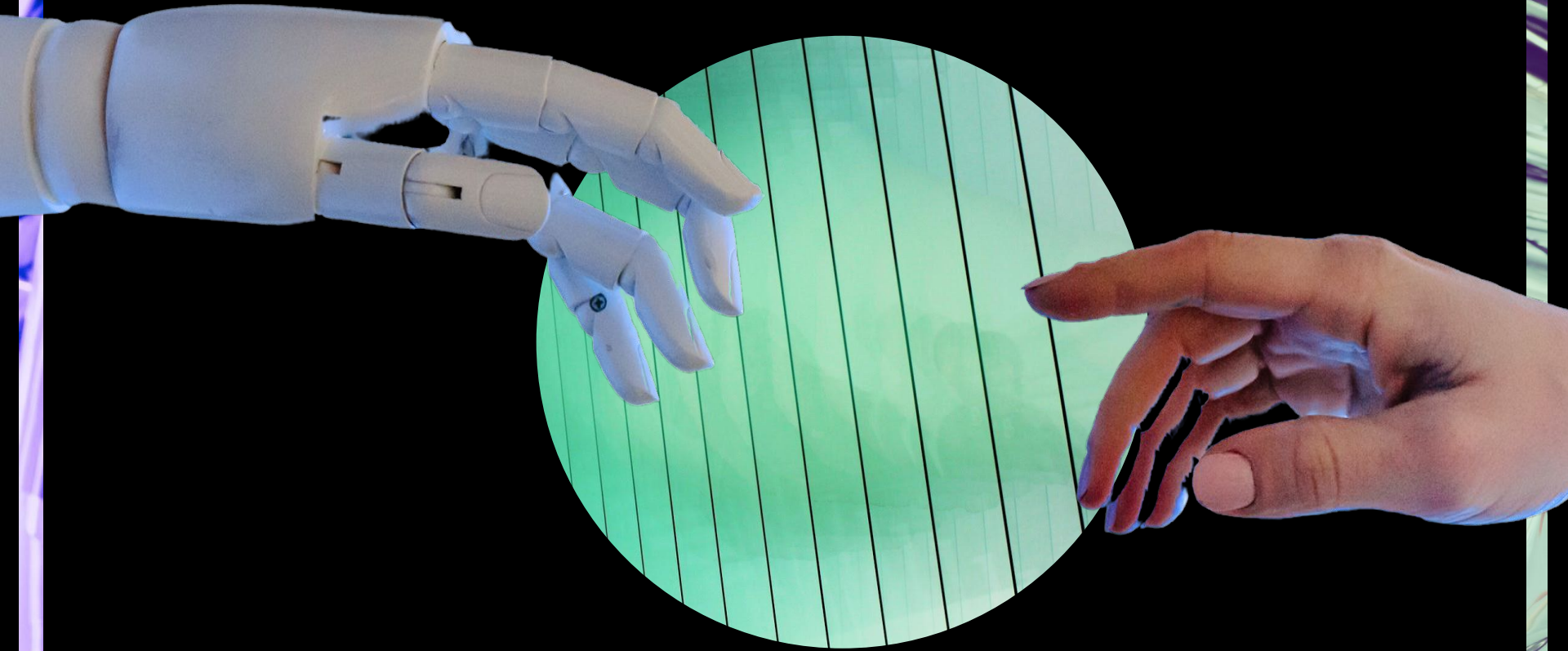
The message is clear: missing out on a Galaxy device, especially the Galaxy S Series with its AI features, means missing out on the future. The S Series is not just a phone; it's a leap into the next wave of digital life.

- Global smartphone sold in 2023 projected 1.16 billion units.
- Estimated ~25% of the global market is interested in advanced AI capabilities.

- Geographical areas where Samsung sells products constitute an estimated ~60% of the total global smartphone market (by sales volume).
- Gen Z makes up 40% of global consumers (as of 2020)

- Samsung has a 24.68% market share in its serviceable regions and could increase this by 10% with the new campaign targeting Gen Z (making the new target market share 27.148%).





What's the blueprint for Next Gen AI?

Keep tech-savvy visionaries top of mind during the Next Gen AI Campaign



Age

Born 1997-2012

Gender

Males + Females,
with a Male Skew

Top Social Channels



Occupation:

College senior, majoring in computer science, part-time graphic designer.

Values:

Innovation, sustainability, community building.

Lifestyle:

Active on social media, loves to beta test new apps, participates in hackathons.

Tech Usage:

Early adopter, uses technology to build networks, create digital art, and develop apps.

Looking for:

A smartphone that can keep up with their fast-paced, creative, and socially responsible lifestyle.

Engage the isolated digital natives who yearn for authentic connection



Age

Born 1997-2012

Gender

Males + Females

Top Social Channels



Occupation:

University student studying Psychology.

Values:

Authenticity, community, emotional wellbeing.

Lifestyle:

Active on social media but feels it lacks genuine connection; member of various online forums.

Tech Usage:

Online for study and social life but often feels isolated; uses tech to find like-minded communities.

Looking for:

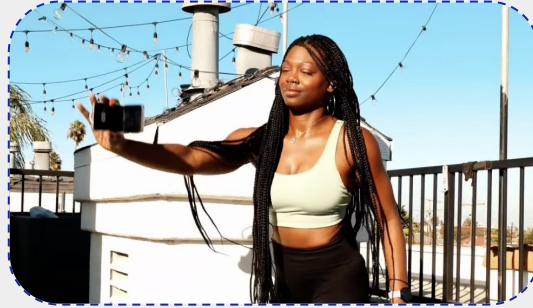
A device that can help bridge the gap between digital contacts and real-world friendships to combat the loneliness that can come with the digital age.

Showcase how Galaxy AI integrates seamlessly into Gen Z's daily activities to "Live" a fuller life



Immersive Experiences

Implement specially designed zones in Samsung Experience Stores that will showcase the S Series' AI capabilities, similar to [Samsung 837](#). Envision a cozy coffee shop section, equipped with AI tools that highlight the S Series' role in enhancing content development.



Influencer Testimonials

Collaborate with [lifestyle influencers](#) that Gen Z resonates with to demonstrate the S Series' integration into everyday scenarios, such as smart home control and fitness routines, offering a glimpse into the AI-enhanced lifestyle that the S Series facilitates.



ESG Initiatives

Promote initiatives empowering Gen Z to utilize [Galaxy AI for tackling urgent environmental issues](#). The objective is to showcase [SmartThings AI Energy Mode](#) to enhance sustainability efforts and inspire Gen Z users to actively participate in eco-friendly practices in their daily lives.

Encourage Gen Z to unleash their creativity, with AI enabling them to “Innovate” with every touch

Fri, Sept 22 - Sat, Sept 23 // San Francisco

Next Gen AI Hackathon

What are the new mobile-first behaviors and use cases that *generative AI* will unlock?

AI Hackathons

Leverage existing [Next Gen AI Hackathon](#) to enhance marketing efforts and offer mentorship or scholarships to winning mobile-first ideas that showcase the potential of the S Series. This would demonstrate the power of the technology and its application in real-world scenarios.



Innovation Scholarships

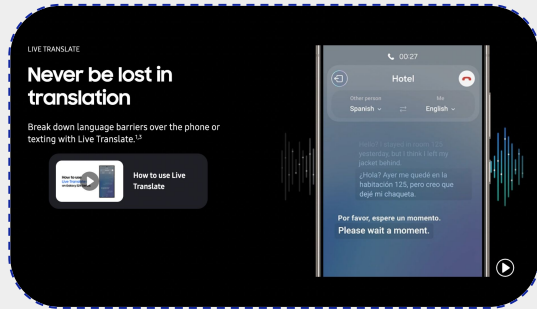
Launch a [scholarship program](#) aimed at Gen Z innovators and entrepreneurs harnessing the power of Galaxy S Series AI to create solutions that make a meaningful impact. This aims to recognize and reward their innovation, showcasing the pivotal role AI plays in driving positive change.



Academic Investments

Establish partnerships with educational institutions to [revolutionize learning for Gen Z](#). Collaborate on integrating S Series devices with Galaxy AI into educational experiences, empowering students with advanced tools and future-ready skills to innovate for the future.

Demonstrate how Galaxy AI strengthens bonds and allows Gen Z to “Connect” like never before



Feature Video Series

Create a relatable video series featuring Gen Z individuals using AI on their Galaxy devices to conquer social anxiety and travel confidently with features like [Chat Assist](#) and [Live Translate](#). Sharing their experiences with others will inspire users to harness AI for connection.



Social Events

Host [events](#) using Galaxy S Series devices for AI-driven activities, including [interest-based matchmaking](#) and [AI-driven art installations](#). These events can foster connections for the isolated digital native and showcase the social potential of S Series devices.



Meaningful Partnerships

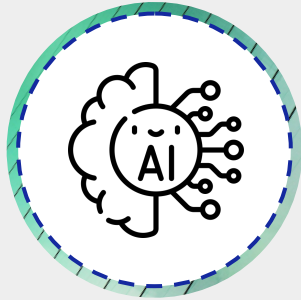
Partner with [influencers](#) and [organizations](#) deeply rooted in community and mental wellness. Showcase how Galaxy devices elevate the sense of community and contribute to mental wellbeing, establishing profound connections with Gen Z on a meaningful level.

Next Gen AI works because it uses several key strategies to reach its target Gen Z audience



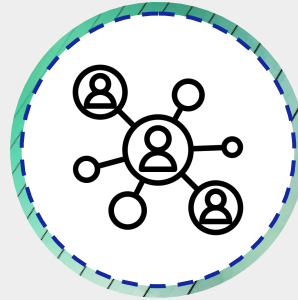
Resonance with Gen Z's Core Values

Next Gen AI transforms the Galaxy S Series into an AI companion that understands and adapts to Gen Z's lifestyle, offering personalized interactions and fostering a sense of partnership.



Emphasizing Unique AI Capabilities

The campaign highlights the Galaxy S Series' adaptive intelligence, showcasing its ability to personalize their user experiences and drive innovation, setting it apart in the competitive smartphone market.



FOMO and Community Development

Leveraging Gen Z's FOMO, the campaign positions the Galaxy S Series as a gateway to the future, emphasizing its AI features as essential for staying ahead and fostering meaningful connections.



Showcasing Versatility and Instantaneity

By emphasizing the Galaxy's AI capabilities for rapid information access and creative versatility, the campaign aligns with Gen Z's entrepreneurial spirit, making it a essential ally for various endeavors.

The campaign will drive real impact across the Samsung Galaxy Ecosystem

Expected Results

"Live" a fuller life with Galaxy AI

Enhanced use of AI features, increased store visits, and higher online engagement.

Encourage Gen Z to "Innovate" with AI

The creation of fresh AI applications and closer ties with academic institutions.

Strengthen bonds and allow Gen Z to "Connect"

More frequent use of AI communication tools and stronger community presence.

Return on Investment

Growth in sale of Galaxy Buds and Watch along smartphones due to showcased ecosystem interconnectedness with the AI companion.

Brand loyalty from young innovators, potential new AI features and products, leading to future revenue streams.

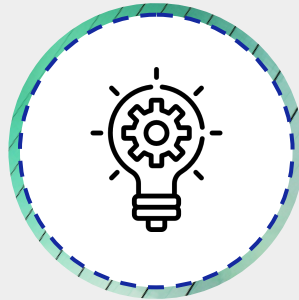
Higher retention, brand advocacy, and integrated product use, boosting overall sales and reducing long-term marketing costs.

There is an opportunity to increase brand awareness and positively shift public perception



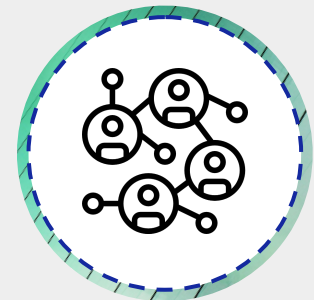
Live

- **Awareness:** Consumers learn about the practicality and versatility of AI in their daily activities.
- **Attitudes:** Increased trust in Galaxy AI as a tool for enhancing one's lifestyle and improving the world its users live in.



Innovate

- **Awareness:** Samsung is seen as a supporter of education and entrepreneurial Gen Zers in tech.
- **Attitudes:** Growing respect for Samsung's commitment to empowering the next generation through technology.



Connect

- **Awareness:** Gen Z gains insights into how Samsung supports mental wellbeing and fosters community among its users.
- **Attitudes:** Enhanced perception of Samsung as a brand that cares about and wants to combat user's loneliness.

Samsung can quantify the success of Next Gen AI with the following KPIs

Live

Immersive Experiences

- **Foot Traffic:** Number of visitors to the Samsung Experience Stores' S Series zones.
- **Engagement Time:** Average time spent by visitors in the AI zones.

Influencer Testimonials

- **Engagement Rates:** Likes, comments, and shares on influencer posts.
- **Click-Through Rate:** The rate that followers click on the links provided by influencers.

ESG Initiatives

- **Brand Analysis:** Perceptual shifts measured by surveys or sentiment analysis.
- **Media Coverage:** Volume and sentiment of media coverage related to ESG initiatives.

Innovate

AI Hackathons

- **Participation Rate:** Number of participants and teams that register and submit projects.
- **Social Media Sharing:** The extent of discussion and sharing of the hackathon on social.

Innovation Scholarships

- **Application Volume:** Number of applications received for the scholarship program.
- **Diversity and Inclusion:** Representation of diverse demographics among recipients.

Academic Investments

- **Adoption Rate:** Number of institutions adopting the S Series and Galaxy AI into their curriculum.
- **Partnership Growth:** Number of new partnerships formed as a result of the initiative.

Connect

Feature Video Series

- **Subscriber Growth:** Increase in subscribers or followers on social channels.
- **Engagement Metrics:** Likes, shares, comments, and the average watch time of the videos.

Social Events

- **Attendance Rate:** Number of attendees at each AI-focused event.
- **Participant Satisfaction:** Post-event survey scores regarding the attendee experience.

Meaningful Partnerships

- **Content Analysis:** Engagement metrics on posts and sentiment of mentions related to initiatives.
- **Partnership ROI:** The benefits received in terms of engagement and sales relative to the cost.