

# Brand Guidelines

Starting from



**BRAND GUIDELINE**

We exist to create human-driving innovation that defy barriers to make a better world for all

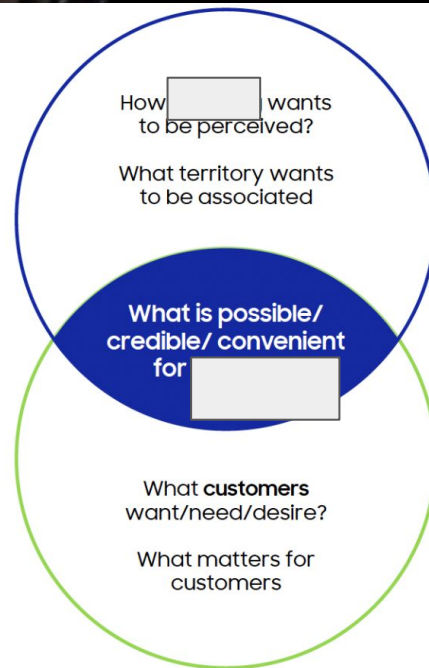
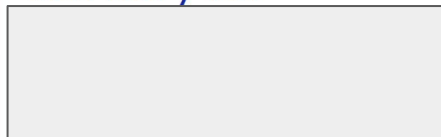
#DoWhatYouCant

Relentless Pioneer

Human Experience	Defiant Optimism	Progressive Innovation	Integrity & Transparency	Social Betterment
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Bold      Genuine      Contemporary      Playful

For 2022, we will find the best match **brand territory** for

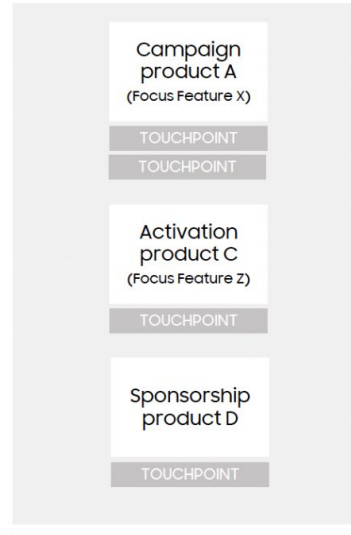


Coverage

Association & Connection

Consistency & continuity

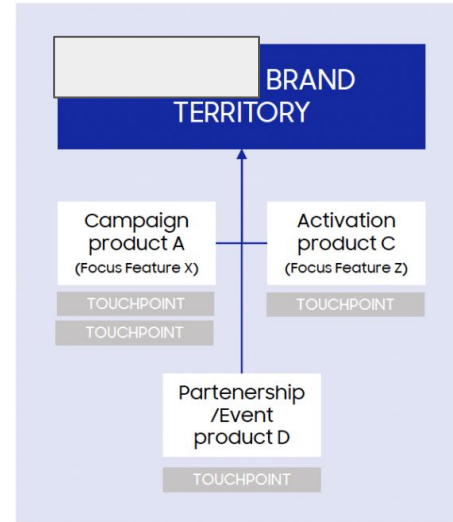
STRATEGIES BASED ON PRODUCT/ PRODUCT LINE



TODAY

+

STRATEGIES BASED ON COMMON BRAND POSITIONING



# Local Brand Priorities

## Do What You Can't

### BE MORE BRAND AMBITIOUS

Be bold & express [redacted] leadership and brand purpose in innovation, identifying one single brand territory

### 1.PREFERENCE

STRESS THE REASON WHY TO CHOSE [redacted]

Increase  
**PREFERENCE vs Competitors**

### BRAND POWER

BRAND PREFERENCE CROSS CATEGORY

### BE MORE BOLD IN SOCIAL COMMITMENTS

Re-fresh the brand, stay culturally relevant and be more bold in Social Commitment

### 2.GEN MZ

BE PART OF THEIR WORLD AND VALUES

Express  
**SOCIAL RELEVANCE**

### EMPOWERING PEOPLE

IM PTO 18-29y

### BE MORE RELEVANT

Support Premium Sales by engaging Premium Target

### 3.PREMIUM

BOOST BRAND GROWTH BY LEVERAGING ON PREMIUM EXPERIENCE

Enhance  
**PREMIUMNESS**

### EXCLUSIVE EXPERIENCE

TV PTO 40-49y

## GREAT HUMAN MOMENTS

Enjoy every moment.

[redacted] will take care of the rest

Objective

2022 BRAND PLATFORM



# Aspirational warmth, informal premiumness

We need to celebrate product premiumness, helping the brand elevate its own perception even more.  
At the same time, humans' role must be warm and inclusive.

## Premiumness meaning

### CONCEPTS TO INCLUDE

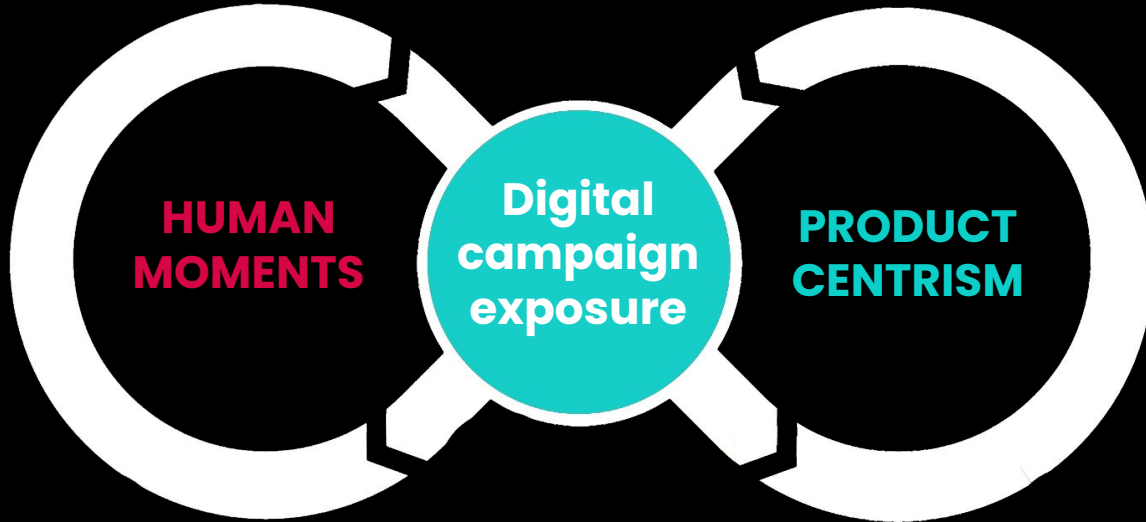
Innovation, cleverness, togetherness,  
empowerment, discovery,  
never-seen-before, design,  
culture, iconicity, shareability

### CONCEPTS TO INCLUDE

Coldness, exclusivity,  
fashionability,  
selfishness, classism,  
show-off, product-fetish

# TARGET STRATEGY

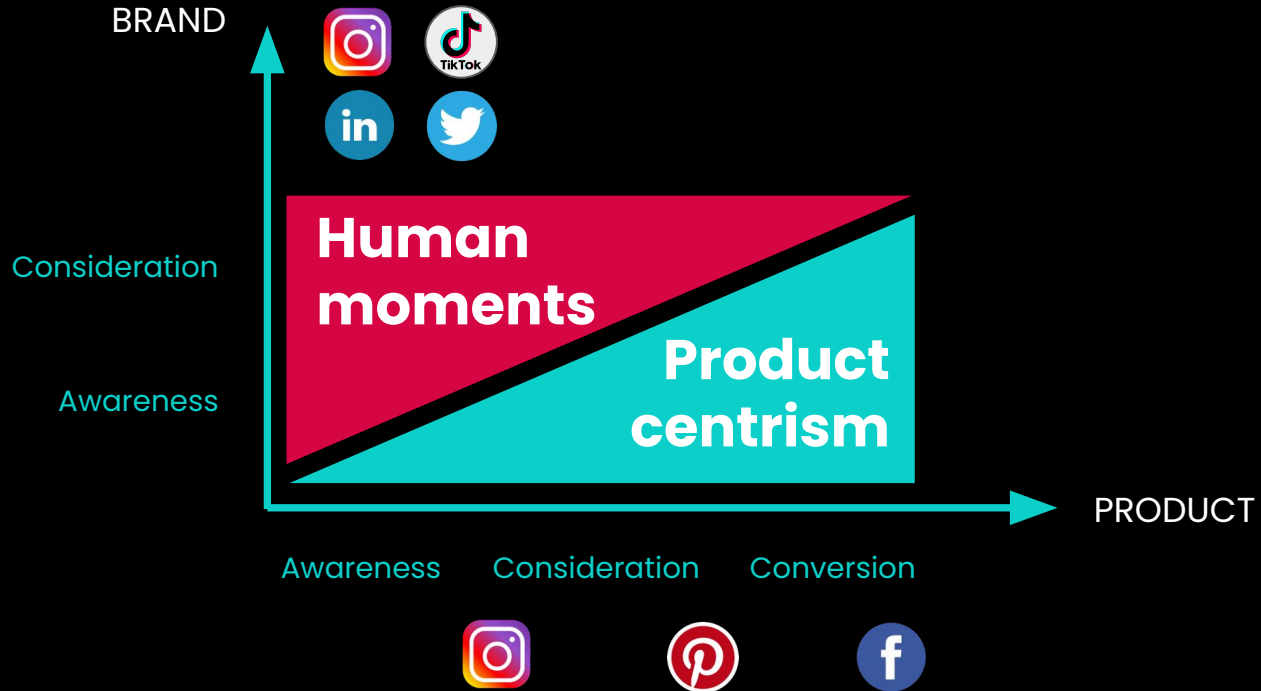
## CIRCULAR APPROACH



Every time users positively react to product-driven contents, we push them to conversion, while we bring them back to Human moments every time they don't.

**THIS IS A REAL TIME  
MEASUREMENT THAT  
BYPASSES SEASONALITY.**

# CONTENT STRATEGY PRIORITIES



# OBJECTIVES + CHANNELS

## GREAT HUMAN MOMENTS OF

### INNOVATION

- Ambitious leader
- Distinctive Product Features Focus (es. nightography)
- Moments of use

### RELEVANCE

- Own relevant trends/passion points
- Engage with credible influencers
- "True" everyday product use

### PREMIUMNESS

- Exclusive contents
- Premium production quality
- Brand Ambassador "alti"

BRAND VALUES (SOCIAL COMMITMENT)

# CHANNEL STRATEGY



**Product  
Centrism**

**Human  
Moments**



# CHANNEL STRATEGY

## Facebook



100% products

Product-centrism, performance driven (organic contents almost useless)

## Pinterest



70/30% product vs people

Products as part of inspirational story-telling driven by people interests

## Instagram



### GRID

70/30% product vs people

Products while used, telling a story (no simple placement with generic copy).

I.e.: wearable and smartphone ->  
DO: while running  
DON'T: posing while wearing

Even influencers' contents might tell a story where the product has a specific narrative role

### STORIES

50/50% product vs people

- Influencers' stories can be shaped according to single influencers' style, co-created with them to fix the product protagonism

- product stories can sharply focus on products more than the grids

### REELS

30/70% product vs people

Human moments at the core, with sober product placement

## Twitter



50/50% product vs people

Editorial approach: both products and human stories might be editorially told, creating a relevant hook with tech and lifestyle trending topics (no top-down product contents)

## LinkedIn



30/70% business solutions vs brand

Brand values and business solutions driven communication

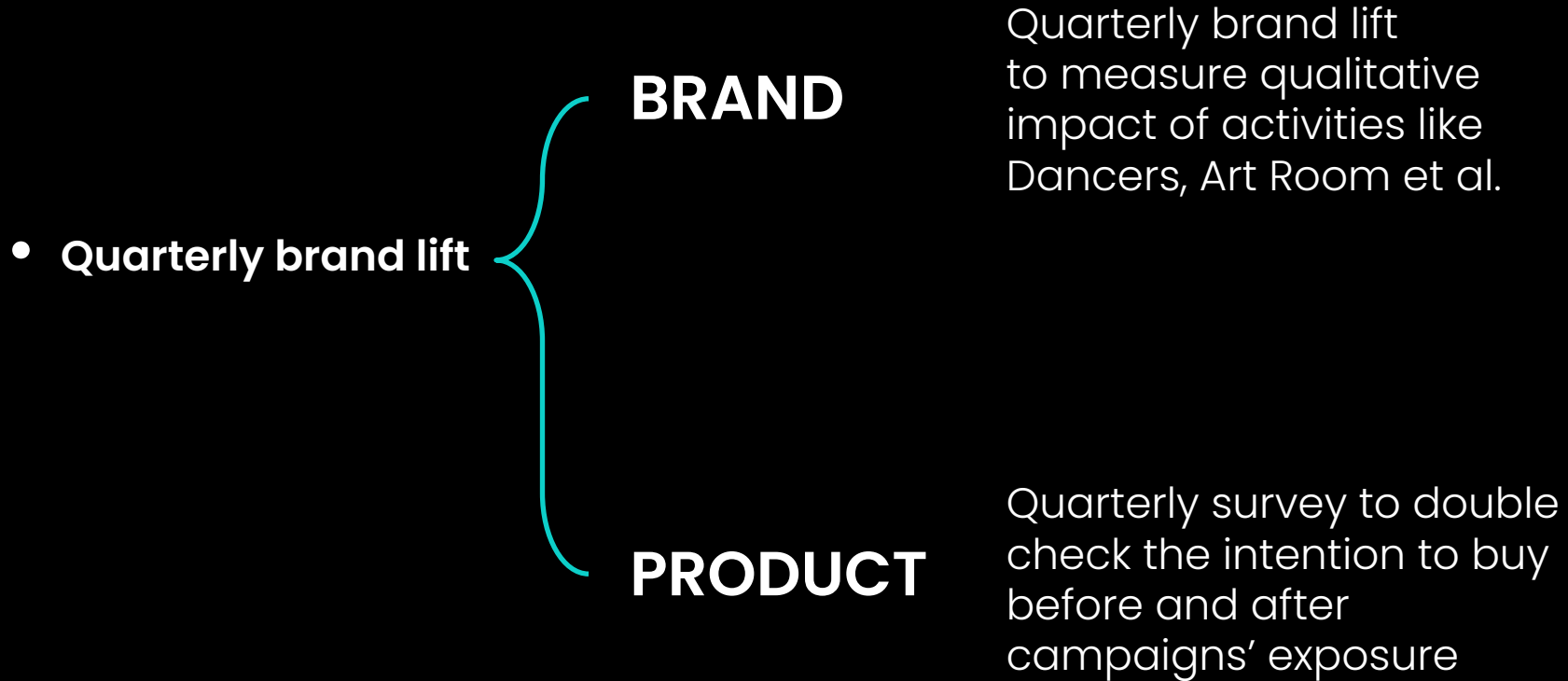
## TikTok



30/70% product vs people

Human moments at the core, with sober product placement

## CONSIDERATION KPI'S



# **EXECUTIONAL GUIDELINES**



CHANNEL TONE OF VOICE

# GREAT PRODUCT & HUMAN MOMENTS

INNOVATION

Engaging  
product storytelling

RELEVANCE

Genuine  
lifestyle experiences

PREMIUMNESS

Inspirational  
visual treatment and setting

# OVERVIEW

## GREAT HUMAN MOMENTS OF

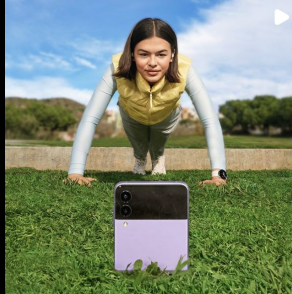
### INNOVATION

Ambitious leader  
Distinctive product features focus  
Moments of use



### RELEVANCE

Own relevant trends/passion points  
Engage with credible influencers  
"True" everyday product use



### PREMIUMNESS

Exclusive contents  
Premium production quality  
Brand Ambassador "alt"





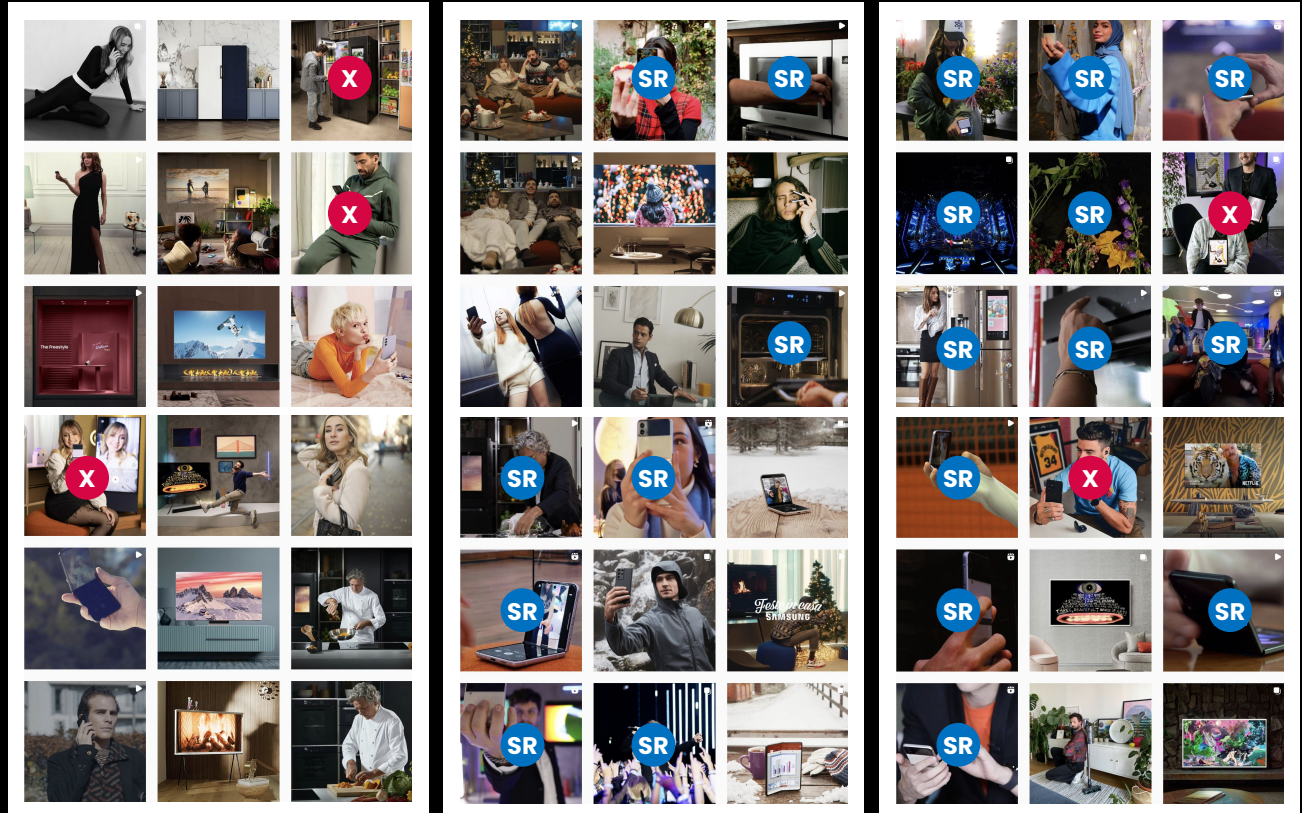
# GRID | DO'S & DON'TS

SR

CORRECT CONTENT TO POST AS IG STORY OR REEL

X

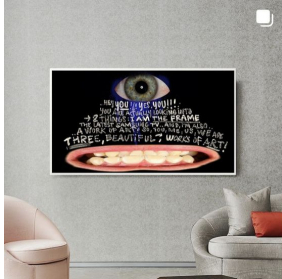
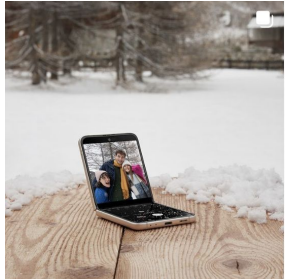
NOT RECOMMENDED CONTENT ACCORDING TO REVISED STRATEGY



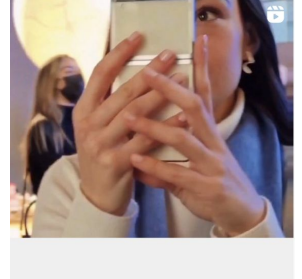
GRID | DO'S & DON'TS

# THE SHOT MUST RESULT PROFESSIONAL, NOT AMATEUR.

V



X

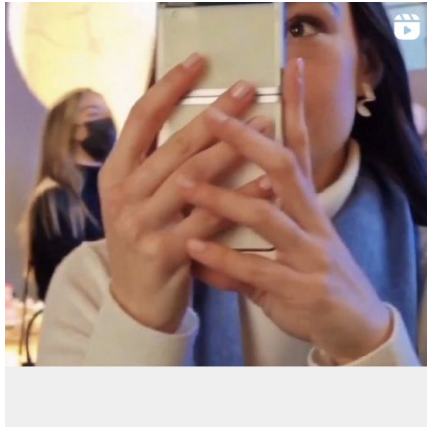


# THE PRODUCT MUST BE ALWAYS VISIBLE AND IN FOCUS.

V



X



GRID | DO'S & DON'TS

# THE PRODUCT MUST BE SHOT IN A PREMIUM WAY.

V



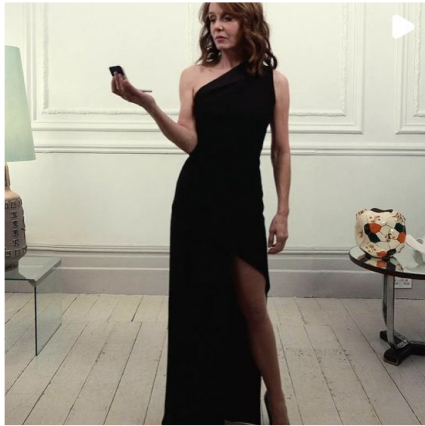
X



GRID | DO'S & DON'TS

# THE ENVIRONMENT MUST BE ASPIRATIONAL.

V



X



# CHANNEL CONTENT FORMAT

## GRID

70% product  
30% people

Aspirational product storytelling at the core.

Products while be glorified by telling a story (no simple placement with generic copy).

I.e.: wearable and smartphone ->  
DO: while running  
DON'T: posing while wearing

Even influencers' contents might tell a story where the product has a specific narrative role

## STORIES

50% product  
50% people

It's the place where Samsung product storytelling comes alive through everyday moments (events, "stilen moments")

- Influencers' stories can be shaped according to single influencers' style, co-created with them to fix the product protagonism

- product stories can sharply focus on products more than the grids

## REEL

30% product  
70% people

Human moments at the core, with sober product placement



GRID | DO'S & DON'TS

# THE ENVIRONMENT MUST GLORIFY THE CHARACTER AND CREATE ENGAGEMENT.

V



X



GRID | DO'S & DON'TS

# THE CHARACTER MUST BE CREDIBLE.

V



X

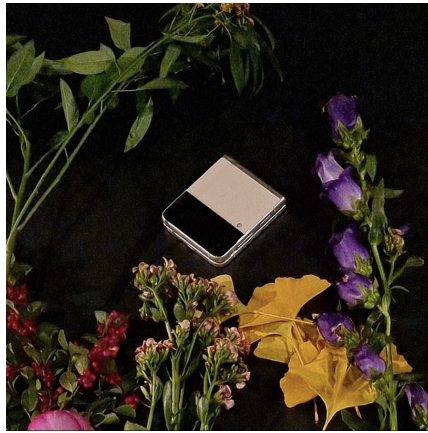


# MAIN PRODUCT'S FEATURES MUST BE HIGHLIGHTED IN PRODUCT POST.

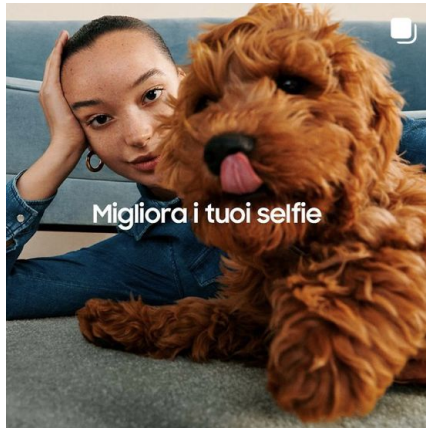
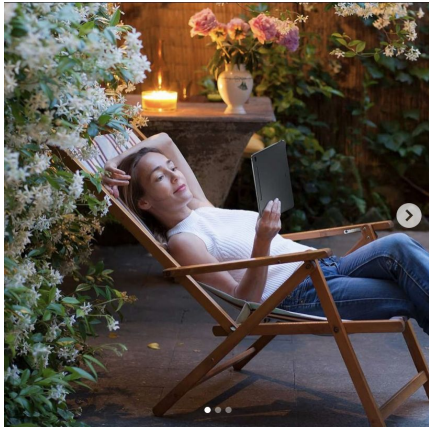
V



X



# AVOID USING HEADLINE.



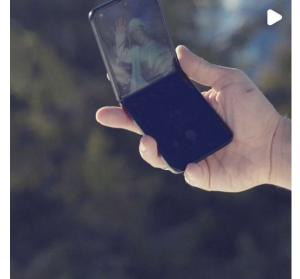
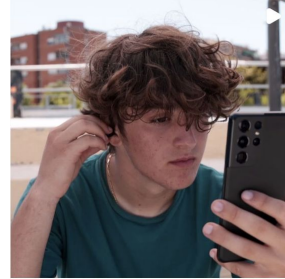
GRID | DO'S & DON'TS

# THUMBNAILS MUST ILLUSTRATE CONTENT STORYTELLING.

V



X







CHANNEL TONE OF VOICE

# GREAT PRODUCT MOMENTS

INNOVATION

Unique

product features

RELEVANCE

Tangible

product benefits

PREMIUMNESS

Glorifying

product aesthetics

# DO'S & DON'TS

## V PRODUCT FOCUS, PERFORMANCE DRIVEN



## X PRODUCTS WITHOUT BENEFIT STORYTELLING





CHANNEL TONE OF VOICE

# GREAT PRODUCT & HUMAN MOMENTS

INNOVATION

Need based  
product solutions

RELEVANCE

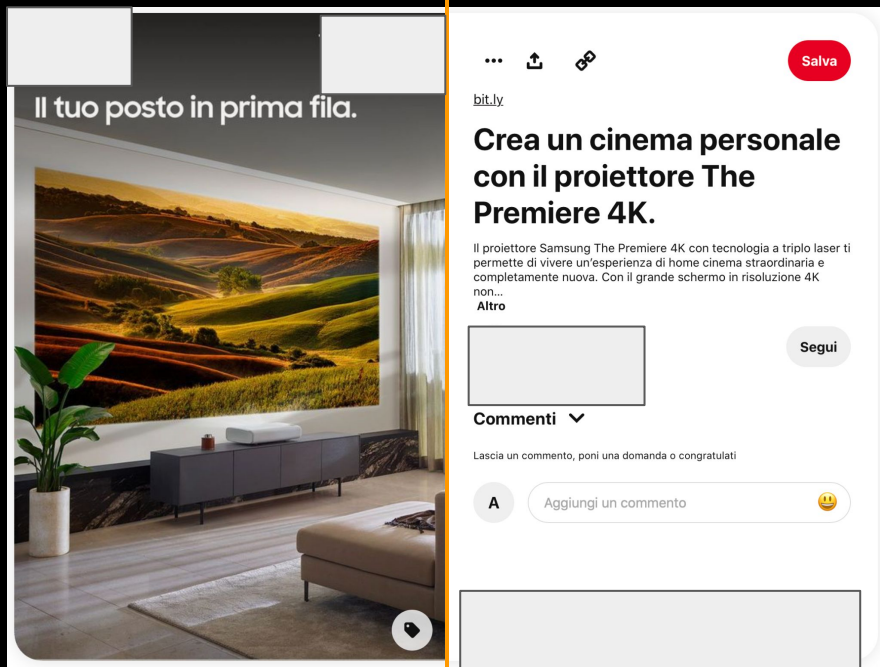
Tailormade  
style inspiration

PREMIUMNESS

Authoritative  
content treatment

## DO'S & DON'TS

**EMOTIONAL  
PART**  
to inspire



Il tuo posto in prima fila.

bit.ly

**Crea un cinema personale con il proiettore The Premiere 4K.**

Il proiettore Samsung The Premiere 4K con tecnologia a triplo laser ti permette di vivere un'esperienza di home cinema straordinaria e completamente nuova. Con il grande schermo in risoluzione 4K non...  
Altro

Segui

Commenti ▾

Lascia un commento, poni una domanda o congratulati

A Aggiungi un commento 😊

**RATIONAL  
PART**  
to satisfy  
your  
need

# DO'S & DON'TS

## V PRODUCT AS INSPIRATION, AESTHETICS DRIVEN

Il tuo posto in prima fila.



I colori  
come non li avevi mai visti.



Infinite configurazioni,  
uno stile unico.

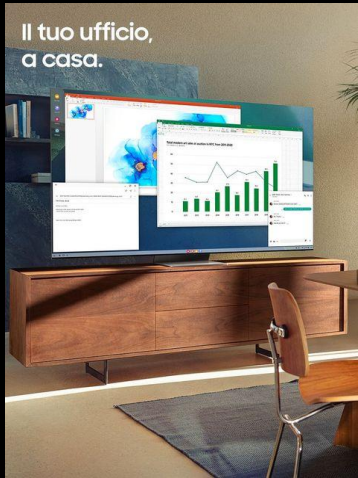


Still Life

Human Style

# DO'S & DON'TS

## X PRODUCTS WITHOUT INSPIRATIONAL STORY-TELLING



in



CHANNEL TONE OF VOICE

# GREAT HUMAN MOMENTS

INNOVATION

Empowering

business solutions

RELEVANCE

Conscious

brand practices

PREMIUMNESS

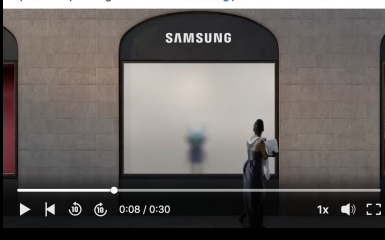
Best in class

visual treatment and setting

# DO'S & DON'TS

## V BRAND FOCUS, VALUE & SOLUTIONS DRIVEN

E online il teaser del #CES2022, l'evento in cui presenteremo la nostra visione "Together for Tomorrow". Protagonisti, alieni indaffarati che dietro una vetrina opaca anticipano le grandi novità di #Samsung per il 2022. Dal un'oc ...vedi altro



Innovation

Solo sviluppando gli strumenti giusti è possibile progettare una risposta alle sfide di domani. Con Solve for Tomorrow, il nostro progetto dedicato alle ...vedi altro



Brand Values

L'innovazione fa crescere la cultura, ma in che modo le tecnologie possono salvaguardare il nostro patrimonio culturale? Questo è il tema alla base della nuova edizione di #Samsung Innovation Camp, il percorso formativo ...vedi altro



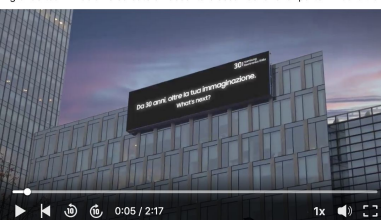
Social Commitment

Nella terza delle nuove interviste realizzate con Forbes Italia conosciamo Marco Marino di Brainpull. L'azienda sviluppa strategie di marketing e comunicazione per brand importanti e conosciuti in tutto il mondo. Nel mondo della ...vedi altro



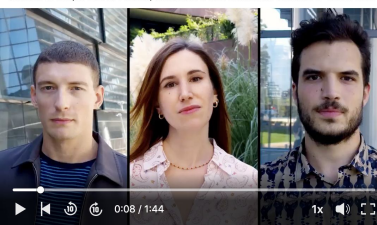
Business Solutions

Quest'anno celebriamo i nostri 30 anni. Un traguardo che non sarebbe stato possibile senza la collaborazione di tutte le persone che lavorano nel nostro grande team. Abbiamo cercato di raccontare cosa vuol dire far parte ...vedi altro



The voice of employees

Il mondo dell'arte trova nel digitale un modo per essere ancora più accessibile e inclusivo. Scopri The Art Room, la mostra d'arte curata da Caroline C ...vedi altro



Real business testimonials

# DO'S & DON'TS

X

## PRODUCT FOCUS WITHOUT BRAND STORY OR BUSINESS SOLUTION



Product Adv



CHANNEL TONE OF VOICE

# GREAT HUMAN MOMENTS

INNOVATION

unexpected

influencer content

RELEVANCE

entertainment

based on human  
passion points

PREMIUMNESS

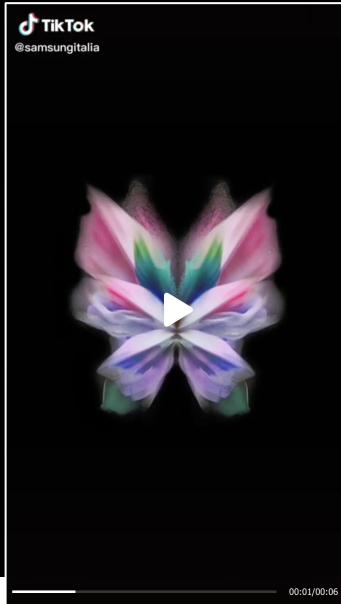
co-creation

influencer content

# CHANNEL EXPERIENCE PLAN

## Brand to consumer

Brand or product campaign  
to generate awareness



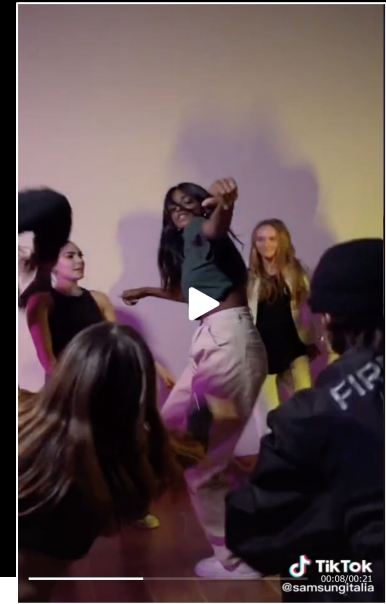
## Brand through creator

Co-creation with influencers  
to maximize engagement



## Brand account

Organic content to maximize  
relationship with community



**TIKTOK  
LAUNCH**



OUR NEED IN A NUTSHELL:

**BEING A BRAND IS NOT ENOUGH**  
**WE NEED TO BE A TRENDING TOPIC**



# GREAT HUMAN MOMENTS

declined as **humankind,**  
**and inclusive** society

HOW

## Great human *kind* moments

### 1. Values

Empowering inclusive and multicultural environments  
through our *main ambassadors*

## Great human *everyday* moments

### 2. Trends

Exploring behavioral trends through different creators, related to our  
different passion points (music, gaming, home living)

**A CIRCULAR  
NARRATIVE  
PATH**

On creators' channels

# WE DO ACTIVATE TALENTS **ON THEIR** **PROPRIETARY CHANNELS**

TO BE PLACED INTO  
THEIR CONTENTS,  
MAXIMIZING VIEWS  
AND ENGAGEMENT

On our channel

# WE LEVERAGE THE SAME TALENTS TO SUMMARIZE WHAT HAPPENS OUTSIDE

BY A KIND OF SNACKBLE,  
BULLET-POINTED  
REPORTAGE  
(IF YOU WANT TO SEE IT AS  
A WHOLE,  
YOU MUST LAND ON THE  
BRAND CHANNEL)

**No samples related to Gen-Z contents**

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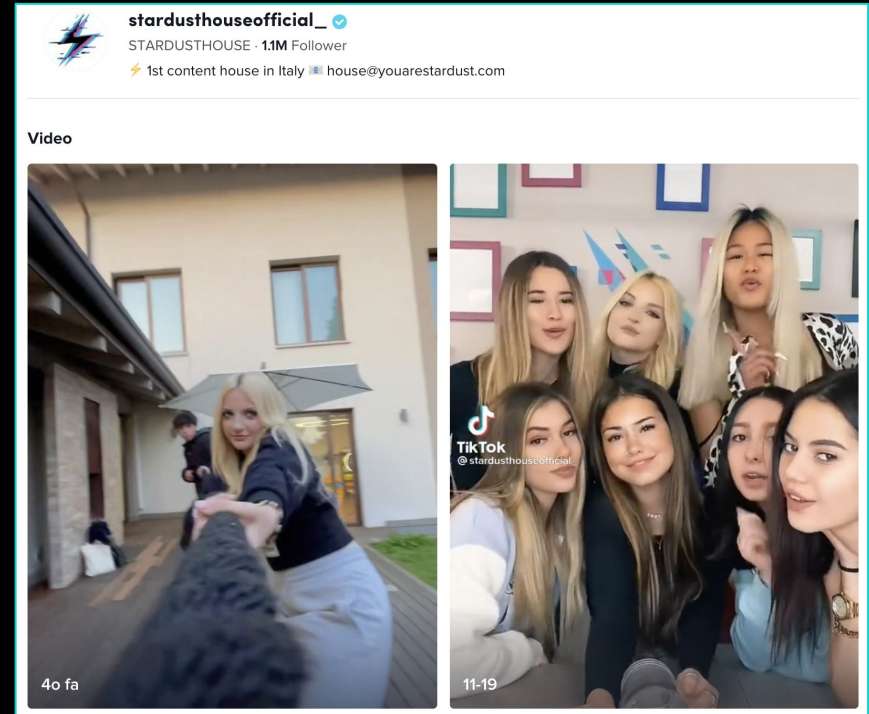
**WE DO  
CO-CREATE  
WITH THEM.**

# Let's collaborate with **squads**



**Collective teams where groups of talent can organically co-create with us, guaranteeing efficient product placements.**

**Talents stories can be placed into the Smart House, in order to celebrate the brand as a whole and avoid a channel polarization on Mobile segment.**

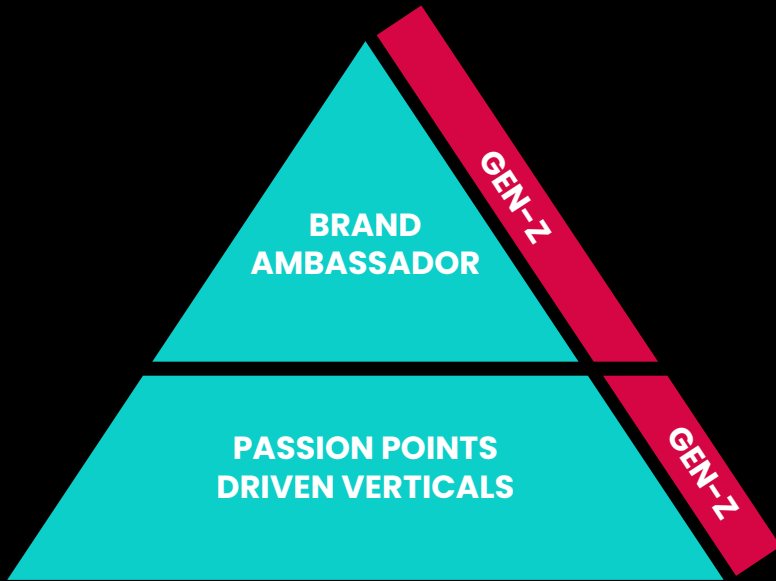


# INFLUENCER CONTENTS





## CONSIDERATION KPI'S



Your **LOCAL HEROES**.  
Usable cross-units, they must leverage the overall brand narrative.  
**Cross-generational and gender balanced.**

Macro and micro influencers  
**Vertically related to specific interests** (with related product placements).

**Gen-Z will be separately approached** both at brand and passion-vertical levels, leveraging Tik Tok to segment them without polarizing the generalist brand narrative on the mainstream owned channels.

# **HUMAN MOMENTS = WARMTH**

**It's the common thread, even among all of the vertical narratives. Creators will always stress the crossroad between premiumness and a inclusive human approach.**

# **A DOUBLE-LAYER NARRATIVE**

# Brand layer (Great human moments)

CREATORS WILL BE STRESS  
THE 'NEVER SEEN BEFORE'  
AND THE LINK TO SAMSUNG TERRITORY,  
ALWAYS MERGED WITH THE  
'SAMSUNG, AFTER ALL'  
REASSURING INGREDIENT.

# Product layer (to be defined every time)

SIMPLE PRODUCT VISIBILITY IS NOT ENOUGH.  
ON TOP OF THE COMMON BRAND LAYER,  
EVERY PASSION-DRIVEN CONTENT WILL BE  
AD-HOC CRAFTED TO ALWAYS CLAIM  
A VERY OWNABLE STATEMENT.

# **BRAND AMBASSADOR GUIDELINES**



## BRAND AMBASSADORS

Your **LOCAL HEROES**.  
Usable cross-units, they must leverage the overall brand narrative.  
**Cross-generational and gender balanced.**

Their focus will be on Brand Layer narrative for communicating:  
Brand positioning  
Brand values

The product will be present in the social contents but it will not be the protagonist.

# BRAND AMBASSADORS | QUALITATIVE APPROACH

**YES**

**Not hyper-functional:  
clear and recognizable values**

**Opinionated but sober,  
not politically over-conflictual**

**NO**

**Provocative and fishing  
for public debate**



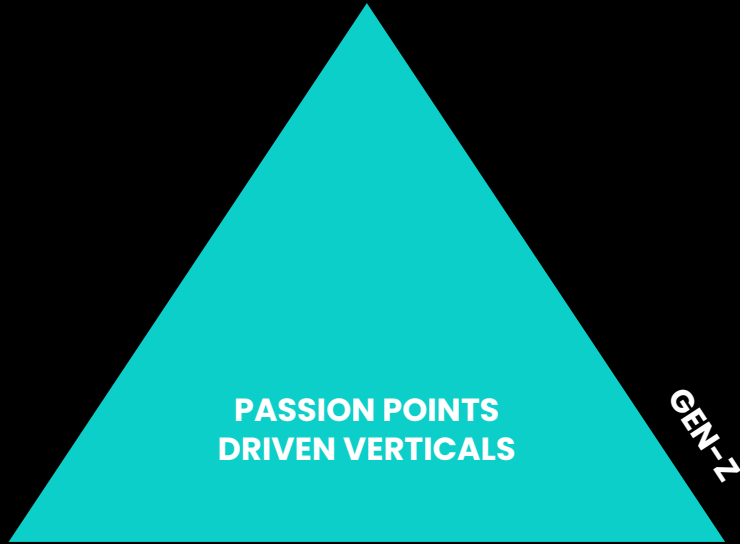
# BRAND AMBASSADORS | QUALITATIVE APPROACH

YES



NO





## PASSION POINTS DRIVEN VERTICALS

Macro and micro influencers.  
Vertically related to specific interests (with related product placements).

Their focus will be on Product Layer narrative, creating a storytelling built on the product.

They can also be used in brand or value campaigns on specific occasions (e.g. Christmas).

**Thanks**