

SAMSUNG

Flip the Script.

2022 McCombs Marketing Case Challenge

Meet the Team



Abby Nichols



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Agenda



Company and Industry Overview



Research and Target



Our Campaign



Strategy



Timeline and Results

Company Overview



Samsung Electronics is one of the world's **leading** tech companies, manufacturing and marketing a wide-range of commercial and consumer electronics.



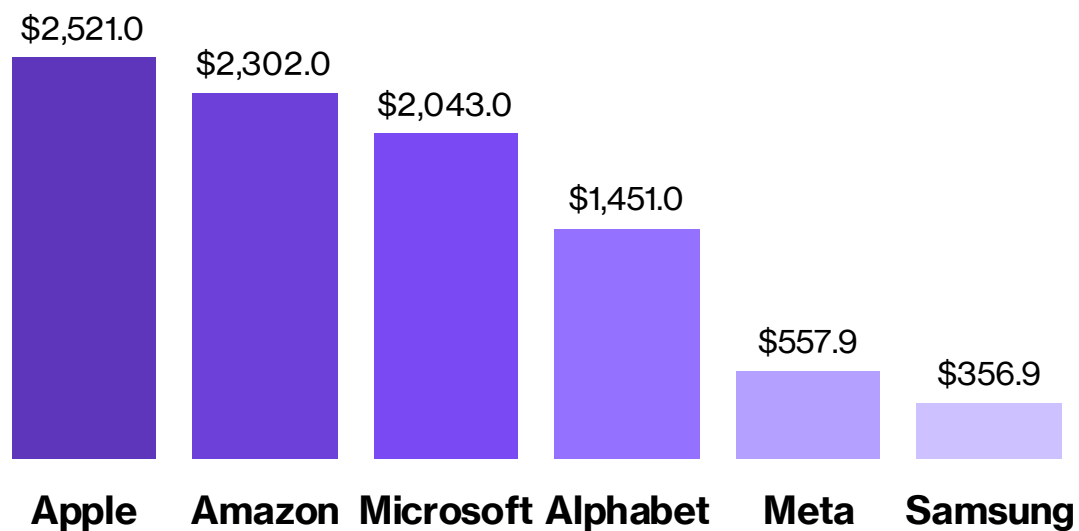
"We **strive** to maximize value and convenience for **customers.**"

SAMSUNG

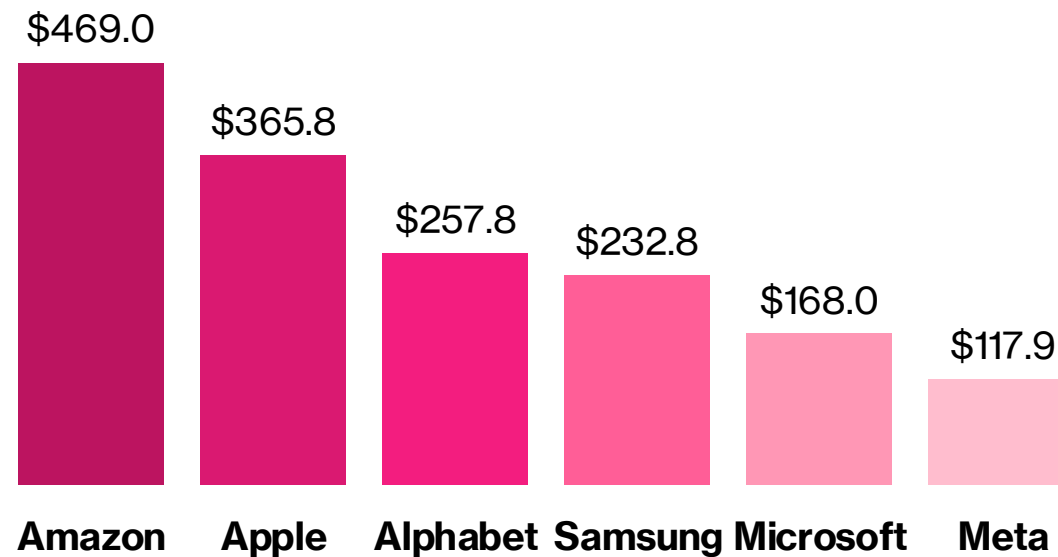
Competitive Landscape



Market Cap (\$B)



Revenue (\$B)



SWOT ANALYSIS

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- Durability and customization
- Innovative and ecologically-friendly
- Brand recognition and reputation
- Industry leader in global markets

S

- Not top of mind
- Overwhelming product selection
- Website's lacking ease-of-use
- Product failures eroding trust

W

- Leverage the AR / VR market
- Expand streaming partnerships
- Enter the smart speaker sector
- Promote positive differentiation

O

- Consumer loyalty to competitors
- Device compatibility between brands
- Economic uncertainty
- Intensifying competition across markets

T

Business Objectives

Target Gen-Z
women in
consideration
stage

Increase
revenue and
market share

Increase
awareness of
mobile
portfolio

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Marketing to a generation going through a **transitory and uncertain phase** in their life, we are challenged to **increase consideration of Samsung's portfolio to Gen-Z women**, and to **identify the devices that will drive this desired consideration.**

The Challenge

~ Ages 12 - 26

Gen-z

“ When I think ‘cool’ I imagine companies that do great things for customers/employees or beautiful/unusual products. ”

Female, 17, UT, Urban

Top Concerns

Cost of Living

**Climate
Change**

**Mental
Health**

**Sexual
Harrasment**

Unemployment

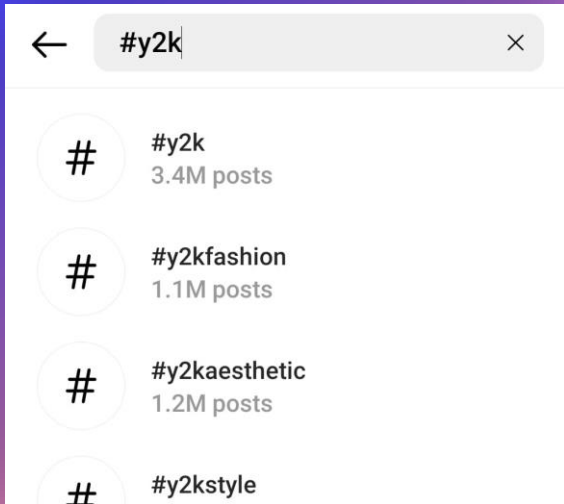
Social Justice

Top Motivations

Social Networking

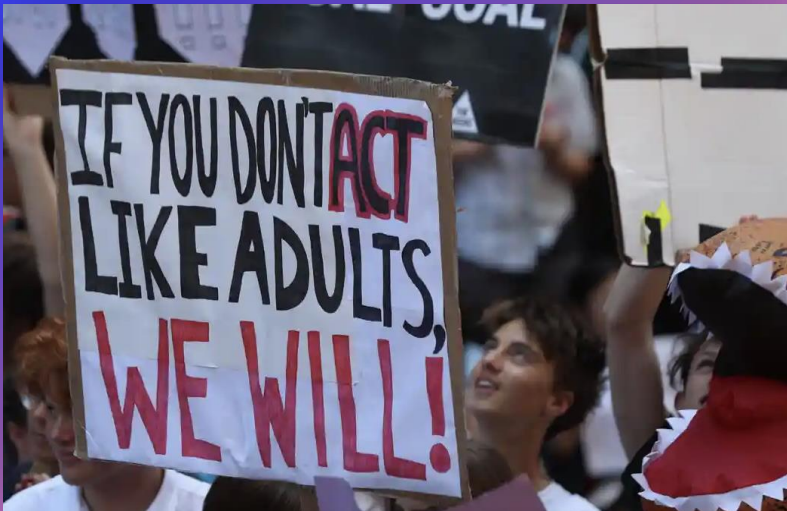
Authenticity

Growth Opportunities



Key Trends

- 2000s nostalgia
- Distrust of government and corporations
- Diversity and social justice
- Mental health challenges
- Young and restless
- Gender fluidity
- Power of reviews
- Increased buying power



To Gen-Z...

A Brand Must

- **Have a purpose**
- **Help express individuality**
- **Avoid aggressive sales**
- **Be socially responsible**
- **Be its own type of cool**

Consumer Journey Map

“My current device is worn down and lagging”

Go into store and try different products

Exciting feeling of having a new device



Recognize Need

Begin Search

Narrow Options

Purchase

Form Brand Loyalty

Google search
“Best tech 2022”

Confidence in purchase after extensive research



Ally, 22

Austin, Texas

Communications Assistant

“Why should I be forced to choose between quality and paying next month’s rent?”

Bio

Ally has a bachelors in Public Relations. She loves streaming, **creating content on TikTok** and keeping up with **her favorite YouTube creators**. Ally brews her own coffee and **loves anything that makes her life easier** - such as curbside shopping. She loves fashion and prefers to **shop in person** to **avoid the hassle** of shipping items back.

Creative

Independent

Dynamic

HOKA ONE ONE

hulu

Rare Beauty



amazon

TikTok



Frustrations

- Making new friends post college
- Maintaining a work life balance and financial security
- Transitioning into independence and the workforce
- Figuring out adulthood
- Bad experiences with a product or place

Motivations

Work-Life Balance



Staying Connected



Financial Stability



Friends & Family



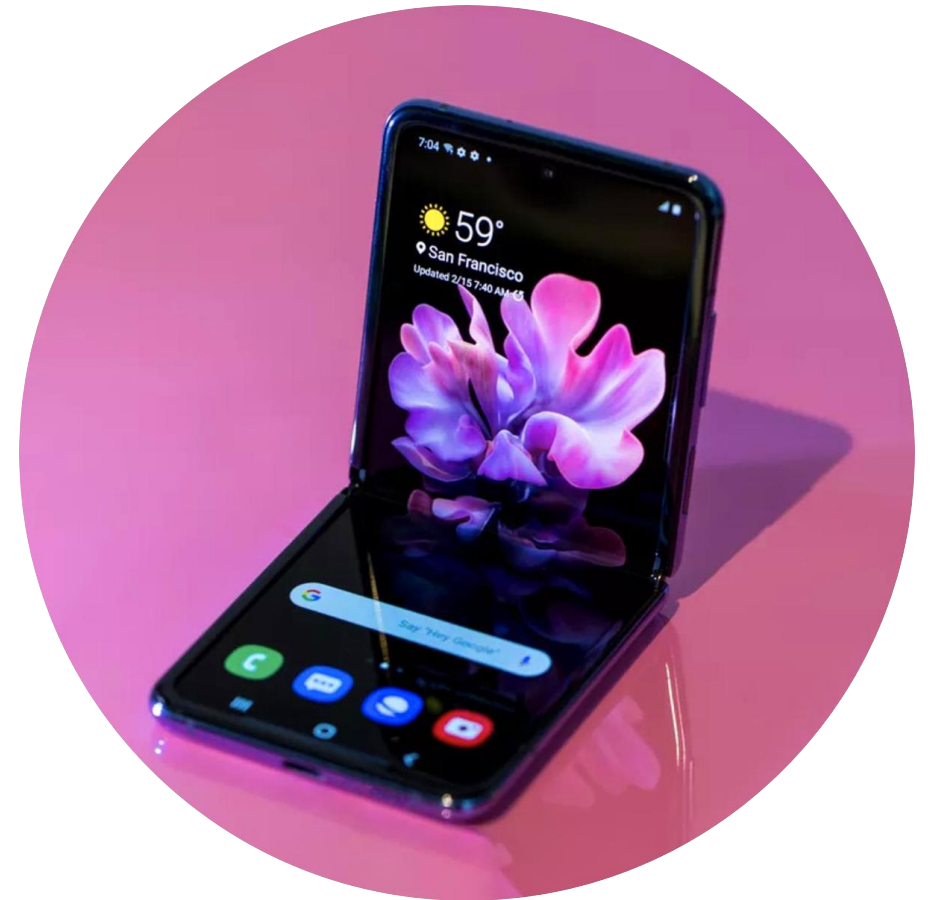
Flip the Script



Campaign Mission

Flip the script.

Capture **the attention** of Gen-Z women by establishing Samsung as a **desirable and trustworthy** brand that is **attainable for everyone**, but makes you **stand out**.



"Best Buds" Bundling

OBJECTIVES

(within 12 months)

- ↑ Increase Conversion Rate and Session Duration
- ↑ Increase Return on Advertising Spend
- ↑ Increase Sales Volume

HOW

Retargeting Social Ads with messages to "stand out"

- Tik Tok
- Instagram
- YouTube

New landing page that speaks to Gen-Z

- Highlights personalization/customization
- Shows value, Less discounts
- Includes nonprofit organizations Samsung supports



User creates their individualized image of a dynamic duo with Samsung's mobile portfolio



SAMSUNG

Personalization & Customization

Bundle and save



Landing Page



Supported Causes



Buy Now
Pay Later

vs.

~~\$799.99~~ ~~\$999.99~~

\$0 ~~\$1,099.98~~

~~\$356.99~~ ~~\$509.98.~~




**Social Media
Ad Mockup**



Influencers

Olivia Rodrigo




 **28.12M** **82.61%**
Follower Quality

58.21% of total audience is Gen-Z women

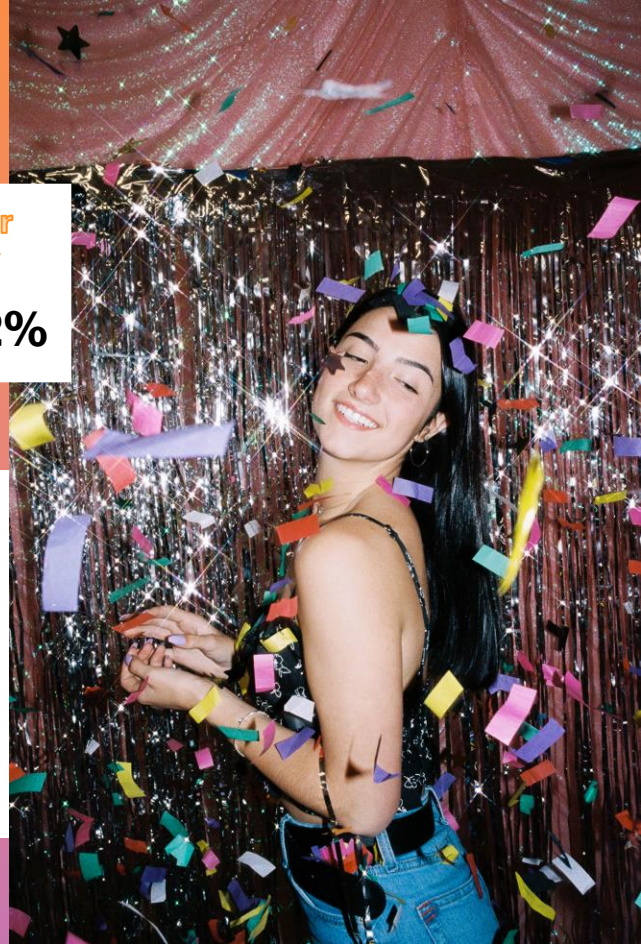
Audience Brand Affinity:
SAMSUNG



 **49.17M** **82.42%**
Follower Quality

54.23% of total audience is Gen-Z women

Audience Brand Affinity:
SAMSUNG



Charlie D'Amelio

Tik Tok Challenges

“Finders Keepers”

“Give to the Next”

Create an undeniable cool factor surrounding the Samsung brand.

OBJECTIVES (MoM)

- ↑ Social Media Engagement
- ↑ Website Traffic from Organic Content
- ↑ Word of Mouth

HOW

- Builds interaction and **emotional** connection
- Develops **trust** and invites **viral content**
- Creates interest in the products in the **surprise bundles**



"Finders Keepers"

16M Hits

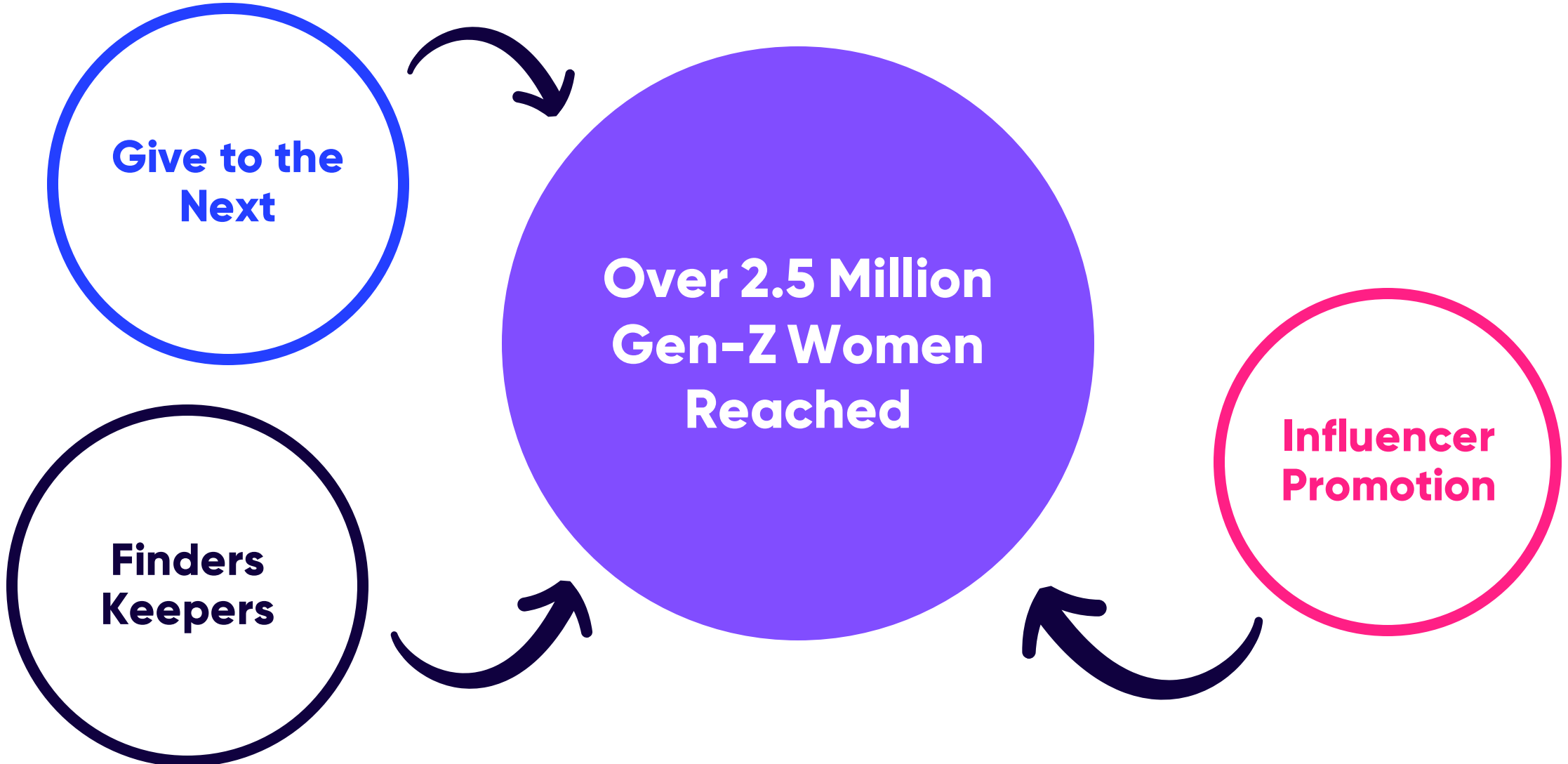
"Give to the Next"

SAMSUNG

8.5M Likes



Return on Interaction



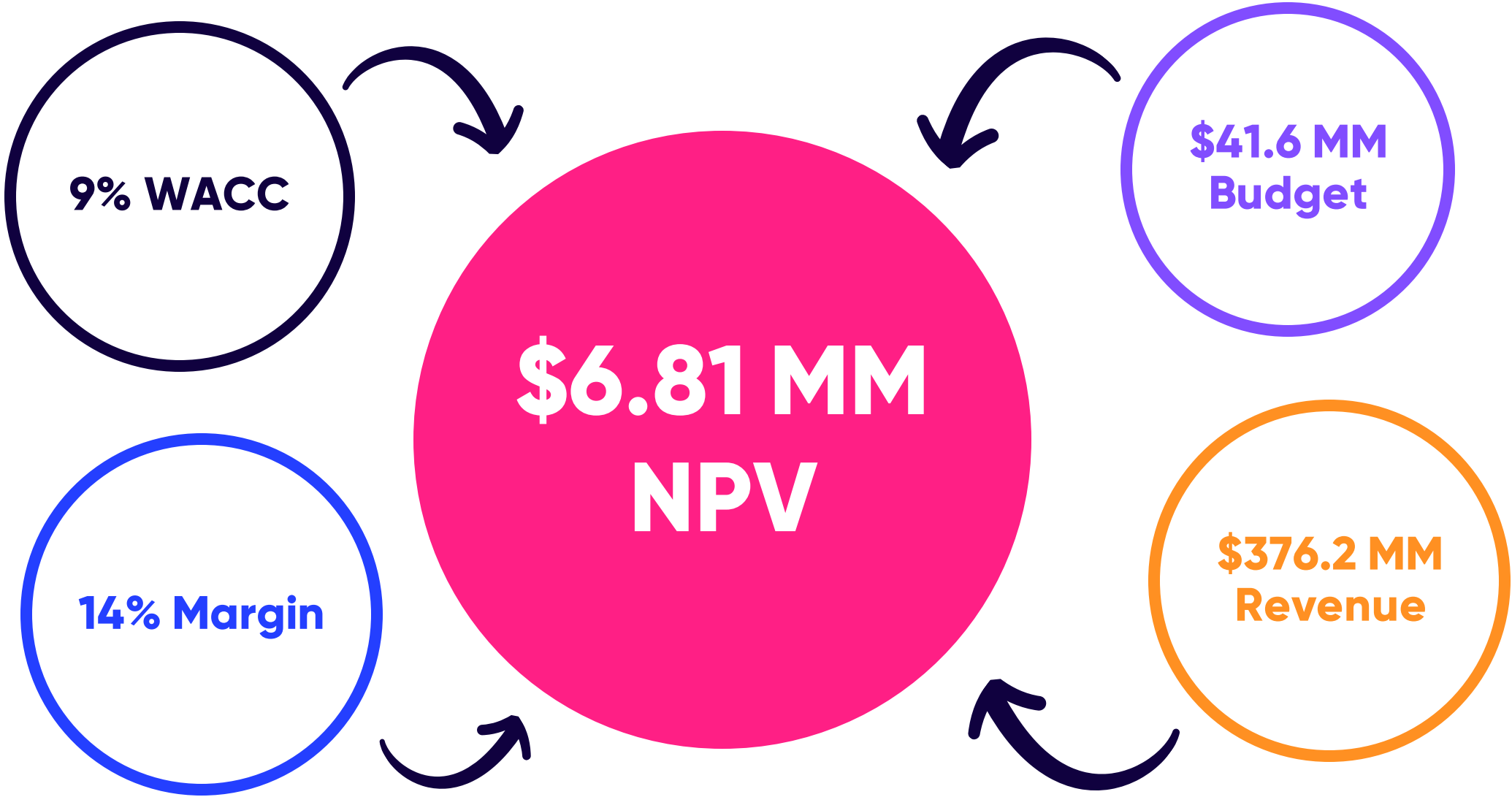
Give to the Next

Over 2.5 Million Gen-Z Women Reached

Finders Keepers

Influencer Promotion

Financially Feasible



SAMM SUNG

Flip the Script.



Thank you

Questions?



Appendix

Sources

- [Here are the top 20 cities for Generation Z in 2022](#)
- [10 VITAL STRATEGIES TO USE WHEN MARKETING TO GENERATION Z](#)
- [It's lit: a guide to what teens think is cool \(Google\)](#)
- [Marketing To Generation Z \(It's time to forget about Millennials\)](#)
- <https://www.samsung.com/>
- [4 Marketing Tactics for Appealing to Generation Z](#)
- [15 Mind-Blowing Stats About Generation Z](#)
- [Influencity](#)
- [Mintel.com Database\(5\)](#)
- [How You Should Be Marketing to Generation Z Through Socials](#)
- [Make Way for Generation Z](#)
- [New Kids on the Block: A First Look at Gen Z](#)
- [Gen Z Trends: Past, Present In 2022 & Future](#)

Product	Segment	Price	24 Month Price	Probability of Financing	Per Segment Buying Distribution	Probability of Buying	Sales												
							Base Revenue	Dec-22	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22
Galaxy Buds2 Pro	Earbuds	\$ 229.99	\$ 9.58	20.76%	22.22%	60.00%	\$ 202.15	\$ 122.50	\$ 123.71	\$ 124.93	\$ 126.14	\$ 127.35	\$ 128.57	\$ 129.78	\$ 130.99	\$ 132.20	\$ 133.42	\$ 134.63	\$ 135.84
Galaxy Buds2	Earbuds	\$ 119.99	\$ 5.00	17.18%	26.67%	60.00%	\$ 107.97	\$ 65.43	\$ 66.08	\$ 66.72	\$ 67.37	\$ 68.02	\$ 68.67	\$ 69.32	\$ 69.96	\$ 70.61	\$ 71.26	\$ 71.91	\$ 72.55
Galaxy Buds Live	Earbuds	\$ 99.99	\$ 4.17	16.57%	51.11%	60.00%	\$ 90.33	\$ 54.74	\$ 55.28	\$ 55.82	\$ 56.36	\$ 56.91	\$ 57.45	\$ 57.99	\$ 58.53	\$ 59.07	\$ 59.61	\$ 60.16	\$ 60.70
Galaxy Book2 Pro 260	PC	\$ 1,299.99	\$ 54.17	68.14%	4.65%	15.00%	\$ 783.33	\$ 118.67	\$ 119.85	\$ 121.02	\$ 122.20	\$ 123.37	\$ 124.55	\$ 125.72	\$ 126.90	\$ 128.07	\$ 129.25	\$ 130.42	\$ 131.60
Galaxy Book2 Pro	PC	\$ 1,099.99	\$ 45.83	59.14%	4.65%	15.00%	\$ 720.56	\$ 109.16	\$ 110.24	\$ 111.33	\$ 112.41	\$ 113.49	\$ 114.57	\$ 115.65	\$ 116.73	\$ 117.81	\$ 118.89	\$ 119.97	\$ 121.05
Galaxy Chromebook	PC	\$ 999.00	\$ 41.63	54.37%	6.98%	15.00%	\$ 682.20	\$ 103.35	\$ 104.38	\$ 105.40	\$ 106.42	\$ 107.45	\$ 108.47	\$ 109.49	\$ 110.52	\$ 111.54	\$ 112.56	\$ 113.59	\$ 114.61
Galaxy Book2 360	PC	\$ 949.99	\$ 39.58	52.03%	7.75%	15.00%	\$ 661.72	\$ 100.25	\$ 101.24	\$ 102.24	\$ 103.23	\$ 104.22	\$ 105.21	\$ 106.21	\$ 107.20	\$ 108.19	\$ 109.18	\$ 110.18	\$ 111.17
Galaxy Chromebook2	PC	\$ 549.99	\$ 22.92	33.36%	8.53%	15.00%	\$ 442.99	\$ 67.11	\$ 67.78	\$ 68.44	\$ 69.11	\$ 69.77	\$ 70.44	\$ 71.10	\$ 71.76	\$ 72.43	\$ 73.09	\$ 73.76	\$ 74.42
Chromebook Plus	PC	\$ 499.99	\$ 20.83	31.20%	14.73%	15.00%	\$ 409.01	\$ 61.97	\$ 62.58	\$ 63.19	\$ 63.81	\$ 64.42	\$ 65.03	\$ 65.65	\$ 66.26	\$ 66.87	\$ 67.49	\$ 68.10	\$ 68.71
Galaxy Chromobook2360	PC	\$ 449.99	\$ 18.75	29.10%	15.49%	15.00%	\$ 373.61	\$ 56.60	\$ 57.16	\$ 57.72	\$ 58.28	\$ 58.84	\$ 59.40	\$ 59.96	\$ 60.52	\$ 61.08	\$ 61.65	\$ 62.21	\$ 62.77
Galaxy Chromebook Go	PC	\$ 299.99	\$ 12.50	23.25%	17.06%	15.00%	\$ 259.32	\$ 39.29	\$ 39.68	\$ 40.06	\$ 40.45	\$ 40.84	\$ 41.23	\$ 41.62	\$ 42.01	\$ 42.40	\$ 42.79	\$ 43.18	\$ 43.56
Chromebook 4+	PC	\$ 299.99	\$ 12.50	23.25%	20.16%	15.00%	\$ 259.32	\$ 39.29	\$ 39.68	\$ 40.06	\$ 40.45	\$ 40.84	\$ 41.23	\$ 41.62	\$ 42.01	\$ 42.40	\$ 42.79	\$ 43.18	\$ 43.56
Galaxy Z Fold 4	Phone	\$ 1,599.99	\$ 66.67	79.74%	2.29%	50.00%	\$ 855.86	\$ 432.21	\$ 436.49	\$ 440.77	\$ 445.05	\$ 449.33	\$ 453.61	\$ 457.88	\$ 462.16	\$ 466.44	\$ 470.72	\$ 475.00	\$ 479.28
Galaxy S22 Ultra	Phone	\$ 1,199.99	\$ 50.00	63.74%	2.58%	50.00%	\$ 753.90	\$ 380.72	\$ 384.49	\$ 388.26	\$ 392.03	\$ 395.80	\$ 399.57	\$ 403.34	\$ 407.11	\$ 410.88	\$ 414.65	\$ 418.41	\$ 422.18
Galaxy S22+	Phone	\$ 999.99	\$ 41.67	54.42%	3.15%	50.00%	\$ 682.60	\$ 344.72	\$ 348.13	\$ 351.54	\$ 354.95	\$ 358.37	\$ 361.78	\$ 365.19	\$ 368.61	\$ 372.02	\$ 375.43	\$ 378.85	\$ 382.26
Galaxy Z Flip 4	Phone	\$ 999.99	\$ 41.67	54.42%	3.58%	50.00%	\$ 682.60	\$ 344.72	\$ 348.13	\$ 351.54	\$ 354.95	\$ 358.37	\$ 361.78	\$ 365.19	\$ 368.61	\$ 372.02	\$ 375.43	\$ 378.85	\$ 382.26
Galaxy S22	Phone	\$ 799.99	\$ 33.33	44.85%	4.01%	50.00%	\$ 590.74	\$ 298.32	\$ 301.28	\$ 304.23	\$ 307.18	\$ 310.14	\$ 313.09	\$ 316.04	\$ 319.00	\$ 321.95	\$ 324.91	\$ 327.86	\$ 330.81
Galaxy A23 5G	Phone	\$ 299.99	\$ 12.50	23.25%	4.29%	50.00%	\$ 259.32	\$ 130.95	\$ 132.25	\$ 133.55	\$ 134.84	\$ 136.14	\$ 137.44	\$ 138.73	\$ 140.03	\$ 141.33	\$ 142.62	\$ 143.92	\$ 145.22
Galaxy A32 5G	Phone	\$ 279.99	\$ 11.67	22.52%	11.44%	50.00%	\$ 243.22	\$ 122.82	\$ 124.04	\$ 125.26	\$ 126.47	\$ 127.69	\$ 128.90	\$ 130.12	\$ 131.34	\$ 132.55	\$ 133.77	\$ 134.98	\$ 136.20
Galaxy A20	Phone	\$ 249.99	\$ 10.42	21.45%	14.31%	50.00%	\$ 218.71	\$ 110.45	\$ 111.54	\$ 112.64	\$ 113.73	\$ 114.82	\$ 115.92	\$ 117.01	\$ 118.10	\$ 119.20	\$ 120.29	\$ 121.39	\$ 122.48
Galaxy A13	Phone	\$ 219.99	\$ 9.17	20.41%	14.31%	50.00%	\$ 193.80	\$ 97.87	\$ 98.84	\$ 99.81	\$ 100.77	\$ 101.74	\$ 102.71	\$ 103.68	\$ 104.65	\$ 105.62	\$ 106.59	\$ 107.56	\$ 108.53
Galaxy A12	Phone	\$ 179.99	\$ 7.50	19.08%	17.17%	50.00%	\$ 159.96	\$ 80.78	\$ 81.58	\$ 82.38	\$ 83.18	\$ 83.98	\$ 84.78	\$ 85.58	\$ 86.38	\$ 87.18	\$ 87.98	\$ 88.78	\$ 89.58
Galaxy A03s	Phone	\$ 159.99	\$ 6.67	18.43%	22.89%	50.00%	\$ 142.79	\$ 72.11	\$ 72.82	\$ 73.54	\$ 74.25	\$ 74.97	\$ 75.68	\$ 76.39	\$ 77.11	\$ 77.82	\$ 78.54	\$ 79.25	\$ 79.96
Galaxy Watch5 Pro	Smart Watch	\$ 449.99	\$ 18.75	29.10%	38.36%	50.00%	\$ 373.61	\$ 188.67	\$ 190.54	\$ 192.41	\$ 194.28	\$ 196.14	\$ 198.01	\$ 199.88	\$ 201.75	\$ 203.62	\$ 205.48	\$ 207.35	\$ 209.22
Galaxy Watch5	Smart Watch	\$ 279.99	\$ 11.67	22.52%	61.64%	50.00%	\$ 243.22	\$ 122.82	\$ 124.04	\$ 125.26	\$ 126.47	\$ 127.69	\$ 128.90	\$ 130.12	\$ 131.34	\$ 132.55	\$ 133.77	\$ 134.98	\$ 136.20
Galaxy Tab S8 Ultra	Tablet	\$ 1,099.99	\$ 45.83	59.14%	7.85%	15.00%	\$ 720.56	\$ 109.16	\$ 110.24	\$ 111.33	\$ 112.41	\$ 113.49	\$ 114.57	\$ 115.65	\$ 116.73	\$ 117.81	\$ 118.89	\$ 119.97	\$ 121.05
Galaxy Tab S8+	Tablet	\$ 899.99	\$ 37.50	49.63%	23.89%	15.00%	\$ 639.48	\$ 96.88	\$ 97.84	\$ 98.80	\$ 99.76	\$ 100.72	\$ 101.68	\$ 102.64	\$ 103.60	\$ 104.55	\$ 105.51	\$ 106.47	\$ 107.43
Galaxy Tab S8	Tablet	\$ 699.99	\$ 29.17	40.14%	30.72%	15.00%	\$ 536.12	\$ 81.22	\$ 82.03	\$ 82.83	\$ 83.63	\$ 84.44	\$ 85.24	\$ 86.05	\$ 86.85	\$ 87.66	\$ 88.46	\$ 89.26	\$ 90.07
Galaxy Tab A8	Tablet	\$ 229.99	\$ 9.58	20.76%	37.54%	15.00%	\$ 202.15	\$ 30.63	\$ 30.93	\$ 31.23	\$ 31.53	\$ 31.84	\$ 32.14	\$ 32.44	\$ 32.75	\$ 33.05	\$ 33.35	\$ 33.66	\$ 33.96
							mean	\$ 137.36	\$ 138.72	\$ 140.08	\$ 141.44	\$ 142.80	\$ 144.16	\$ 145.52	\$ 146.88	\$ 148.24	\$ 149.60	\$ 150.96	\$ 152.32
	Assumptions																		
	Mean * 1.5	\$ 907.69																	
	Stdev * 2	\$ 831.65																	
	Earbuds Mean	\$ 149.99																	
	Earbuds Stdev	\$ 57.15																	
	PC Mean	\$ 716.55																	
	PC Stdev	\$ 351.89																	
	Phone Mean	\$ 635.44																	
	Phone Stdev	\$ 480.10																	
	Watch Mean	\$ 364.99																	
	Watch Stdev	\$ 85.00																	
	Tab Mean	\$ 732.49																	
	Tab Stdev	\$ 322.75																	
	Marginal Prbh of Buy	1.00%																	

A Look into the Financials

	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23
New Customers	0	91,449	104,990	120,464	138,124	158,250	181,144	207,134	236,570	269,818	307,250	349,237	396,128
Market Size	22,809,282	22,862,243	22,823,844	22,771,992	22,704,754	22,619,945	22,515,099	22,387,448	22,233,896	22,050,997	21,834,940	21,581,540	21,286,243
Population Size	31,776,654	31,829,615	31,882,664	31,935,802	31,989,029	32,042,344	32,095,748	32,149,240	32,202,822	32,256,494	32,310,255	32,364,105	32,418,045
10 to 14 years	10,666,109	10,683,886	10,701,692	10,719,528	10,737,394	10,755,290	10,773,216	10,791,171	10,809,156	10,827,171	10,845,217	10,863,292	10,881,398
15 to 19 years	10,652,932	10,670,687	10,688,471	10,706,285	10,724,129	10,742,003	10,759,906	10,777,839	10,795,802	10,813,795	10,831,818	10,849,871	10,867,955
20 to 24 years	10,457,613	10,475,042	10,492,501	10,509,988	10,527,505	10,545,051	10,562,626	10,580,230	10,597,864	10,615,527	10,633,220	10,650,942	10,668,693
Revenue	\$ 1,718,962.72	\$ 1,993,026.33	\$ 2,309,192.64	\$ 2,673,436.71	\$ 3,092,419.80	\$ 3,573,511.40	\$ 4,124,788.26	\$ 4,754,999.29	\$ 5,473,482.05	\$ 6,290,012.30	\$ 7,214,563.44	\$ 8,256,947.42	
Expected Value	\$ 1,718,962.72	\$ 1,993,026.33	\$ 2,309,192.64	\$ 2,673,436.71	\$ 3,092,419.80	\$ 3,573,511.40	\$ 4,124,788.26	\$ 4,754,999.29	\$ 5,473,482.05	\$ 6,290,012.30	\$ 7,214,563.44	\$ 8,256,947.42	
Expenses	\$ 3,400,000.00	\$ 2,360,000.00	\$ 3,321,800.00	\$ 2,485,454.00	\$ 3,851,017.62	\$ 2,818,548.15	\$ 3,588,104.59	\$ 2,759,747.73	\$ 3,733,540.16	\$ 2,909,546.37	\$ 3,687,832.76	\$ 2,868,467.74	\$ 3,851,521.77
Viral Marketing	\$ 400,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 600,000.00	\$ 400,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ 200,000.00	\$ -	\$ -	\$ -
General Ads	\$ 2,000,000.00	\$ 2,060,000.00	\$ 2,121,800.00	\$ 2,185,454.00	\$ 2,251,017.62	\$ 2,318,548.15	\$ 2,388,104.59	\$ 2,459,747.73	\$ 2,533,540.16	\$ 2,609,546.37	\$ 2,687,832.76	\$ 2,768,467.74	\$ 2,851,521.77
Influencers	\$ 1,000,000.00	\$ 100,000.00	\$ 1,000,000.00	\$ 100,000.00	\$ 1,000,000.00	\$ 100,000.00	\$ 1,000,000.00	\$ 100,000.00	\$ 1,000,000.00	\$ 100,000.00	\$ 1,000,000.00	\$ 100,000.00	\$ 1,000,000.00
Charlie Damelio	\$ -	\$ -100,000.00	\$ -	\$ -100,000.00	\$ -	\$ -100,000.00	\$ -	\$ -100,000.00	\$ -	\$ -100,000.00	\$ -	\$ -100,000.00	\$ -
Olivia Rodrigo	\$ 1,000,000.00	\$ -	\$ -1,000,000.00	\$ -	\$ -1,000,000.00	\$ -	\$ -1,000,000.00	\$ -	\$ -1,000,000.00	\$ -	\$ -1,000,000.00	\$ -	\$ -1,000,000.00
EBIT	\$ (3,400,000.00)	\$ (641,037.28)	\$ (1,328,773.67)	\$ (176,261.36)	\$ (1,177,580.91)	\$ 273,871.65	\$ (14,593.19)	\$ 1,365,040.53	\$ 1,021,459.13	\$ 2,563,935.69	\$ 2,602,179.55	\$ 4,346,095.70	\$ 4,405,425.65
Taxes	\$ (714,000.00)	\$ (134,617.83)	\$ (279,042.47)	\$ (37,014.89)	\$ (247,291.99)	\$ 57,513.05	\$ (3,064.57)	\$ 286,658.51	\$ 214,506.42	\$ 538,426.49	\$ 546,457.70	\$ 912,680.10	\$ 925,139.39
Net	\$ (2,686,000.00)	\$ (506,419.45)	\$ (1,049,731.20)	\$ (139,246.47)	\$ (930,288.92)	\$ 216,358.60	\$ (11,528.62)	\$ 1,078,382.02	\$ 806,952.71	\$ 2,025,509.19	\$ 2,055,721.84	\$ 3,433,415.60	\$ 3,480,286.26
NPV	\$6,813,794.68												
IRR	11%												

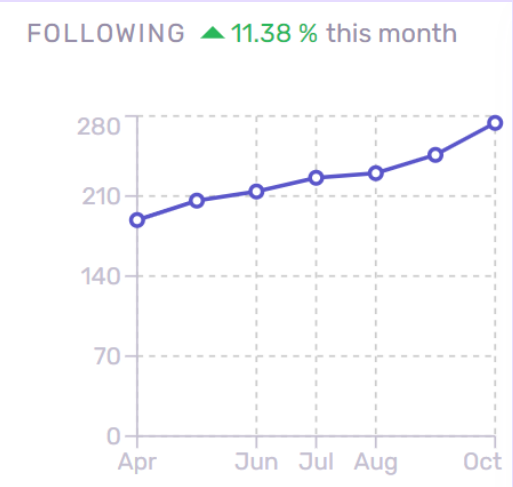
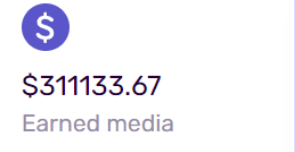
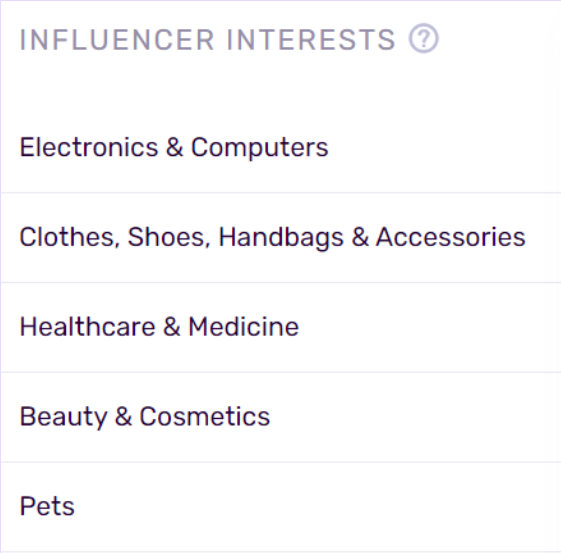
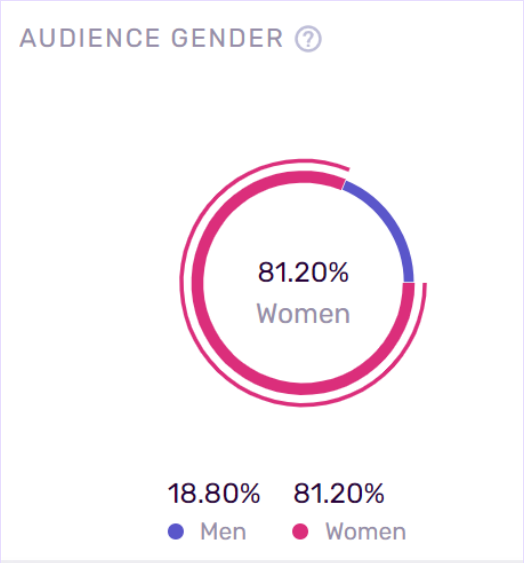
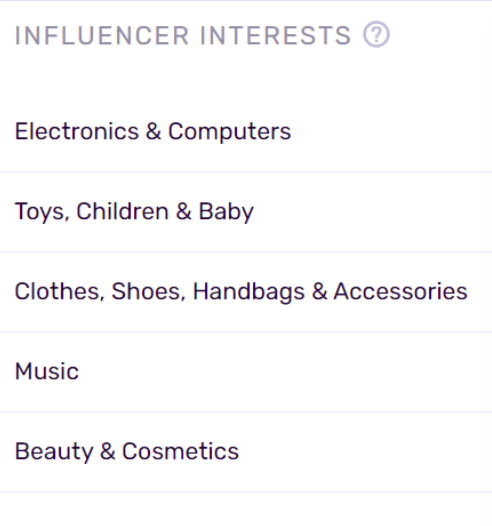
Influencer Info Cont.

Olivia Rodrigo:

American singer, songwriter and actress who made her acting debut in High School Musical and has since made hit songs landing on the Billboard Top 100 in 2021.

Charlie D'amelio:

First person to receive both 50M and 100M followers on Tik Tok. She is a social media personality who came to fame through her dancing Tik Toks. She now has her own reality show, The D'amelio Show, and is on Dancing With the Stars.



Strategy Explanations

“Best Buds” Bundling: The idea is to give the consumer **freedom to create their own ideal bundle** with the create your own bundle feature that is already available on the website. The “Best Buds” ads would lead consumers to a **new landing page that appeals to Gen-Z** specifically. This landing page will highlight the ways that Samsung **gives back**, and the **bundling personalization options**, as well as emphasize **the buy now pay later options**.

Tik Tok Challenges:

“Finders Keepers”: This is a challenge where our influencers would record a video or live stream at a location such as Target, or a college campus, and say they are stashing a bundle of Samsung products and autographed items of the influencers choosing, for the fans to come and find. The influencer will provide just enough clues for the bundle to be found.

“Give to the Next”: This challenge is where either our influencers, or Samsung employees go into public (again, a college campus or superstore) and offer a random customer the option for a free pair of Buds, or to give the next person the Buds, and a Tablet. If the customer chooses to pass it on, we then increase the value of the offer again, in hopes eventually it will be a complete bundle of multiple devices. We then will offer both the gracious customer, and the random person the complete bundle of the mobile portfolio.

The process

Challenge
 Gen 2 females
 - mobile phone
 - call more
 - social
 - share
 - PC
 - car back, and the new

CARES
 - mental health
 - climate/sustainability
 - electronic waste is 2 of the biggest plastic pollution problems
 - authenticity

Strategies
 + Samsung
 - marketing (parents + teens)
 - customer centric
 → Olivia Rodrigo

Influencers
 * Selena Gomez
 Ryan Reynolds
 Tim C
 Anys Cloud

Best buds? appealing to teens? double trouble **double**

TikTok challenge - go to the next
 Pop up events
 Partnerships
 Stash + dash near college campuses
 • Grocs stashed by an influencer/celebrity

Think
 - complicated
 - green text bubble
 - old, boring

See
 - long design
 - black phone in many colors
 - gradient/weird color

Hear
 - red flag
 - old sounds
 - durability
 - accessible (cheap)

Say/Do
 - always updating
 - no word of mouth
 - no wow factor
 - don't get sucked into the world of Apple

Gain
 - savings
 - options
 - durability
 - customization ability
 - cross-functionality (Safari multi view)

Pain
 - doesn't sync with other devices
 - complicated
 - intimidating

Brands:
 18-25
 YouTube
 Google
 Netflix
 Target
 iHa
 also

Other notes:
 "this phone says nothing about me" - generic
 "this feels like the first phone I bought" - For the design/more and tech savvy
 "I'd buy this phone with a pair of hiking boots" - vintage/retro aesthetic
 - Dependable but dated
 - Youth can't affordly - too accessible

Gen-2
 Prefer brands with a purpose
 Express their individuality
 Cool and beauty (expressed their way)
 Choose brands that are socially responsible
 Trust their YouTube creators
 Avoid aggressive, fake sales

Strategies
 Stash + Dash
 Give to the next Tik Tok challenge (college campuses) + Target
 Best buds (Landing page) A/B testing
 Influencers

Gen-2 consumers to

helps the company to

increase revenue + market share
 increase conversions from considerations

Seem desirable + trustworthy
 Makes consumer stand out + want more products

capture the attention of Gen 2 women