

**COMMUNICATION PLAN FOR SAMSUNG GALAXY A 2017  
EDITION: HOW TO COMMUNICATE FOR MILLENNIALS**

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“Creativity is intelligence having fun.”

- Albert Einstein

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## ABSTRACT

The smartphone's market has been growing every year with increased innovations. This is a technological push driven market where products are created ahead the recognition of consumer needs. Smartphone development is based on consumers' possible future needs and so those companies with the best hunch in technologies and services of future will be the leaders in this industry.

As the market has become more saturated, the consumer faces himself with a wide variety of offers, and so brands are struggling to differentiate among the others. Hereupon, the focus will be in developing an innovative Communication Plan for the new *Samsung Galaxy A 2017 edition*. The main goal of this project is to increase product knowledge by creating an emotional link between the consumers and the brand and ultimately to drive sales.

The literature review is based on academic articles concerning were the main subjects are: millennial generation and consumer buying behavior. It was conducted an external and internal analysis, to better understand the smartphone industry and *Samsung* brand as a company. Furthermore, the target was defined and studied to understand more deeply their connection, affinity and interaction with the smartphone brands. Finally, after defining the communications goals, a plan with specification, a budgeting and results was developed, by for each action.

**Keywords:** Marketing, Communication Plan, Smartphone, Millennials

## RESUMO

O mercado dos smartphones tem aumentado todos os anos com crescentes inovações. Este mercado é impulsionado por tecnologia, em que os produtos são criados antes que os consumidores os considerem uma necessidade. O desenvolvimento de smartphones baseia-se nas possíveis futuras necessidades dos consumidores e, portanto, as empresas que melhor projectam estas necessidades nas tecnologias e nos serviços do futuro serão os líderes da indústria.

À medida que o mercado fica cada vez mais saturado, o consumidor depara-se com uma grande variedade de oferta e as marcas lutam para se diferenciar entre elas. Posto isto, o foco será o desenvolvimento de um Plano de Comunicação inovador para a nova edição de 2017 do *Samsung Galaxy A*. O objetivo principal deste projeto é aumentar o conhecimento do produto criando um vínculo emocional entre os consumidores e a marca e, por fim, impulsionar as vendas.

A revisão de literatura baseia-se em artigos académicos onde os temas principais são: geração Millennials e comportamento de compra do consumidor. Foi realizada uma análise externa e interna, para compreender melhor a indústria de smartphones e a *Samsung* como empresa. Além disso, foi definido e estudado o target de forma a compreender mais aprofundadamente a sua relação e interação com as marcas de smartphones. Finalmente, depois de definir os objetivos de comunicação, foi desenvolvido um plano específico, orçamento e resultados para cada ação.

**Palavras-chave:** Marketing, Plano de Comunicação, Smartphone, Millennials

## EXECUTIVE SUMMARY

The topic chosen to approach as thesis of the master in marketing, was a realization of a communication plan for *Samsung*'s smartphone – *Samsung Galaxy A 2017 edition*. The keynote of this project thesis was chosen for several reasons. First, due to the fact of being currently employed in the *Samsung*'s New Business and Communications department and the opportunity to be part of this strategy implementation. Second, due to the desire of studying and understanding Millennials generation, their buying behavior and relationships towards brands. Last, due to the progress of new technologies over the last few years, the prompt dissemination of information, the power of the digital world in changing the behavior and habits of consumer, the way brands are reacting and adjusting their business strategy of communication to this situation.

*Samsung Electronics* is a global leader in technology. Through innovation and discovery, it has been transforming the worlds of televisions, smartphones, wearable devices, tablets, cameras, digital appliances, network systems, medical devices, semiconductors and LED<sup>1</sup> solutions. Since being established in 1969, *Samsung Electronics* has grown into one of the world's leading technology companies and become recognized as one of the top 10 global brands. *Samsung* is also market leader in many categories selling every hour around 44,000 mobile phones and 5,400 televisions worldwide. *Samsung*'s main goal is to make products that don't just look and feel beautiful but to make products to improve consumers' lives. *Samsung*'s design ethos is "Make it Meaningful." In other words, try to develop products that have a purpose, and allow people to interact with technology in new ways being the ultimate purpose to maximize brand equity through superior design, marketing, customer service, and to constantly deliver the highest-quality products.

*Samsung* adopts several communication tools and techniques to reach the customers in their market effectively. Integrated marketing strategies take advantage of a combination of communication tools and media to spread a message. By combining various tools, *Samsung* can ensure that their audience is reached and can leverage the assorted tools in ways that are most effective. Integrated marketing draws upon the power of traditional advertising and public relations efforts, as well as the use of new, online communication tools that include social media. Thus, it is must for the organization to have an effective communication strategy to create a better impact in the minds of the target audience.

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<sup>1</sup> Light-Emitting Diode

Therefore, the structure of this project was sectioned into several different chapters, which contributed to the final communication plan. In first place, a review of the literature was carried out, including an analysis of academic articles on the main themes in this study, Millennials and consumer buying behavior. Next, an internal and external analysis was conducted, in order to understand the context of the company in approach, the industry and the main competitors in this business. Subsequently, personal interviews were driven with *Samsung* communications team, to better understand the company's history, its main objectives, what kind of approach they practice regarding the company communication and to gather all the information respecting the implementation of this communication plan, as well as the evaluation of the results after being implemented.

After analyzing the results of this in-depth research, it was time to structure the communication plan. Finally, the communication was drawn up on the basis of several aspects such as those mentioned above, among others. Suggested activities throughout the communication plan were based on the most recent communication methods that are considered most appropriate in this industry: advertising, events and experiences, celebrity endorsement, social media platforms and email marketing.

The main concern in all activities was to meet the expectations of the target: Millennials, to be dynamic, innovative and interact in a way with the audience, but above all to meet the aims stipulated by the company. Budget plan was defined together with the scheduling of the activities and the evaluation metrics were defined to measure the success of the activities numerically as well as the results obtained were presented. In short terms, the whole plan was developed without ever forgetting the main purpose that made it set up, the success of *Samsung Galaxy A 2017 edition* sales in the Portuguese market.

## I. DEFINITION OF THE PROBLEM CONTEXT

Technology is getting more and more modern where the consumer behavior is getting complex, so as the need of consumer rises technology increases as well. The smartphones' market is becoming one of the most profitable marketing segments worldwide. However, it is also the segment in which consumers are extremely demanding, in a way that smartphone brands must meet the consumers' needs to succeed. Therefore, marketing communications must be the most innovative and different when promoting new products.

Looking at the smartphone industry, one of the biggest problems remains on how brands are going to create a connection with the new generation of Millennials and maintain long-term relationships with them. This new generation is more briefed, has higher levels of knowledge driven the easy access to information online, and has higher expectations towards the brands and products. Another challenge is to be able to differentiate among other brands, as the market is so saturated with similar offers.

Having said that, the research problem of this project thesis is based on how to answer to the challenges that smartphones' market is facing and match consumer's high expectations. Based on this, the general purpose of this project will be to amplify the knowledge on the generation Millennials and at the same time implement *Samsung Galaxy A 2017 edition* communication strategy. It is possible to identify a set of the specific aims for the creation of the communication plan:

- Analyze the smartphone industry and the competition;
- Understanding the smartphone's consumer;
- Identify the profiles of *Samsung Galaxy A 2017 edition* potential consumers and how to communicate for them;
- Find out which attributes are more powerful in this smartphone in order to communicate them and make consumers buy it;
- Evaluate the communication channels and tools;
- Build an integrated communication strategy for *Samsung Galaxy A 2017 edition*;
- Develop a chronogram and budget of the communication actions;
- Define the appropriated metrics to measure the results.

## **II. LITERATURE REVIEW**

### **2.1. Millennials – Digital Generation**

The exposure of Generation Y (Millennials) to a digital environment has no parallel in history. As a consequence, Millennials became more open to different forms of communication and also more receptive to communications made through platforms which allow an effective interaction (Pendergast, 2009).

As a consequence of this exposure to the digital environment from an early age, Millennials tend to be more connected between them than any other generation before and, therefore, they have been used to channel marketing information among each other. This connectivity gives them greater awareness as consumers and has increased the need of using Integrated Marketing Communication (Lazarevic, 2012).

As evidenced by the above, one of the most remarkable characteristics of Millennials is precisely how they relate with the digital world, which can be explained by the exposure they had, as a generation, from their early years, to all kind of digital devices and technology, such as computers, mobile phones, internet, DVDs, etc. (Crampton & Valley, 2009).

The technological sophistication of this generation provides them the tools and skills required to actually interact with each other, creating a new proximity and bringing a new concept of globalization (Williams & Page, 2010).

This new vision of communication is also more instant than any previous form of communication (Sanderson, 2010; Wieck, 2008). In addition, it brings the expectation of constant progresses and upgrades since technology is now seen as an endless resource to be explored by Millennials in satisfying their wishes and needs.

#### **2.1.1. Brand's Communication for Millennials**

Knowing and understanding Millennials and the respective wills and needs is vital, as Millennials will only identify themselves with messages that prove to reflect their values. (Scarborough, 2007). As future consumers, Millennials are vital to marketing and market knowledge in a way their brand preferences are mostly established during the ages they know go through: 15 to 25 years (Taylor & Cosenza, 2002).

In order to attract Millennials' attention, brands must be able to create something that they have not been exposed to yet (Tsui & Hughes, 2001), which highlights the importance of creativity and of user-generated contents as a mean of reaching consumers. As a rule, Millennials tend to

focus on brands they consider significant and prefer strategies allowing customization and co-creation of contents, which not only gives room to creativity, but also allows brands to gather information on the generation's preferences (Sebor, 2006; Tsui & Hughes, 2001).

#### *2.1.1.1. Social Media Platforms*

Research indicate that consumers spend approximately one third of their time on social media. As a consequence, the role of social media in the brands' marketing strategy has become essential. Millennials, as a generation, have a particular need of belonging and identifying with groups they wish to be associated with (Laroche et al., 2013). Besides, it is also relevant to assess where they spend their time. In this regard, Modig et al. (2014) has shown that blogs and social media are more likely to induce a higher purchase intent and a stronger attitude towards the brand than online magazines. Mangold & Faulds (2009) have characterized social media as a hybrid element of the promotion mix. According to their analysis, its hybrid nature arises from the fact that it allows the growth of innovation and, at the same time, allows companies to communicate with consumers through traditional marketing tools. Social media platforms<sup>2</sup> represent a new channel for spreading information, as each publication can quickly reach millions of people and grants the consumers a significant control of the information that was before controlled by the companies. On the other hand, companies and marketers have on social media a valuable tool, since the analysis of online profiles gives free and easy access to information about their target-consumers. (Carlson & Lee, 2015).

Social media is particularly relevant in the relationship marketing processes and interaction is crucial for its effectiveness (Stavros et al., 2014). In fact, social media provides platforms for companies to communicate interactively with consumers and allows an actual communication where consumers are entitled to share opinions or provide feedback. Using social media as a marketing strategy enhances brand awareness, loyalty and brand equity; as well as boost customer lifetime value (Bolton et al., 2013). The above is supported by Trusov et al. (2009), who has shown that referrals on social networking websites are more efficient than traditional advertising.

Notwithstanding the above, it has been understood that a successful social media campaign, depends on companies identifying the most adequate online platform for the relevant target market and for its message delivering system (Kaplan & Haenlein, 2010).

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<sup>2</sup> Namely, *Facebook, Twitter, Instagram, Pinterest, Snapchat, Tumblr, YouTube, LinkedIn*.

### *2.1.1.2. Celebrities as Brand's Ambassadors*

Celebrities are frequently used in advertising campaigns because the public recognition they enjoy is capable of influencing consumers in their buying acquisition processes. (Subhadip et al., 2012). This ability of the celebrities lies in what they actually represent in the consumers' imaginary, notably in what they represent in terms of dreams and aspirations of the consumers. This feeling of worship of the consumers towards celebrities leads consumers to copy their celebrity models by adjusting their purchasing behavior (Aureliano-Silva et al., 2015). Brands seek to use celebrities in advertising to ensure positioning. Association between brands require each party to contribute with something to form the consumers' idea (Seno et al., 2007). That is precisely what celebrities allow for. By involving celebrities in advertising, brands become more attractive and benefit of the reputation of the celebrity (Keel & Nataraajan, 2012). Research data lead to the conclusion that celebrities tend to obtain better results in promoting brands than an unknown expert or an average consumer (Carroll, 2009).

Associating with celebrities allow brands to gain visibility and stand out of the crowd, particularly in what concerns competitors, causing consumers to purchase the product (Fleck et al., 2012). The ultimate scope is aggregating value to the brand instead of increasing revenues (Amos et al., 2008). While choosing a celebrity to associate to, a brand must consider if the celebrity endorser matches the brand, as this will be easily perceived by consumers. A mismatching between the brand and the celebrity endorsing may seriously jeopardize the brand's reputation (Bartz et al., 2013). Subhadip et al. (2012) argues that this adequacy can correspond to a matching (i) between the celebrity and the product being advertised; (ii) between the celebrity and the public; or (iii) between the endorser and the advertising message. This adequacy can be assessed either by measuring the extent to which the endorser corresponds to the idea being advertised by the brand or by the significance of a certain product being advertised by that specific celebrity (Fleck et al., 2012). To be effective, the choice of a celebrity endorser should consider one of the above adequacy assessment forms. The expertise and credibility of the endorser can affect substantially the effectiveness of the communication. Accordingly, characteristics such as education and experience are particularly valued, as those use to lead consumers to perceive the celebrity as an expert. The Source Attractiveness Model addresses how the attractiveness of people can positively influence consumers and, therefore, how the success of a certain marketing campaign can be affected by the familiarity and likability of the endorser (Carroll, 2009). The above models have been criticized, as none weights up the relation between the celebrity endorser and the product being endorsed (Rifon & Choi, 2016).

Mccracken (1989) has innovated with the Meaning Transfer Model, which is the most consensual model. Celebrities have been considered as representations of cultural meanings that are attributed to it by consumers. Such meanings travel from the celebrity endorser to the product, thus providing new meanings to the brand (Carroll, 2009). Findings emphasize the role of celebrities as endorsers in situations where they are perceived by consumers as credible and trustworthy. Although knowing that the celebrity is being paid for advertising the product, the credibility and trustworthiness of the celebrity seems to lead consumers to see the product endorsed as authentic (Silvera & Austad, 2004).

### 2.1.3. Millennials and their Self-Image

Millennials are also characterized for concerning about their image (Himmel, 2008), for using it as a reflection of their personality and to make personal statements. This can be explained by the concern Millennials' show on the way they are perceived by others and by their need of acceptance (Dickey & Sullivan, 2008). This characteristic has impact on Millennials' buying behavior and on how they relate with brands.

This generation intends to present a trendy social image and shows awareness in what concerns purchasing bad choices. This trendy image can be achieved through certain brands (Twenge & Campbell, 2008). Hence, brands need to concentrate their efforts in developing a positive image that is aligned with Millennials' tastes, preferences and self-image.

To ensure the loyalty of these customers, branding is essential. As evidenced, these consumers tend to express through brands and, as a consequence, they need brands that identify with the image they intend to pass and tend to be loyal to brands that know how to do it.

Notwithstanding the above, Millennials are pragmatic and, as consumers, prefer to seek for alternatives that add value to their choices (Harris Interactive, 2001). Thus, to understand Millennials and how they relate with brands, one must have in mind both: their choices as consumers and their ability as endorsers.

## 2.2. Consumer Buying Behavior

The majority of the definitions that have been given of consumer buying behavior are very much alike. Consumer buying behavior is a human behavior with a procedure associating numerous events which involves analyzing, feeling and behaving, as an individual addresses the existing needs. Consumer behavior focus in the analysis of the human activities, which intend to address certain needs, aimed at seeking value in exchange of the consumer's resources

such as time, money and dedication. Consumer behavior studies the process through which a consumer makes the selection, usage or disposal of products and services while purchasing, aiming at addressing the respective wills and needs (Solomon et al., 2013).

Consumer behavior dedicates to analyzing the constantly changing human needs and desires while searching for, purchasing, using and evaluating products or services that are expected to address such needs and desires (Schiffman, 2012).

Consumers make different types of decisions every day and marketers focus on the study of the decisions consumers make while purchasing. Researching consumer buying behavior became a competitive edge for organizations which increasingly tend to invest on gathering detailed information on the consumers buying choices (what, where, when and why they purchase) (Kotler & Armstrong, 2012).

#### 2.2.1. Buying Behavior as a part of the self-concept

According to Kotler & Armstrong (2012), cultural, social, personal and psychological factors are the characteristics that more materially affect the consumers' behavior.

An individual's consumption behavior (how he dresses, what jewelry he wears, what are his food preferences, what is the car he drives, etc.) provides significant information about his personality and allows to identify the respective self-concept and social identity. In addition, the product at stake is very relevant while assessing the consumers' self-concept. In fact, when purchasing social products such as a car, consumers tend to reveal their ideal selves. Differently, while purchasing of everyday products the real self tends to dominate. Considering the foregoing, marketers are able to identify products according to the consumers' self-image and compartment the market based on such identification (Solomon et al., 2013).

Self-concept was also stated by Babin & Harris (2015) being the definition given by a person to his or her own personality or identity. Many researchers have identified several different types of self-images: Actual self-image (how consumers actually see themselves), ideal self-image (how consumers would like to see themselves), social self-image (how consumers feel that others see them) and ideal social self-image (how consumers would like others to see them) (Schiffman, et al., 2012).

Different consumers have different characteristics in their life that also influences their buying behavior. Social factors (such as family, groups, roles and status) and personal factors (such as

age, occupation, lifestyle, personality and self-concept) are some of the aspects that determine the characteristics influencing the buyer behavior in making the final decision.

Even when cheaper smartphones are available in the market, why do people buy expensive smartphones? Price, quality, brand, marketing, sales, word of mouth?

### 2.2.2. Extended Self

Solomon (1983) argues that consumers express themselves and define their image through the social significance of products.

According to this author the objects define the consumers indirectly, but the consumers also pass their identity to the objects.

It is within this logic that appears the theory of "extended self" (Solomon, 2003). This theory refers to situations where the objects that the consumers have (or that the consumers use) to define their social role become part of "themselves". According to Solomon (2003), this is the reason why individuals who have an incomplete self-definition tend to complete their identity by acquiring or using symbols/products associated to its social role (Symbolic self-completion theory). This paradigm of the extended self is more perceivable in cases of products through which the person intends to show a specific feature. The "extended self" helps us, according to Belk (1988), to understand how consumer behavior contributes to a better understanding of the human nature.

The thoughts that the consumer has regarding the product determines the intensity of the connection between the individual and the product. This connection can have different levels, which have been classified by authors as "high involvement" and "low involvement". By "high involvement" it is meant that the relationship with the object has great personal relevance for the consumer and for "low involvement" the opposite. According to these authors, it is critical to consider the involvement of consumers with objects to better understand the consumer behavior regarding the purchase of certain objects.

Goffman (1959) and Belk (1988) say that owning and using a product can help the consumer to understand and disclose his identity. Indeed, Belk (1988) was the first author addressing the consumer behavior research issue. According to Belk (1988) "we are what we consume" which is a way of saying that, regardless of their awareness, consumers tend to perceive some objects as an extension of themselves. Johnson & Ein-Gar (2008) strengthens this approach by stating

that some of the consumers' choices are a way of self-expressing, as if those meant "This is what I am" or "this is what I want to be".

### 2.2.3. Hedonic Consumption

Although the utilitarian aspects of consumer behavior are of utmost relevance for analyzing the purchasing decision process, one must also address the hedonic consumption aspects, that are less traditional and that focus particularly on fantasy and emotional aspects. This hedonic dimension allows perceiving the consumer as a less rational decision-making individual and is complementary to the utilitarian as it allows to proceed to a more accurate evaluation of the criteria of the consumers' selection of products, services or brands (Hirschman & Holbrook, 1982). In this regard, Hirschman & Holbrook (1982) have stated that the hedonic dimension should complement the utilitarian and be considered in the consumer behavior studies.

Holbrook & Hirschman (1982) have characterized the hedonic perspective of consumption through certain particularities of consumption that involves fantasies, feelings and fun within the purchasing process. Under this definition, fantasy refers to dreams, imagination, unconsciousness and desires, feeling reflects the emotions perceived (such as love, hate, anger, fear, joy and sadness) and fun refers to the enjoyment arising from entertainment and fun activities. According to Holbrook & Hirschman (1982), the experiential view of consumption is given by the figurative meaning of a product, by the hedonic feedbacks and also by the aesthetic criteria. Hedonic consumption is a "phenomenon that designates the facets of consumer behavior related to the multisensory and emotional aspects of an individual's experience with products" (Hirschman & Holbrook, 1982). When comparing the two dimensions of consumption, the hedonic and the utilitarian, one must conclude that the first is of a more subjective and individualistic nature and is observed by the pleasure and fun arising from consumption.

The theory of "3 Fs" (fantasies, feelings, fun) has become one of the key aspects of subsequent studies on the experiential perspective of consumption. For instance, Holbrook (2000) extended the items initially associated to hedonic consumption to what he designated the "4 Es" - "experience, entertainment, exhibitionism and evangelizing". This approach contemplates additional aspects of hedonic responses to buying motivations: experience (escapism, emotions, fun); Entertainment (aesthetics, excitement, ecstasy); Exhibitionism (enthusiasm, expressiveness, exhibition); Evangelization (education, evidence, approval).

Tauber (1972) studied motivations that are inherent to consumer behavior, from the acquisition of a product to the purchase value. Buying motivation may result from the interest on a product that is necessary (which would correspond to the utilitarian value), or to the satisfaction resulting from the acquisition of the product. Thus, besides motivations related to the acquisition of a product, consumers are also motivated by psychosocial needs.

Babin et al. (1994) has highlighted that consumers can obtain value through their purchases, either because they need to obtain something (utilitarian motivations) or because of the pleasure arising from the act of purchasing something (hedonic motivations). As mentioned, hedonic motivation is more subjective and lies on things such as shopping for fun, entertainment or as an evasion, thus being affected by the interaction between the consumer and the product or the buying environment. This involvement is as important to the consumer as the purchase itself. Bardhi & Arnould (2005) concluded that consumption can present hedonic benefits, even if more economical.

Dhar & Wertenbroch (2000) studied the influence of hedonic and utilitarian motivation to purchase products. For these authors, hedonic motivation prevails over the utilitarian in situations where the consumer is required to exclude products. In fact, in order to avoid negative emotions such as guilt, the objects chosen for hedonic motivations are normally the first to be discarded at the moment of the purchase decision. Chitturi et al. (2008) highlighted the difference between emotional experiences gained from consumption of products with more hedonic benefits and with more utilitarian benefits. This difference lies in the different levels of enchantment, satisfaction, and future behavior (providing as examples the positive word of mouth and repurchase intentions). Products whose motivation to purchase is more utilitarian tend to lead to feelings of confidence and security, thus preventing post-purchase negative emotions. In the other hand, products whose motivation to purchase is more hedonic tend to cause joy and enthusiasm.

#### 2.2.4. Social Representation and Symbolic Consumption

Social Representations have its social side affective/symbolic. From a social knowledge, social representations are extracted from groups and, as a result of symbolic processes, they are quite specific as they depend on the relation between the consumer and the product. The experience sharing (the social) allows creating experiences that form the reality of all (Giglio, 2003). That is why the shared social concept relates to the development of a conception of "social Imaginary" with no false representations (Junqueira, 2005).

Symbolic consumption products contribute for self-expression and to form the identity of brands and of the consumers (Belk, 1988). As it includes experiences and memories, this form of symbolism, allows to extract meaning from consumption. In addition, this consumption becomes determinant of our individual identity (Khallouli & Gharbi, 2013).

The main focus of symbolic consumption refers to what the object actually represents for each individual and its essential element is the role of products as indicators of status (Khallouli & Gharbi, 2013).

Symbolic consumption is always in motion, as it is in constant flux from its various locations in the social world, assisted by the collective and individual efforts of designers, producers, marketers and consumers.

#### 2.2.5. Consumption by Status

One of the strongest and most universal phenomena is the tendency to make inferences about other people from their choices of consumption. In fact, people often buy products for what they mean and not for what they actually are, as a way to pursuing status and social recognition. According to Eastman et al. (1999), status is the position in society that is assigned to an individual by others and can be split into three types:

- Status by definition: inherited by birth and related to luxury founded on the values such as aristocracy and traditional class division;
- Status of achievement: comes from social recognition by a distinctive mark, such as special knowledge, power or respect;
- Consumption status: originated by the consumption of products that are symbols of status and perceived as forms of achieving prestige and power.

Searching for status through consumption is related to its symbolic aspects (Belk et al., 1982). Consumer goods have the symbolic ability of providing information on consumers, their lifestyles, social positions, cultural experiences, tastes and values (Douglas & Isherwood, 2004).

Consumption by Status was defined by Eastman et al. (1999) as a process through which consumers procure to consume products that grant them or that represent status for themselves and for their setting, as a mean to improve their social pattern. Mason (1992) has concluded that consumers consider the social advantages of a product while measuring its usefulness, regardless of the respective income and of the social class they belong to. The study was

conducted in several countries, including developing countries, where a significant part of the population has relevant financial constraints. The above shows that the will for status is not exclusive to the upper classes (Belk, 1988).

Veblen (1899) explains this desire for status with the widespread perception that individuals who seem to be wealthier have preferential treatment in their social contacts. The search for prestige and power is related to the need for sociability and to the paradox of belonging and distinguishing. Following this idea, Douglas & Isherwood (2004) perceived that products and brands are used by consumers to belong to some groups and to distinguish from others. Luxury brands are examples of status-related products and are defined by Galhanone (2005) as concerning everything that is rare, exclusive, restricted and, as such, expensive, and that, once recognized by other, is an indication of purchasing power and similar values. Studies of consumer brands and luxury products indicate that such products are bought by consumers because of what they represent in terms of social status (Veblen, 1899).

#### 2.2.6. Technology buying behavior

Consumers' buying behavior is affected by multiple factors. It has been claimed that price, brand, quality, innovation and recreation are amongst the factors that materially influence consumers in their buying processes (Chow et al., 2012).

As the smartphones are inserted in a high-technologic industry, the innovation factor has a big influence since product innovations are constantly been applied in contrast to most industries. Accordingly, the Technology Acceptance Life Cycle (TALC) model is decisive in the approach of the high-tech industry sector to marketing. TALC has been introduced by Moore (1991) as demonstrating the penetration of technological products in the market throughout its operating life, as well as the consumers that are typically allured by such products (figure 1).

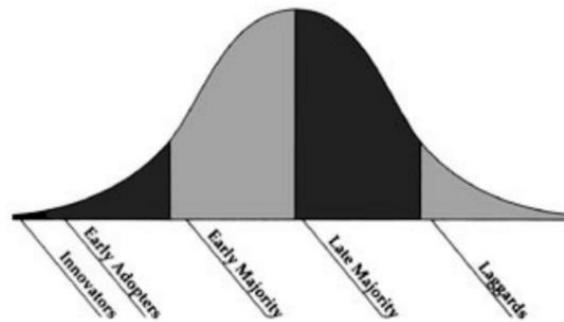


Figure 1. The Technology Adoption Life Cycle  
Source: Moore, 1991

According to Moore (1991), groups differentiate from each other based on their specific characteristics, composed by psychological and demographic criteria, which influence the

attitude of a certain group toward a determined innovation product. The users' curve is standardly distributed and is composed as follows: Innovators (2.5%), Early Adopters (13.5%), Early Majority (34%), Late Majority (34%), and Laggards (16%). In an allocation by market, Innovators and Early Adopters would follow into the Early Market (16%) and Early Majority, Late Majority and Laggards would compose the Mainstream Market (84%).

Each adopter group has its own characteristics and behaviors towards technology innovation:

Innovators: Innovators are typically pioneers when it comes to adopting new technologies. "Technology is a central interest in their life" (Moore, 1991). They are the first to know the products' characteristics and to identify its added-value in relation to other available solutions, resulting in product endorsers (Rogers, 1962; Moore, 1991).

Early Adopters: Moore (1991) stated that this group follow Innovators in adopting innovation and are mostly interested in relevant breakthroughs. "Early adopters do not rely on well-established references in making these buying decisions, preferring instead to rely on their own intuition and vision" (Moore, 1991). The advice of Early Adopters is sought by potential users who are considering a purchase and, therefore, they are deemed also as relevant endorsers (Rogers, 1962; Moore, 1991).

Early Majority: Early Majority users represent the majority of the market volume for most of the technology products (Moore, 1991). While purchasing, these adopters tend to consider several factors, notably quality and system interfaces. These individuals tend to prefer to buy from market leaders that have already proven-results and that may benefit from product extensions from other suppliers. (Rogers, 1962; Moore, 1991).

Late Majority: Late Majority adopters have been described by Moore (1991) as being conformists and against discontinuous innovations. "When they find something that works for them, they like to stick with it" (Moore, 1991). Unless pressured by the networks or aiming at addressing economic needs, these individuals tend to keep technology they feel comfortable with (Rogers, 1962; Moore, 1991).

Laggards: Laggards have been addressed as being highly resistant to change and by having typically low purchasing power. Therefore, they tend to consider very carefully the adoption of innovation (Rogers, 1962).

### III. CONCEPTUAL FRAMEWORK OF REFERENCE

The main aspects obtained from the Literature Review will be used in this study and in the forms of implementation of this project. Their inputs will be very important to define the communication approach to the Millennials generation. They are synthesized in this table:

Subject	Description
Millennials	<p>Millennials are used to share marketing information with each other and are more connected than ever. Millennials will only recognize communication efforts and messages where they see their values reflected (Scarborough, 2007). In order to attract Millennials' attention, brands must be able to create something that they have not been exposed to yet (Tsui &amp; Hughes, 2001), which highlights the importance of creativity and of user-generated contents as a mean of reaching consumers. Another relevant characteristic of Millennials and what they are as consumers is their concern with what others think about them. This generation intends to present a trendy social image and shows awareness in what concerns purchasing bad choices. This trendy image can be achieved through certain brands (Twenges &amp; Campbell, 2008). Hence, brands need to concentrate their efforts in developing a positive image that is aligned with Millennials' tastes, preferences and self-image.</p> <p>One communication tool that is effective on Millennials is social media platforms. Research indicates that consumers spend approximately one third of their time on social media. Therefore, the role of social media in the brands' marketing strategy has become essential. Millennials, as a generation, have a need of belonging and identifying with groups they wish to be associated with (Laroche et al., 2013). Social media platforms represent a new channel for spreading information, as each publication can quickly reach millions of people and grants the consumers a significant control of the information that was before controlled by the companies. On the other hand, companies and marketers have on social media a valuable tool, since the analysis of online profiles gives free and easy access to information about their target-consumers. (Carlson &amp; Lee, 2015).</p> <p>Another communication tool is celebrities' endorsements. Brands seek to use celebrities in advertising to ensure positioning. Association between brands require each party to contribute with something to form the consumers' idea (Seno et al., 2007). Associating with celebrities allow brands to gain visibility and stand out of the crowd, particularly in what concerns competitors, causing consumers to purchase the product (Fleck et al., 2012). Such meanings travel from the celebrity endorser to the product, thus providing new meanings to the brand (Carroll, 2009).</p>
Consumer Buying Behavior	<p>Consumers make different types of decisions every day. Marketers focus on the study of the decisions consumers make while purchasing. Researching consumer buying behavior became a competitive edge for organizations which increasingly tend to invest on gathering detailed information on the consumers buying choices (what, where, when and why they purchase) (Kotler &amp; Armstrong, 2012).</p>

	<p>Consumers' buying behavior is affected by multiple factors. It has been claimed that price, brand, quality, innovation and recreation are amongst the factors that materially influence consumers in their buying processes (Chow et al., 2012).</p> <p>According to Kotler &amp; Armstrong, (2012), cultural, social, personal and psychological factors are the main characteristics that influence the consumer behavior. The purchase behavior of a consumer helps to identify their self-concept and social identity.</p> <p>There are several types of consumption. One is the hedonic perspective of consumption that was described by Holbrook &amp; Hirschman (1982) through experiential aspects of consumption involving fantasies, feelings and fun with the purchase. Babin et al. (1994) has highlighted that consumers can obtain value through their purchases, either because they need to obtain something (utilitarian motivations) or because of the pleasure arising from the act of purchasing something (hedonic motivations). Another is the symbolic consumption, where products contribute for self-expression and to form the identity of brands and of the consumers (Belk, 1988). This form of symbolism, which includes lived experiences and memories of the individual allows to extract meaning from consumption.</p> <p>People often buy products by what they mean and not by what they are, in pursuit of status and social recognition, and that is other type of consumption: Consumption by Status was defined by Eastman et al. (1999) as a process through which consumers procure to consume products that grant them or that represent status for themselves and for their setting, as a mean to improve their social pattern. Products and brands are used by consumers to belong to some groups and to distinguish from others (Douglas &amp; Isherwood, 2004).</p> <p>According to Solomon (2003), this is the reason why individuals who have an incomplete self-definition tend to complete their identity by acquiring or using symbols/products associated to its social role (Symbolic self-completion theory). Self-concept was also stated by Babin &amp; Harris (2015) being the definition given by a person to his or her own personality or identity.</p>
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*Table 1. Conceptual Framework of Reference  
Source: Author's elaboration*

## IV. METHODOLOGY

The main objective of this part of the project is to describe the methods and techniques of data collection that support the implementation of the communication plan.

Data collection can be primary and secondary. Primary data consists of new data that is collected by the researcher. Secondary data involves a collection of data that already exists made by different researchers or other sources.

Regarding primary data, the research methodology for data collection comprehends the qualitative method of an in depth semi-structured interviews with the *Samsung's* Communication Team (Appendix 1). In semi-structured interviews, the researcher has a list of questions to be covered. The order of questions may be varied depending on the flow of the conversation and additional questions may be required to explore a particular subject. The main goal of this interview was to gather the most information possible and understand the company objectives for this product.

On one hand, it was necessary to know the history of the company as well as its evolution in the last years; its strategy as a brand and the main goals; its customer profile (target) and the type of communication the company use. On the other hand, follow the communication strategy and verify the results after the strategy was implemented.

As far as finding secondary data, desk research was done upon documents, such as reports elaborated by *Samsung* (internal data) and studies by external companies about the smartphones category performance (external data) in order to collect quantitative data.

	Source
Internal Data	<i>Samsung</i>
External Data	<i>Gartner Consumer Barometer Google IDC GFK</i>

Table 2. Internal and external data sources  
Source: Author's elaboration



## V. INFORMATION ANALYSIS

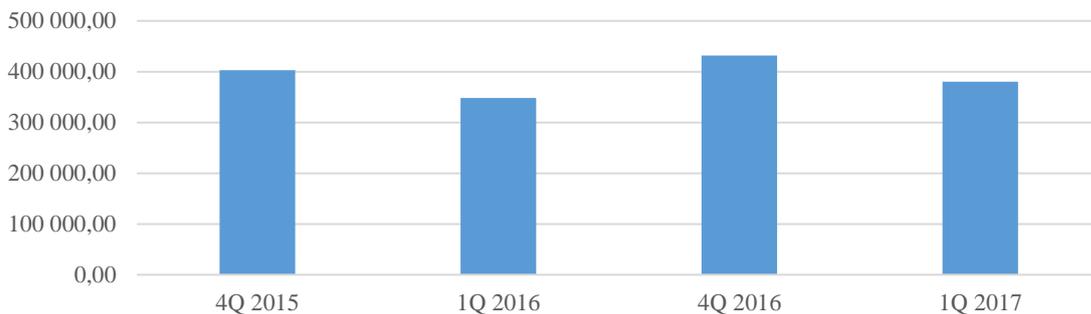
### 5.1. Market Analysis

#### 5.1.1. Smartphone Industry

##### 5.1.1.1. Global Perspective

When compared to regular mobile phones, smartphones have more sophisticated computing capabilities and connectivity. The smartphone industry has been growing consistently, both in terms of the size of the relevant market, diversity of models and multiplicity of suppliers.

Regarding sales, an online article of *Exame Informática*, points out the conclusions of a *Gartner's* report in 2017, according to which worldwide smartphone sales grew 9,1% in the first quarter of 2017, when compared with the same period of the previous year, totaling 378 million units. Graph 1 evidences that, although sales show some growth when compared with the same quarters of previous years, the development of worldwide sales is unsteady from a quarter to the subsequent one, being the growth of the sales higher during the last quarter of each year. The foregoing is easily explained with Christmas season, which is the period when consumers tend to spend more money.



Graph 1. World smartphone sales to end users (thousands of units)  
Source: Gartner, 2017

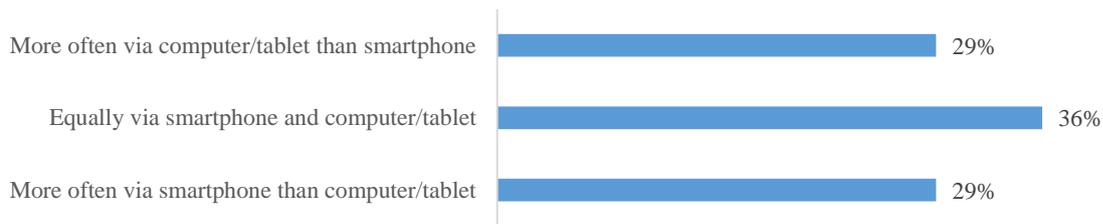
Looking into smartphone usage, the study “Consumer Barometer with Google” in 2017, concludes that in 2012, one in each three consumers in forty different markets had access to a smartphone and that this number have being growing until 2016, achieving 70%. This leads to the conclusion that consumers recognize the added value of smartphones and decided to integrate it in their daily life activities.

Almost a third (29%) of the smartphone’s users worldwide admit that they use more often their smartphone to access to Internet than their computers or tablets (Graph 2)<sup>3</sup>. For many users

<sup>3</sup> Answers not sum to 100% due to rounding, no answers and don't knows.

Internet access is actually centralized in their smartphones. Consumers use to access Internet through smartphones at least as often as through computers/tablets.

In 2016, the percentage of consumers reporting the use of smartphones, tablets and computers has grown from 3% to 23% (Consumer Barometer, 2017). It is, indeed, possible to conclude that consumers have increasingly felt the need of using more than one device. Moreover, the fact that all these devices can be connected to each other share information between them, is a significant factor in their attractiveness to consumers.



Graph 2. With which connected devices do people most often go online?  
Source: Consumer Barometer, 2017

### 5.1.1.2. Portugal Perspective

According to a *GFK* study carried out in 2017, Portugal smartphone sales to consumers, totaled nearly 1,7 million units in 2016, which represents a decrease of 7,5% when compared to 2015 (table 3). However, on a different perspective, the increase of the units' prices, had a significant impact in the sales growth, which totaled EUR 389 thousand in 2016, having therefore a 5,6% increase from 2015 to 2016. In a nutshell, although brands have sold less smartphones in terms of quantity, by rising the smartphones' prices, they have been able to increase their sales in terms of value, thus also improving their profits.

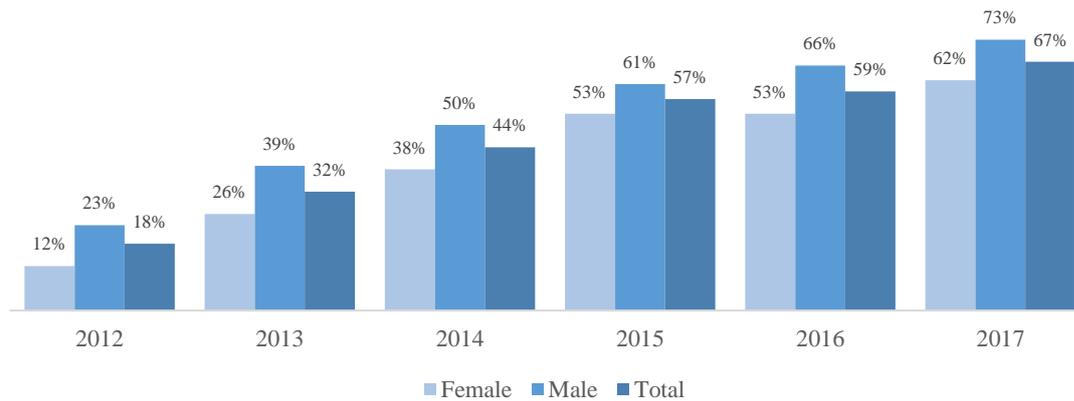
Brands can justify this increase in prices with the improvement of the quality of their products. Smartphones have evolved rapidly through the years and brands only invest in updated products that contain the latest features, which requires high quality materials and equipment. For that reason, while setting the unit prices of smartphones brands must consider the respective manufacturing cost.

Table 3 evidences that online sales in Portugal are not yet a profitable market, representing only around 3% of the total sales. This can be explained by the increase of the unit prices in Internet sales, which are higher than in traditional sales. Another explanation lies on the fact that consumers still prefer to buy smartphones in physical stores, although they increasingly tend to search, in online platforms, before purchasing, information about the products they are willing to acquire.

		2015	2016
<b>Traditional Sales</b>	Units	1.757.176	1.630.275
	Sales (EUR)	352.398,4	374.060,4
	Price (EUR)	200,55	229,45
<b>Internet Sales</b>	Units	63.760	53.381
	Sales (EUR)	16.809,1	15.704,8
	Price (EUR)	263,63	294,2
<b>Overall</b>	Units	1.820.936	1.683.656
	Sales (EUR)	369.207,5	389.765,1
	Price (EUR)	202,76	231,5

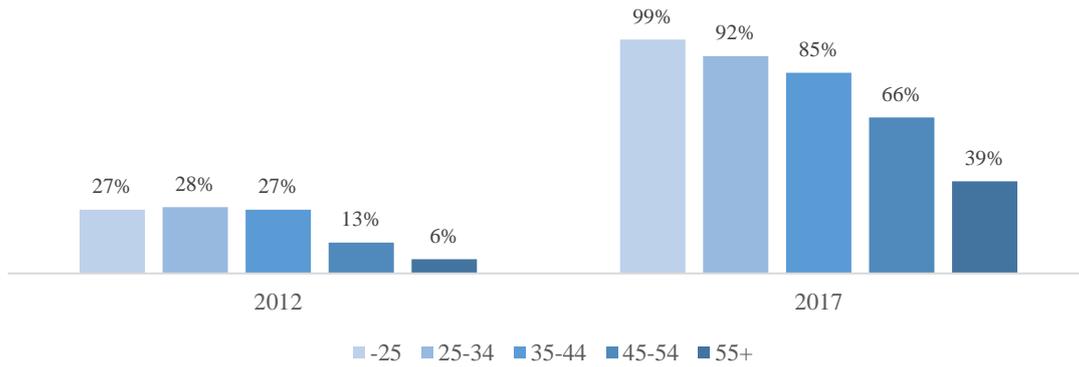
Table 3. Smartphone sales to end users in Portugal (EUR)  
Source: GFK, 2017

Regarding smartphone usage, the above-mentioned “Consumer Barometer with Google” study, also concludes that, in Portugal, the number of consumers that had access to a smartphone increased from 18% to 67% in the period within 2012 and 2017. Although the smartphone usage had an overall increase, men have shown a higher percentage of usage (in 2017 more than two thirds of the Portuguese men use a smartphone).



Graph 3. Percentage of people who use a smartphone in Portugal by gender  
Source: Consumer Barometer, 2017

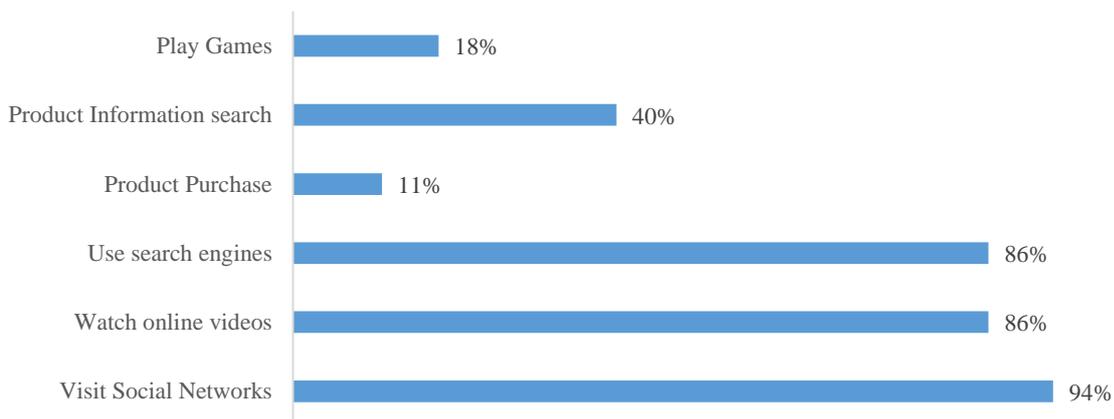
On the other hand, despite the fact that the popularity of smartphones has been increasing transversely in all age groups, youngest people are who use them most (graph 4). From the total respondents under the age of 25, 99% use a smartphone in 2017, whereas just 39% of people with over 55 years reports using a smartphone.



Graph 4. Percentage of people who use a smartphone in Portugal by age  
Source: Consumer Barometer, 2017

According to the 2016 study "*Barómetro de Telecomunicações da Marktest*", the highest penetration rate of smartphones (in some cases above of 90%) is found among men, the youngest individuals, the residents of "Grande Lisboa" area and the individuals of the upper classes.

In what concerns weekly online activities (graph 5), consumers under the age of 25 tend to use their smartphones to access to social networks (94%), search for information (86%), watch videos online (86%), shop (11%), play games (18%) or just look for information about products that they want to buy (40%). So, it is possible to conclude, from the information hereunder, that the preferred online activity is the navigation on the social networks followed by watching online videos and the use of search engines.



Graph 5. Weekly smartphone online activities of Portuguese under the age of 25  
Source: Consumer Barometer, 2017

To conclude, the global smartphone market is in transition, moving from a high growth spurt towards a phase of stabilized long-term growth. The adoption of smartphones is nearing its peak in the developed countries, with the majority of the sales currently being generated by upgrades to a better device rather than by first-time buying.

### 5.1.2. Competition

There are two types of competition that *Samsung* takes into account – direct and indirect competition. *Samsung* considers as direct competitors all brands that trade smartphones in the market. In this regard and considering a study carried out by *Gartner* in 2017, the top 5 smartphone competitor brands are currently *Apple*, *Huawei*, *OPPO*, *Vivo* and *BBK*. Indirect competitors are all those brands that commercialize smartphones’ substitutes, such as mobile phones, computers and tablets.

The table below, evidences the brands and company highlights of the top 5 *Samsung*’s competitors:

Brand	Resume
<i>Apple</i>	<p>North American multinational company that aims to design and commercialize consumer electronic products, computer software and personal computers. The company's best-known hardware products are: <i>Macintosh</i>, <i>iPod</i>, <i>iPhone</i>, <i>iPad</i>, <i>Apple TV</i> and <i>Apple Watch</i>. The software <i>iOS</i>, is the mobile operating system that is unique for this brand. For reasons, such as complete design through to its distinct advertising campaigns, <i>Apple</i> has established a unique reputation in the consumer electronics industry. <i>Fortune</i> magazine ranked <i>Apple</i> the most admired company in the United States in 2008, and the most admired in the world in 2008, 2009 and 2010.</p> <p><b>Company Highlights</b></p> <p><i>Apple</i> remained essentially flat with shipments reaching 51.6 million units in the first quarter of 2016, up slightly from the 51,2 million shipped last year. The strong holiday 2016 fourth quarter carried into the month of January as the larger <i>iPhone 7 Plus</i> returned to stock across most channels in numerous regions. <i>Apple</i> introduced a refreshed <i>iPhone SE</i> with more storage capacity (32GB and 128GB) that puts the mid-tier<sup>4</sup> device in line with the rest of the <i>iPhone</i> portfolio.</p>
<i>Huawei</i>	<p>Multinational network and telecommunications equipment company headquartered in China. Its main activities are research and development, the production and marketing of telecommunications equipment, and the provision of customized network services to telecommunications operators. It is the largest supplier of networking and telecommunications equipment in the world, having surpassed</p>

<sup>4</sup> Mid-range smartphones: classification for smartphones who usually are within the price range of EUR 200 and EUR 400 and have specific specs such as quad-core/octa-core (phone application processors) and 2/3 GB RAM (phone primary memory).

	<p><i>Ericsson</i> in 2012. In 2017, Huawei was named the second-largest brand in China, according to the <i>BrandZ</i> ranking, behind only <i>Lenovo</i>.</p> <p><b>Company Highlights</b></p> <p><i>Huawei</i> sustained its dominance in China growing nearly 22% as shipments climbed from 28,1 million units last year (2016), to 34,2 million units in the first quarter of 2017. <i>Huawei</i> once again demonstrated its stable position in the premium market with the <i>P</i> and <i>Mate Series</i>, and a strong presence in the affordable sector with its <i>Y Series</i> and <i>Honor</i> brands. Although <i>Huawei</i> announced that the <i>Mate 9</i> has sold over 5 million units since it launched in November of 2016, in the U.S. the device, as well as the brand, has failed to grab consumer's attention. This U.S. attention is something <i>Huawei</i> will need if they aspire to displace the two market leaders (<i>Samsung</i> and <i>Apple</i>). The launch of the new <i>P10</i> and the new <i>P10 Plus</i> at the very end of the 2016 quarter presents consumers a valid third option.</p>
<p><b>BBK</b></p> <p>Chinese multinational specialized in electronics such as television sets, MP3 players, digital cameras and cell phones. It commercializes smartphones under the <i>OPPO</i>, <i>OnePlus</i> and <i>Vivo</i> brands, and Blu-ray players, headphones and headphone amplifiers under the <i>OPPO</i> Digital division.</p>	<p><b>OPPO</b></p> <p><i>OPPO</i> is a camera phone brand. For the last 10 years, has been focusing on manufacturing camera phones, while innovating mobile photography technology breakthroughs. <i>OPPO</i> started the era of selfie beautification, and was the first brand to launch smartphones with 5MP and 16MP front cameras. <i>OPPO</i>'s Selfie Expert <i>F series</i> launched in 2016 drove a selfie trend in the smartphone industry. In 2016, was ranked as the number 4 smartphone brand globally, according to <i>IDC</i>.</p> <p><b>Company Highlights</b></p> <p><i>OPPO</i> is continuing to catch up with <i>Huawei</i>. With a 94,6% increase in worldwide smartphone sales in the first quarter of 2017, <i>OPPO</i> achieved the best performance of the quarter and retained the No. 1 position in China. The focus on the camera technology, fast charging and offline retail has helped it grow smartphone sales in the international market.</p>
	<p><b>Vivo</b></p> <p><i>Vivo</i> is a phone brand based in China. It was founded in 2009. The company is another Chinese smartphone maker to enter India recently. It makes low-cost Android phones, and those in the mid-range segment of the market. <i>Vivo</i> has since become registered in over 100 countries around the world.</p> <p><b>Company Highlights</b></p> <p>Thanks to its increased brand appeal, high-quality smartphones and strong branding initiatives, <i>Vivo</i> is positioned as a strong mobile phone brand in China and Emerging markets in Asia/Pacific, including India. <i>Vivo</i> sold almost 26 million smartphones and achieved a market share of 6,8%, which helped it achieve growth of 84,6% in the first quarter of 2017.</p>

Table 4. Smartphone competitor's highlights  
Source: IDC, 2017

For a better assessment of the current Smartphone market positioning of each competitor, when compared with *Samsung*, please refer to analysis below that is based on a 2017 *Gartner* study on sales to end consumers and on the market share for the top 5 brand market leaders.

	Market Share (%)		Volume (units)	
	2015 Overall	2016 Overall	2015 Overall	2016 Overall
<i>Samsung</i>	22,5	▼ 20,5	320.219,7	▼ 306.446,6
<i>Apple</i>	15,9	▼ 14,4	225.850,6	▼ 216.064,0
<i>Huawei</i>	7,3	▲ 8,9	104.094,7	▲ 132.824,9
<i>OPPO</i>	2,8	▲ 5,7	39.489,0	▲ 85.299,5
<i>BBK</i>	2,5	▲ 4,8	35.291,3	▲ 72.408,6
Others	49,1	▲ 45,6	698.955,1	▲ 682.314,3
<b>Total</b>	<b>100,0</b>	<b>100,0</b>	<b>1.423.900,4</b>	<b>▲ 1.495.358,0</b>

Table 5. Worldwide Smartphone Sales to End Users by Vendor in 2016 (Thousands of Units)  
Source: Gartner, 2017

The above table shows that *Samsung* is leading on sales and market share in the overall years of 2015 and 2016. In the second position is *Apple* with a 14,4% market share in 2016. It is also worth to note that both *Samsung* and *Apple* have decreased their sales from 2015 to 2016, due to the growth of the market presence of Chinese brands.

These Chinese brands (*Huawei*, *OPPO* and *BBK*) are increasing their market share and their sales, mostly due to the evolution of their devices. *Huawei*, *Oppo* and *BBK* accounted nearly 20% of smartphones sold to end users worldwide during 2016.

In the last two years, *Huawei* has been the leader among the Chinese vendors and the third largest brand worldwide. According to an interview to Francisco Jerónimo, director of research at *IDC*'s London office for the EMEA (Europe, Middle East and Africa) mobile market, published by the newspaper *Expresso* in May of 2017, *Huawei* is growing fast in the market because it has been able to position itself in the premium segment, by adopting an adequate partnerships' strategy, as it was the case of the German *Leica*, a strong name in the photographic lenses. Another important alliance for *Huawei* was the one with Pantone Institute, which allowed to explore the emotional factor associated with colour selection, to compensate the fact that mobile equipment seems too homogeneous on a first sight. To determine the design of the mobile phones, the brand has made a partnership with the Chinese *Ricostru*.

*Oppo*'s current strategy is based on offering high-performance, front-facing cameras and fast charging smartphones. This strategy led the brand to a high market positioning in China, in 2016. In addition, the continued growth of the sales in the markets outside China have also helped *Oppo* to position itself as the number 4 smartphones' player worldwide in what concerns sales.

In *BBK's* case, the focus on quality, design and strong branding initiatives has positioned it as a strong mobile phone brand both in China and in India. *BBK's* strong performance in India allowed it to emerge as the number 5 smartphone vendor worldwide.

	Market Share (%)		Volume (units)	
	1Q 2016	1Q 2017	1Q 2016	1Q 2017
<i>Samsung</i>	23,3	↓ 20,7	81.186,9	↓ 78.671,4
<i>Apple</i>	14,8	↓ 13,7	51.629,5	↑ 51.992,5
<i>Huawei</i>	8,3	↑ 9,0	28.861,0	↑ 34.181,2
<i>OPPO</i>	4,6	↑ 8,1	15.891,5	↑ 30.922,3
<i>Vivo</i>	4,0	↑ 6,8	14.001,0	↑ 25.842,2
Others	45,0	↓ 41,7	156.654,2	↑ 158.367,7
<b>Total</b>	<b>100,0</b>	<b>100,0</b>	<b>348.224,2</b>	<b>↑ 379.977,3</b>

Table 6. Worldwide Smartphone Sales to End Users by Vendor in 1Q17 (Thousands of Units)  
Source: Gartner, 2017

Considering the data in table 6 we may conclude that, diversely to other analysis, in this case volume and market share have different performances.

In what concerns *Apple*, the difference is a result of the *iPhones'* sales being flat, thus decreasing the market share. Similarly to *Samsung*, *Apple* is increasingly facing fierce competition from the Chinese brands *Oppo* and *Vivo*, among others, and its performance in China is under attack.

*Huawei* edged closer to *Apple* with smartphone sales amounting to 34 million units in the first quarter of 2017. Despite its *P9* and *P9 Plus* being available for more than a year now, both smartphones continued to sell well, positioning *Huawei* as a dominant brand in the consumer market.

*Huawei*, *Oppo* and *Vivo* increasing market growths is forcing *Samsung*, *Apple* and other brands to decrease their market shares, even though they have sold more units than in the first quarter of 2016 (*Apple* and the other brands).

### Smartphone operating systems

Regarding Operating systems, all top 5 brand market leaders operate under *Android*, except for *Apple* that uses its own system - *iOS*. *Android* is a mobile operating system developed by *Google*, that was designed primarily for touchscreen mobile devices, such as smartphones and tablets. *Android's* user interface is mainly based on direct manipulation, using touch gestures. The other operating system leaders are *Windows* and *BlackBerry*.

The chart below evidences an analysis based on sales to end users and market share for the operating systems leaders.

	Market Share (%)		Volume (units)	
	4Q 2015	4Q 2016	4Q 2015	4Q 2016
<i>Android</i>	80,7	81,7	325.394,4	352.669,9
<i>iOS</i>	17,7	17,9	71.525,9	77.038,9
<i>Windows</i>	1,1	0,3	4.395,0	1.092,2
<i>BlackBerry</i>	0,2	0,0	906,9	207,9
<b>Others</b>	0,2	0,1	887,3	530,4
<b>Total</b>	<b>100,0</b>	<b>100,0</b>	<b>348.224,2</b>	<b>379.977,3</b>

Table 7. Worldwide Smartphone Sales to End Users by Operating System in 4Q16 (Thousands of Units)  
Source: Gartner, 2017

The above shows that, regarding sales per operating system, in the last quarter of 2016, *Google's Android* strengthen its leadership by capturing 82% of the total market. *Android* dominated the market from the last quarter of 2015 until the last quarter of 2016, having grown 1% during that period. *Apple's iOS* has also grown during that period, but only 0,2%. The above-mentioned *Gartner* study points out that the entry of *Google's Pixel* phone has made the premium *Android* smartphone more competitive, while the re-entry of *HMD (Nokia)* in the basic (mid-tier) smartphone category, is set to further increase the competition in emerging markets. These two systems are increasingly alone, with competition disappearing.

	Market Share (%)		Volume (units)	
	1Q 2016	1Q 2017	1Q 2016	1Q 2017
<i>Android</i>	84,1	86,1	292.746,9	327.163,6
<i>iOS</i>	14,8	13,7	51.629,5	51.992,5
<b>Others</b>	1,1	0,2	3.847,8	821,2
<b>Total</b>	<b>100,0</b>	<b>100,0</b>	<b>348.224,2</b>	<b>379.977,3</b>

Table 8. Worldwide Smartphone Sales to End Users by Operating System in 1Q17 (Thousands of Units)  
Source: Gartner, 2017

When analyzing the first quarter of 2017, it is possible to conclude that the battle is now clearly between *Android* and *iOS*. With other operating systems struggling for momentum, *Android* grew its share by 2%. The increasing acceptance of the Chinese brands in the global markets, led by their high-quality smartphones, is driving *Android* operating system dominance. Moreover, with *Google's* announcement of *Android Go* — targeted at the entry-level smartphone market — this operating system is heading for continued growth.

In light of what might seem to be a slowing market, consumers continue to show demand for smartphones. Top Chinese brands, such as *Oppo*, *BBK*, *Huawei*, *ZTE*, *Xiaomi* and *Lenovo*, are

aggressively expanding into markets outside China, where they will continue to challenge the top smartphone players during 2017.

Besides these competitors, *Samsung* has another challenge: Not to cannibalize its own products. As shown below, *Samsung* has a wide product portfolio, which include smartphones, computers and tablets, thus requiring a careful communication strategy suitable for each product.

## **5.2. Internal Analysis**

### *5.2.1. Samsung History*

*Samsung Electronics* is a global leader in technology, always searching for new possibilities. Through continuous innovation and discovery, *Samsung* has been transforming the worlds of televisions, smartphones, wearable devices, tablets, cameras, digital appliances, network systems, medical devices, semiconductors and LED solutions. *Samsung* is also leading in the Internet of Things space through, among others, their Smart Home and Digital Health initiatives.

The story of *Samsung* begins in 1938, when Lee Byung-chul founded a small trading company. The company dealt mostly in local produce and groceries, such as fruit, vegetables and fish and prospered until the Korean War broke out.

After the war ended in the early 1950s, Korea began to rebuild and *Samsung's* founder invested in other industries, for example textiles and sugar refineries. At the time, these were very important sectors to help the economic development of the country.

But when it comes to *Samsung Electronics*, the story begins in the late 1960s. At the time, industrial policy designated the electronics industry as one of the key drivers of growth for the Korean economy. Companies were encouraged to enter this industry and so, in 1969, *Samsung Electronics* was founded.

Since being established in Korea in 1969, *Samsung Electronics* has grown into one of the world's leading technology companies, with annual sales of USD 177 billion (EUR 151 billion) in 2015, and become recognized as one of the top 10 global brands. *Samsung's* network now extends to 325.677 people across 80 countries, which 70% of the employees are located outside of Korea.

*Samsung* has 38 production bases across the globe. *Samsung* is unique in that 90% of production is done in-house. This allows to develop new products and services quickly, and respond to

consumer trends and needs. It also means a greater control and can ensure the quality of the products.



Figure 2. Samsung's Global Network  
Source: Provided by Samsung

*Samsung* invests in Research & Development (R&D) and future technologies and in order to do that *Samsung* operates 34 R&D centers globally, with over 63.000 employees devoted to R&D. In 2015, *Samsung* registered 5.072 new patents in the U.S. alone, ranking *Samsung Electronics* as the second-highest patent winner in the U.S. for the tenth consecutive year. *Samsung's* intellectual property portfolio today includes more than 100.000 patents.

Besides this, *Samsung Electronics* has increased global investment to fuel software innovation, including embracing creative talent from both inside and outside the company and today it employs around 1.700 designers across their global design centers in 6 countries.

*Samsung* has been recognized as one of the top global companies on many fronts. In 2015, Fast Company recognized *Samsung* as one of the Most Innovative Companies for the Internet of Things, ranking it number 2 in this area. *Samsung* was also marked as number 15 on Forbes' list of the World's Most Reputable Companies in 2015 and is ranked the 7th most valuable brand in the world. In 2012, *Samsung* first entered the top 10 of Interbrand, being number 7 in 2015.

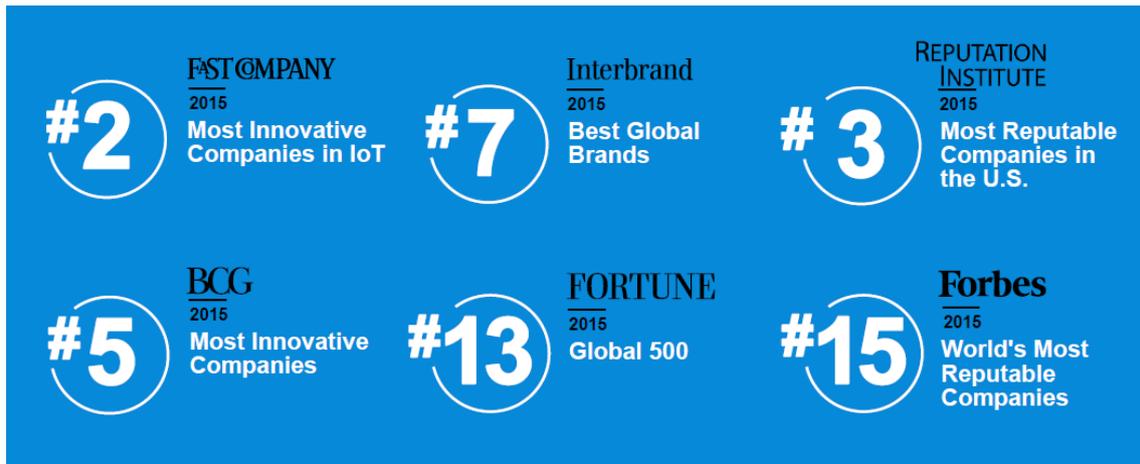


Figure 3. Corporate Recognitions  
Source: Provided by Samsung

### 5.2.2. Samsung portfolio

Samsung Electronics has three key business divisions: Consumer Electronics, IT & Mobile Communications, and Device Solutions. Each has their own CEO and underneath these three divisions are seven business units.



Figure 4. Samsung Business Portfolio  
Source: Provided by Samsung

Regarding Consumer Electronics this category has three business units: Visual Display, Digital Appliances, and Health and Medical Equipment. These business units create some of *Samsung*'s most well-known products, Super Ultra High Definition (SUHD) Televisions (TVs) with quantum dot technology, curved monitors, home entertainment systems, audio devices, washing machines, refrigerators, ovens, air conditioners, robotic vacuum cleaners, and medical equipment that can do digital radiography, ultrasounds and in-vitro diagnostics.

Other category is Device Solutions. *Samsung* offer one of the widest product portfolios in the industry from two main businesses: Memory and Large-Scale Integration (LSI) System. *Samsung* has been the industry leader for memory products since 1993, and is currently the second largest semiconductor company in the world.

The last category is IT & Mobile Communications. *Samsung* is well known for its range of *Galaxy* smartphones, Portable Computers (PCs), tablets, smartwatches and virtual reality. The *Galaxy* family is composed by the *Galaxy S*, which is the product line to target consumers with high socioeconomic class. *Samsung* also owns the *Galaxy J*, a mid-tier product line of mid-entry products that tend to target consumer groups with lower financial capabilities that look more for efficiency and more recently *Samsung* also developed the *Galaxy A*, a product line that positioned itself in the mid-price tier between the *Galaxy S*, and the *Galaxy J*.

As mobile technology has been widely deployed and becomes an essential tool for consumer's lives. The *Samsung Galaxy* experience is built around what matters most to consumers. Meanwhile, *Samsung*'s Networks Business — including Mobile Broadband Network and Enterprise Communications – innovates and manufactures the infrastructure equipment and solutions that underpin the digital world.

In this case, the product that will be the subject of this thesis is present in IT & Mobile Communications category, belonging to the Mobile Communications business unit: The *Samsung Galaxy A 2017 edition*.

### 5.2.3. Samsung Galaxy A 2017 edition

*Samsung Galaxy A 2017 edition* is a mid-range smartphone of the Galaxy Family. It aims to be considered as a flagship/high-end<sup>5</sup> product but more affordable. The official product announcement in Portugal was on February 3<sup>rd</sup> on 2017 with the recommended retail price of EUR 329,90 for *Samsung Galaxy A3* and EUR 429,90 for *Samsung Galaxy A5*.



Figure 5. Samsung Galaxy A5 (left) and Samsung Galaxy A3 (right)  
Source: Source: <http://www.Samsung.com/pt/galaxy-a-2017/>

Regarding features (appendix 2), the back of the new *Samsung Galaxy A 2017 edition* consists of metal and 3D glass, in accordance to the *Samsung's* premium design and the screen has 5,2 inches and FHD<sup>6</sup> Super AMOLED<sup>7</sup>, which means that has high quality image and resistance. The *Samsung Galaxy A 2017 edition* is available in four colors including Black, Gold, Pink and Blue.



Figure 6. Samsung Galaxy A's range colors  
Source: <http://www.Samsung.com/pt/galaxy-a-2017/>

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<sup>5</sup> High-end smartphones: classification for smartphones who usually are around EUR 500 or above and have specific specs such as octa-core/deca-core (phone application processors) and above 3 GB RAM (phone primary memory).

<sup>6</sup> Full high definition.

<sup>7</sup> Active-Matrix Organic Light-Emitting Diode.

The new *Samsung Galaxy A 2017 edition* has an improved front and rear cameras with 1,9 autofocus, when compared with the 2016 edition. This improvement results in high quality photographs, specially selfies, once both front and rear camera have 16 mega pixels (MP), even those taken in low light conditions. The *Samsung Galaxy A 2017 edition* camera also has a simplified UX (Usability Experience), allowing users to quickly switch modes and instant filters to add effects to images. Users can also choose specific modes such as Food Mode to optimize and enhance the color and contrast of the selected photos.

The *Samsung Galaxy A 2017 edition 2017* incorporates several new and improved features:

- For the first time, the *Samsung Galaxy A* series, features IP68 (resistance to water and dust), which allows it to withstand rain, sweat, sand and dust – feature that is usually of high-end smartphones;
- A battery with better capacity than the previous version, meaning that the consumer can stay connected for longer, while the Quick Charge lets have the smartphone at full capacity within an hour or two. The *Samsung Galaxy A 2017 edition* is also equipped with a Type-C USB Reversible Adapter for easy connectivity;
- Always on screen, which allows users to check key notifications without powering the device, saving battery life and time;
- Octa-core processor, 3GB RAM, Increased Memory (32GB) and microSD (Memory Card, sold separately) support up to 256GB, meaning users can capture and record content without having to worry about storage.

**Galaxy A5**

- Ecrã de 5.2 polegadas
- Vidro 3D traseiro
- Câmara frontal e traseira de 16MP
- Equipado com IP68, protege contra líquidos e poeiras
- Scanner de impressão digital
- Memória expansível até 256GB
- Uma bateria de maior duração

COMPRAR

**Galaxy A3**

- Ecrã de 4.7 polegadas
- Vidro 3D traseiro
- Câmara traseira de 13MP e frontal de 8MP
- Equipado com IP68, protege contra líquidos e poeiras
- Scanner de impressão digital
- Memória expansível até 256GB

COMPRAR

Figure 7. Samsung Galaxy A5 and A3 2017 edition features  
Source: <http://www.Samsung.com/pt/galaxy-a-2017/>

### 5.2.3.1. *Samsung Galaxy A 2017 edition position strategy*

*Samsung Galaxy A 2017 edition* position strategy will be based on the following goals:

- **Provide the consumers who are unable to purchase a flagship or do not want to purchase a flagship with an alternative product:**

As it was said before, this 2017 edition aims to be considered as a flagship product but more affordable, which means that incorporates some premium features that usually are just present in high-end smartphones, such as water and dust resistance, fast charge and high-quality camera. This way, consumers who weren't capable to afford or simply didn't want to spend so much money in a high-end smartphone, are now able to buy a smartphone with similar features at a lower price.

- **Locking consumers into the *Samsung* Ecosystem:**

*Samsung* ecosystem is composed by *Samsung* products such as smartwatches, 360 cameras, TV's and washing machines. By having a *Samsung* smartphone, it opens consumers to new possibilities of connections. Consumers can connect the smartphone to their home TV, washing machine, sound systems, watches and PCs and share content in both ways. The primary goal here is to expand the number of *Samsung* devices in each consumer. The majority of *Samsung* devices are compatible with other android devices, and some even with iOS devices, but if consumer desires to have the full experience (all features available) it has to own the ecosystem products.

- **Support *Samsung's* premium brand perception through purchase and consumer usage experience:**

By increasing the quality of the mid-range product line, *Samsung* intends to strength his position in the premium market. So far, this position was due to the high-end product line, but now *Samsung* is spreading this perception to the rest of the product lines. But premium brand perception doesn't come only with the quality of the products. It is important to invest in purchase and usage experience. Nowadays, these two parameters have the same importance as the quality of the product. The product packaging, store atmosphere, brand assistance, purchase convenience methods, product usability and brand & consumer relationship are some of the parameters that consumers most appreciate when acquiring a new smartphone.

### 5.2.3.2. Samsung Galaxy A 2017 edition main competitors

In the competition analysis, it was possible to enumerate the top 5 *Samsung* smartphone's brands competitors. Based on that analysis, the direct competitors of *Samsung Galaxy A 2017 edition* are:

Product	Price	Memory	RAM	Processor	Camera	Premium features
<i>Samsung Galaxy A5</i>	EUR 429.90	32 GB	3 GB	Octa-core	16 MP	Water & dust resistance Fast Charge
<i>Samsung Galaxy A3</i>	EUR 329.90	16 GB	2 GB	Octa-core	13 MP	Water & dust resistance Fast Charge
<i>iPhone SE</i>	EUR 440.00	32 GB	2 GB	Dual-core	12 MP	Finger print sensor
<i>Huawei Honor 8</i>	EUR 300.00	32 GB	4 GB	Octa-core	Dual 12 MP	Finger print sensor Fast charge
<i>Oneplus 3</i>	EUR 399.00	64 GB	4 GB	Quad-core	16 MP	Finger print sensor Fast charge
<i>Oppo F3</i>	EUR 380.00	64 GB	4 GB	Octa-core	13 MP	Finger print sensor
<i>Vivo Y69</i>	EUR 200.00	32 GB	3 GB	Octa-core	16 MP	Finger print sensor

Table 9. Samsung Galaxy A 2017 edition competitors  
Source: GMS Arena

From table 9, is possible to conclude that the 5 competitors have similar features and prices when comparing with *Samsung Galaxy A 2017 edition*, but when we look to the premium features, Samsung's smartphone is the only one that has water and dust resistance – feature that will be enhanced and communicated throughout the communication plan.

So, in order to differentiate from other smartphones, *Samsung* will create a disruptive and innovative communication strategy, although in Portugal the only brand that is currently with an active and focused communication strategy, besides the traditional one, is Huawei. The other brands, usually communicate through online platforms, mobile operators and distribution stores.

Nevertheless, *Samsung* must fight for its position in consumer's mind and develop a long-term relationship with its customers.



## VI. STRATEGY IMPLEMENTATION

This chapter includes implementation strategy for the *Samsung Galaxy A 2017 edition*. The strategic communication plan consists on, first, establishing the main objectives and, second, the definition of a segmentation, targeting and positioning.

After, the communication mix is implemented (with the action plan, chronograph, evaluation metrics and results), the conclusions and limitations of the communication plan will be presented.

### 6.1. Objectives/Goals

Drucker (1993) states that objectives specify exactly what needs to be achieved by the communication plan. The key to developing objectives is that they are **SMART**: **Specific**: The objective is clear about what the company is going to do and exactly how is going to do it; **Measurable**: The company must be able to measure the objective; **Achievable**: The objective needs to be realistic and attainable; **Realistic**: The objectives can be achieved using the time and the resources available; **Time-bound**: The objective is clear about how much time it will take to achieve.

So, based on the information above, there will be stated two levels of objectives: the first level will be the global objectives for this communication plan (that are mentioned below) and the second level, the objectives for each communication action (that are mentioned, further, in the action plan).

The main objective of this communication plan is to **drive sales for *Samsung Galaxy A 2017 edition***. The second objective is to **increase awareness on *Samsung* midrange smartphones**, more precisely on the Galaxy A 2017. Lastly, the third one is to **create an emotional connection between consumers and the brand/product**.

So, the communication goals for this product, are:

- Induce product awareness;
- Drive sales for Galaxy A (objective for the first quarter of 2017: 11.077,00 units) and achieve brand equity;
- Create an emotional link between people and the brand/product – people must be able to identify the brand, and more important, to identify with the brand.

## 6.2. Segmentation, Target and Positioning

### 6.2.1. Segmentation

According to Lendrevie et al. (2015) market segmentation is the process of dividing the total market consumers into different segments, which are characterized by similar needs, demands, attitudes and create more or less homogeneous groups, by using segmentation variables. This process is important to design a right communication plan, that fit to the select segment.

There are four segmentation criteria variables: Geographic (region, city or metro size, density, climate), Demographic (age, gender, family size, race, income, occupation), Psychographic (lifestyle habits, personality, motives) and Behavioral (occasions, benefits expectations, price sensitivity, brand loyalty).

For this communication plan the segmentation criteria variable that will be used is demographic criteria, more precisely age and gender variables.

### 6.2.2. Target

Target audiences are the groups of people that the brand wants to receive its message. Sometimes the target audience can be a single, homogenous group of people, but other times the brand may have multiple audiences (Lendrevie et al., 2015). After the market is segmented it is possible to select segments for the organization to use. So, in this case, based on the segmentation criteria chosen above, it is possible to select one main target: Millennials.

According to an online article of *The Guardian*, a study of *ONS* in 2015 determines that, Millennials are currently aged 20-35, or born between 1980 and the end of 1994. Millennials, are one of the largest generations in history that are about to move into its prime spending years.

The potential of this generation comes not only from their large number but also from their purchasing power because Millennials are seen as a group of consumers with spending power. At the same time, a generation that's more connected than ever gives them easy access to the products and services they want. Their purchasing volume makes them valuable and, at the same time, their large number makes them easy creators of new tendencies as well as effective spreaders of newly-created fads.

As we have already seen in the external analysis, in Portugal the main Smartphone consumer is male and young, which fits in the Millennials generation.

For that reason, besides considering this target, we have also to look to another sub-target that is considered a minority in this matter: the female target, among Millennials. As it was concluded in the market analysis, in Portugal, the percentage of woman that possesses a smartphone is lower than the percentage of man. Besides this, Yuksel (2014), concluded that Men are identified for being more innovators than Women. Therefore, Men have higher tendency to buy technology products earlier being considered Early Adopters, as Women have the tendency to buy later on the product lifecycle being considered as Early Majority.

Women being inserted in Early Majority, means that they consider a series of criteria before buying a product, thus they tend to prefer to buy from market leaders that have already proven-results (Rogers, 1962; Moore, 1091). In that sense, *Samsung* being already a market leader, still has a big challenge: to convince Women to buy earlier on the product lifecycle. The brand will have to come up with a very strong communication strategy, with the product benefits and a very clear message.

To sum up, the main target for *Samsung Galaxy A 2017 edition* will be:

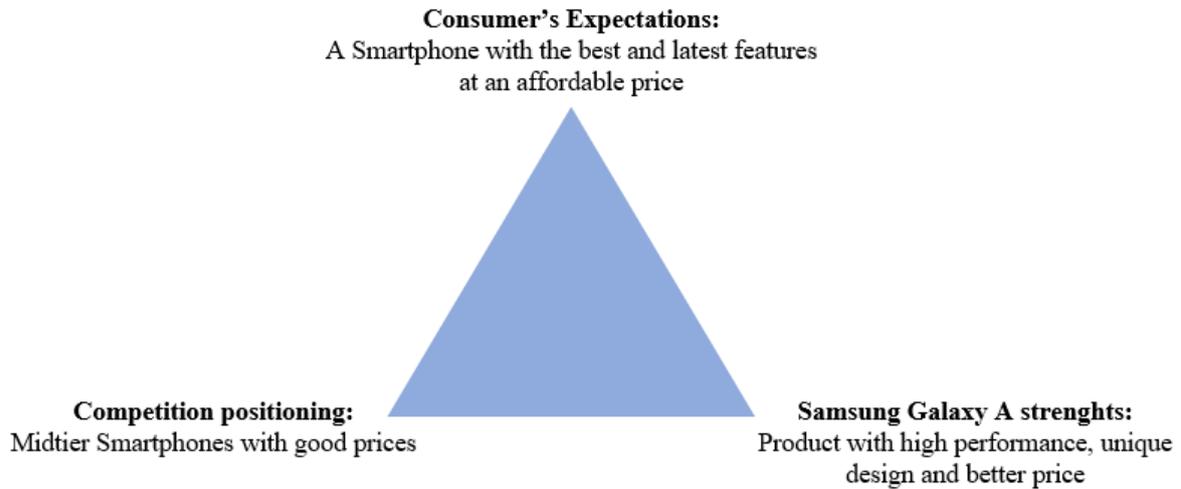
- Young Millennials
- Female Users (among Millennials)

### ***6.2.3. Positioning***

According to Lendrevie et al. (2015), positioning is a strategic decision that defines the position of a product or brand in the market or in the minds of customers.

Positioning policy is composed by identification and differentiation. The identification of the product must be made in a clear way, under the risk of spreading confusing and vague identification on the market, obliging the public to relate the product to another reference universe, which may not be what the organization wants.

Differentiation will be the characteristics of the product that we want to distinguish in the market. It is these characteristics that allow the product to differ from competing products. The choice of differentiating attributes must be made through the golden triangle of the positioning:



*Figure 8. Brand Positioning Triangle  
Source: Author's Elaboration*

As we have seen above *Samsung Galaxy A 2017 edition* is identified as a smartphone with flagship features but more affordable. The differentiation of this smartphone is due to its **unique selling proposition that is providing the consumers who are unable to purchase a flagship or do not want to purchase a flagship with an alternative product**. By having this smartphone, consumers will have access to premium features such as water resistance, high quality camera and fast charging, at a mid-tier price.

**The positioning of *Samsung Galaxy A 2017 edition* is going to be based on the features benefits that will lead to an everyday convenience for the consumer and on the smartphone's design, in order to create an emotional connection.** The concept will be around consumer user experience: "Introducing the new Galaxy A. Same Galaxy DNA. Different Attitude."

### 6.3. Communication Mix

The communications actions of the plan with the consumer target are all going to lead to the core message "ADN Galaxy. Outra Atitude.". This communication message is defined based on the communications goals, where the message shall be direct and of easy perception by the consumer.

This communication plan is constructed for the first four months after the launching and has a preparation for the long tail communication.

### 6.3.1. Brand “*Samsung Galaxy A 2017 edition*”

As far as the consumer is concerned, the definition of the product brand contributes to the reduction of risk in purchasing, identifies the product in its reference universe and contributes to its differentiation from competing products. The brand is constructed based on different components, such as name, product design, tone of voice, logotype and slogan (Lendrevie et al., 2015). In *Samsung Galaxy A 2017 edition*'s case, the brand components are:

**Name:** *Samsung Galaxy A 2017 edition*

**Tone of voice:** Direct, inspirational, young and fun

**Logotype:**

**Galaxy A3 | A5**

*Figure 9. Samsung Galaxy A 2017 edition3 and A5 logotype*  
Source: <http://www.Samsung.com/pt/galaxy-a-2017/>

**Slogan:** Apresentamos o novo Galaxy A. AND Galaxy. Outra Atitude

### 6.3.2. Action Plan

The traditional distinction between above the line and below the line tools is today somewhat outdated, and when we talk about the mix of communication we refer to the communication variables that are possible to combine in order to achieve greater effectiveness (Lendrevie et al., 2010).

In the past years, *Samsung*, has been operating in four communication pillars: Fashion, Music, Cooking and Sports. In this project, we will describe some of the variables applied to the communication strategy of *Samsung Galaxy A 2017 edition* as well as the pillars that were chosen for this product (Fashion and Sports).

#### 6.3.2.1. Advertising

This is the communication variable most used by almost all companies. It adapts to large targets, reaching them more effectively for objectives such as notoriety, the stimulus to purchase or information. Messages must be short because of the cost of the media and the limited space available (Lendrevie et al., 2010).

### 6.3.2.1.1. Television

Although the communication of the *Samsung Galaxy A 2017 edition* is aimed at a younger audience – Millennials – that according to an online article from the *Business Insider* of April of 2017, no longer spend so much time viewing traditional television<sup>8</sup>, this communication channel intends to massify the message and create buzz around the Product.

In order to do that a *Samsung Galaxy A 2017 edition* TV commercial was on air by the time the product arrived at Portuguese stores, in February of 2017, until the second week of March of 2017. The channels and schedules chosen for the commercial were based on the target (Millennials), and the television programs most appreciated by the target.

According to the *Samsung's* media agency, the universe size for this TV commercial was Portuguese Population above 15 years old (8.311.000 people), and *Samsung's* target audience were individuals between 15 and 24 years old (1.079.500 people).

The chosen channels were: *SIC* (during Sunday's afternoon, while movies were being presented), *SIC Radical*, *Fox*, *Fox Comedy* and *MTV Portugal*.

Besides *SIC* that is a generalist channel, all other channels target the same public that *Samsung Galaxy A 2017 edition* wants to reach. These channels have a young spirit and language where Millennials see their values and interests reflected.

The TV Commercial tone of voice is very juvenile and fun. It demonstrates some situations where the product features are being used for example in the rain, because the product has water resistance, taking selfies with high resolution and the possibility of expandable memory.



Figure 10. *Samsung Galaxy A 2017 edition* TV Commercial  
Source: <https://www.youtube.com/watch?v=UCq6iyvJcBw>

<sup>8</sup> In 2011, the average 18-24 years old millennial consumed about 25 hours of traditional television per week, in 2017, they consume closer to 14 hours.

Regarding the length of each TV commercial, during February the TV commercial had 20 seconds, and in the first and second weeks of March, the TV commercial had 10 seconds, except *SIC* that had 5 seconds. The total number of insertions (times that the TV commercial appeared) depended on the channel:

- *SIC* – 148 insertions
- *SIC Radical* – 263 insertions
- *Fox* – 108 insertions
- *Fox Comedy* – 657 insertions
- *MTV Portugal* – 367 insertions

#### 6.3.2.1.2. Outdoors

Outdoor is a publicity panel placed on the streets with large dimensions, that is positioned in great visibility locations. For the *Samsung Galaxy A 2017 edition* communication, there were two outdoors: one on the A5 tower in Lisbon and the other on the Dragão Stadium in Porto. The A5 tower outdoor was exposed during March and the Dragão stadium outdoor was visible between 15<sup>th</sup> of February and 31<sup>st</sup> of March. This way *Samsung*, was able to create product awareness and familiarity with the brand.



Figure 11. OOH of A5 Tower (left) and Dragão Stadium (right)  
Source: Provided by Samsung

#### 6.3.2.1.3. Print – Flyers

A flyer is a form of advertisement intended for wide distribution and typically distributed in a public place. *Samsung* distributed *Samsung Galaxy A 2017 edition* flyers through its official stores and in The Phone House stores which are *Samsung*'s partners. There were two types of flyers: single page and double page.



Figure 12. Key Visual Single Page (left) and Double Page (right)  
Source: Provided by Samsung

With this type of communication materials, *Samsung* intends to reach the consumers in a more tangible way. The fact that consumers will physically hold the flyer means that the brand is half way to getting the message across.

At stores, there are some consumers that prefer to talk with the staff and get more information's from them, but there are other customers that prefer to read the information from the flyers. Also, it is a way of showing the accessories of the product because, generally, they are not near the product, they are usually in other sections mixed with other product accessories. In a long tail perspective, the flyers purpose is to promote special campaigns and discounts.

### 6.3.2.2. *Public Relations*

This variable is more commonly used for internal audiences or specific influence groups than for final consumers. Its effects are long-term and are tailored to image goals, credibility and consumer involvement with the brand (Lendrevie et al., 2010). **In *Samsung's* case, the Public Relations variable includes every action that has contact with press (journalists, magazines, among others), endorsers and the public in general.**

#### 6.3.2.2.1. *Press Release*

The press release is one of the main tools of a press office when it comes to external communication. It basically consists of a journalistic text, about a specific customer or about the client's theme. The press release is not sent to the general public, but directly to the journalist via email, who will have the role of being referrers in this matter. This aims to generate buzz around a topic, create awareness and keep the media interested in the brand.

In that sense, a press release (Appendix 2) announcing the arrival of *Samsung Galaxy A 2017 edition* to Portugal, along with his features, was sent to three types of media and journalists: Tech Journalists, Tech Blogs and Lifestyle.

Besides the product launch press release, there were sent three more to announce the events with product activations. Once more, the goal was to call attention to the media and pull consumers to *Samsung*'s events and activations.

#### 6.3.2.2.2. *Media Reviews*

A review is an evaluation/report in a newspaper, magazine, or program in which an expert gives an opinion about a product or compares various similar products. Here *Samsung* had the goal of having product reviews made by tech media, that are specialized in this topic. This way, the brand intended to reach Millennial Innovators. Innovators are "technology enthusiasts", that firstly acknowledge the product features and thus, its added value over the existing solutions in the market (Rogers, 1962; Moore, 1991).

For product reviews to be possible, *Samsung* provided samples of *Samsung Galaxy A 2017 edition* to these journalists, in order to evaluate the products and write a coverage piece.

This type of communication has no costs for *Samsung*, as it just has to set up a list of tech journalists (giving in firsthand the product to the media "leaders"), rotate the samples between them and wait for the reviews to be published. Here the timing is crucial, tech *media* only has interest in making reviews as soon as the product is released and in addition if *Samsung* wants that the product review appear in the print edition of magazines, *Samsung* must take into account that magazines close their edition around one week before each end of the month. So, the list of tech media must be well organized with media priorities.

The rotation is based on slots, that will depend on the number of samples available. In this case, there were four *Samsung Galaxy A5 2017 edition* and four *Samsung Galaxy A3 2017 edition* available. Based on that, each slot had four media that received one pack (one *Samsung Galaxy A5 2017 edition* and one *Samsung Galaxy A3 2017 edition*). For the first slot, the smartphones were sent to Lourenço Medeiros from *SIC*, Paulo Bastos from *TVI*, Paulo Matos from *Exame Informática* and to Gustavo Dias from *PC Guia*. This first slot allowed to have television, print and online coverage, therefore reaching a large number of consumers, creating awareness on the product. The further slots were more directed to a tech audience, and the samples were send to tech websites/blogs such as *PPLware*, *4GNews* and *Android Emotions*.

#### 6.3.2.2.3. *Endorsers*

Endorsers are a form of marketing in which focus is placed on influential people rather than the target market as a whole. It identifies the individuals that have influence over potential buyers, and orients marketing activities around these influencers. The ultimate goal of any brand when using a celebrity endorser is positioning. The precondition for a co-brand partnership is that each participant brings awareness and generates an image in consumers' minds (Seno et al., 2015).

Since our target are Millennials, they don't see added value in a brand that only says good things about itself, they need more. They need to have proofs, opinions from "brand outsiders". As we seen before it is very important that Millennials see their values reflected on the brand/product they are going to purchase, this is a killer factor.

This is when endorsers come into the picture. Endorsers represent the values, the wishes to belong in a certain world or group, they are seen as a role model, someone that Millennials hope to become. This characteristic has impact on Millennials' buying behavior and on how they relate with brands (Dickey & Sullivan, 2008). By acquiring the products that their role models are using they will have the feel of belonging and most of the time this is linked to a matter of status in the society. The products and brands that you buy/use, will be determine how society and you see yourself (Khallouli & Gharbi, 2013).

The mashup between the endorser and the brand can take three different forms: between the celebrity and the product advertised, the endorser and the public, and the celebrity and the message (Subhadip et al., 2012). *Samsung* tried to fulfill the three of them with Mikaela Lupu and the Galaxy Snow Squad.

#### - **Mikaela Lupu**

Mikaela Lupu is 22 years old and is an actress. She began her career with the *TVI* novel *Morangos com Açúcar*, in 2011, and since then has never stopped being a prominent television figure in Portugal. Mikaela Lupu has participated in several national productions such as the

series in *RTP – Vidago Palace*, where she was the protagonist. She is currently working for a primetime novel, *A Impostora*.

Besides these roles, Mikaela has a strong link with the fashion world. She is a Model for the *Glam* agency and she usually go to fashion events here in Portugal and abroad.



Figure 13. Mikaela Lupu

Source: <https://www.instagram.com/mikaela.lupu/?hl=pt>

Mikaela Lupu being a Millennial, brought a young spirit to the *Samsung Galaxy A 2017 edition* image and an additional fashion touch. As the design is one of the main features that *Samsung* wants to communicate, Mikaela Lupu fits within the target audience that was pretended to reach. The goal of using Mikaela's image was create an effective product positioning. In order to do that, Mikaela has been posting on her *Instagram*<sup>9</sup> page (with 56,7k followers), one post per month during one year with the *Samsung Galaxy A 2017 edition* (peach color) using the hashtags: #galaxyA #pink #Samsungportugal. This way, Mikaela's followers (mostly Female Millennials) have been in contact with the product and see its features. In addition, Mikaela was present at Portugal Fashion, in Porto as a *Samsung Galaxy A 2017 edition* ambassador. Nowadays, is not rare that consumers buy products, because they saw their role models or inspiration celebrities using it. These two actions aimed to influence consumer's perception about the product and see it as a fashion accessory and not only a smartphone.

#### - ***Samsung Galaxy Snow Squad***

The Galaxy Snow Squad is a group of young Millennials, that are essentially Instagramers, who put their daily life in the social media networks and have a big influence within their generation. The choice of this group of influencers was based on their *Instagram* profiles, number and type of followers and from previous brand activations where they have already worked with *Samsung* for the launching of the previous *Samsung Galaxy A – the 2016 edition*. As the Launch

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<sup>9</sup> Millennials are the current generational cohort composed of young people and *Instagram* is one of the social networks of the moment, in which the percentage of young users is highly different from other ages (Marramaque, 2016).

of these smartphone series is in the winter, the purpose of this squad was to go on a Snow Trip and do extreme sports while promoting the *Samsung Galaxy* features under the same extreme conditions. This type of communication had the goal of demonstrating not only the brand’s young spirit but the quality of the product through the following influencers:

Endorsers	Instagram Followers
Patricia Coriel	38,3k
Carlota Sardinha	31,5k
Madalena Bonvalot	44,8k
Ana Rita Ferreira	19,3k
Beatriz Moniz Ramos	100m
Cláudia Pinto	33,3k
Sara Duarte Freitas	18,1k
João Rodrigo	10,2k
Sara Rodrigues	32,4k
Salvador Colaço	9,3k

Table 10. Galaxy Snow Squad Members  
Source: Author’s Elaboration, September 2017

The majority of the influencers are female in order to reach, once again, the female Millennials. These Instagramers posted on their *Instagram* wall, and also on *Instagram* Stories, the entire trip as well as photos with the product showing its features.

Along with this, *Samsung* did a store activation to invite consumers to go on a trip with the *Samsung* Galaxy Snow Squad. The promotion of this challenge was done by these influencers on their social media, where they invited directly their followers to participate in the store challenge.

#### 6.3.2.2.4. Events

For *Samsung*, events are one of the most effective communication tools to generate buzz and create awareness, and that’s why the brand puts a great effort in them. It is very important to create a message/story around the event, in order to be able to reach the pretended target. As it was already said, *Samsung*, operates in four communication pillars: Fashion, Music, Cooking and Sports. Regarding events, for fashion pillar’s case, *Samsung* has been sponsor of *ModaLisboa* and *Portugal Fashion*. In Music pillar, the brand has been sponsor of the music festival, *Rock in Rio Lisboa*. Concerning Cooking, *Samsung* is partner of *TimeOut Market* and gives cooking workshops at *Samsung Chef’s Experience*. Finally, in Sports it has been International Sponsor of *World Surf League*.

For *Samsung Galaxy A 2017 edition's* events communication, the brand decided to use the **Fashion and Sports pillars** due to the fact that *ModaLisboa* and *Portugal Fashion* dates coincided with the product launch and being addressed to a more female target (in Fashion pillar's case), and to use the opportunity to explore snow sports and capture a more adventurer target's attention (in Sports pillar's case). Also, there weren't music festivals scheduled by the time of the product launch, and usually this pillar is destined to the flagship's products as the cooking pillar was being used for other *Samsung's* products, and doesn't fits with the target.

- ***ModaLisboa and Portugal Fashion***

*Samsung* is one of the main sponsors of *Lisbon Fashion Week* and *Portugal Fashion*. *Lisbon Fashion Week* was created in 1991 and it is known as one of the most successful and ambitious projects regarding Portuguese Fashion. It is a reunion of several audiences, most of them are key opinion leaders and trendsetters – mostly the ones that *Samsung* tries to reach. At the event, they received almost 20.000 guests and reached more than 1 million Portuguese through the internet and traditional media. This year *ModaLisboa* took place at Centro Cultural de Belém, from 9<sup>th</sup> till 12<sup>th</sup> March.

Regarding *Portugal Fashion* the main focus has been to internationalize Portuguese fashion and its designers and stylists in several cities all over the world such as New York, Madrid, Barcelona, Istanbul, London, Vienna, Milan and Paris (where they produce fashion shows since the year of 2000). This year *Portugal Fashion* took place at Alfândega do Porto, from 23<sup>rd</sup> till 25<sup>th</sup> March.

Every year, for both exhibitions, *Samsung* develops a project to create brand awareness and to induce brand equity, normally using one product as point of conduct. Past years examples:

- *Serif TV* Launch – In partnership with Cristina Antunes and Paula Brito (Portuguese interior designers), *Samsung* created a personalized space inspired by the *Serif TV* and the style of each designer. *Samsung* had Ana Cristina's contribute for *Lisbon Fashion Week* and Paula Brito for *Portugal Fashion*.
- *Samsung Galaxy S7* Launch – *Samsung* wanted to promote one of the product's features – the camera. Inside a cube, *Lisbon Fashion Week* visitors were photographed in a night environment by a famous fashion photographer – Frederico Martins.
- *Samsung Galaxy S6* Launch – *Samsung* had a Catwalk with Alexander Protic followed by a party. The brand also launched the washing machine – Ecobubble in partnership with Nuno Gama in his fashion show.

This year *Samsung* decided to promote the *Samsung Galaxy A 2017 edition* that was officially presented on 3<sup>rd</sup> of February. At both events *Samsung* communicated the *Samsung Galaxy A 2017 edition* in a disruptive and enthusiastic way, and was able to reinforce the main features and specifications of the product towards the main target, creating a great buzz around the brand and the product itself.

As it was said before, one of the strongest and most universal phenomena is the tendency to make inferences about other people from their choices of consumption. People often buy products that grant them of that represent status for themselves as a mean to improve their social pattern (Eastman et al.,1999). As it is a fashion event and a more materialistic environment, *Samsung* wanted to explore this phenomena by associating the design's product to the concept as well as exploring the product's colors available.

In that sense, the concept of this year was to activate the product through a stand, where *Samsung* challenged the public to take an original selfie with "attitude". The most original selfie of the day won a *Samsung Galaxy A5 2017 edition* Blue. The selfies were sent through e-mail to the participants and were also live on *Samsung's* website.

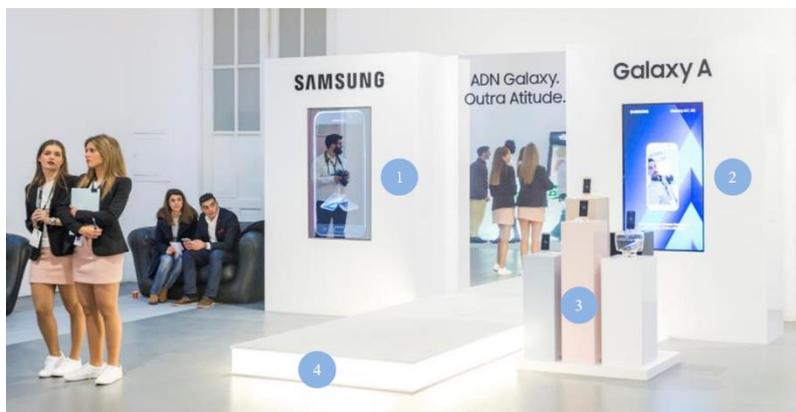


Figure 14. *Samsung Galaxy A 2017 edition Stand for ModaLisboa and Portugal Fashion*  
Source: Provided by Samsung

From the image above we can see that the stand had four areas:

1. **Left Side Screen:** There was a Screen Mirror Display with a *Samsung Galaxy A 2017 edition* frame that showed contents and features with animated product images: range of colors, Animated claim: ADN Galaxy. Outra Atitude and the hashtags: #GalaxyA, #GenerationA, #SamsungGalaxyA;
2. **Right Side Screen:** The selfies of the contest were running on the right Screen.
3. **Product Experimentation:** Five pillars with four *Samsung Galaxy A 2017 edition* (two *Samsung Galaxy A3* and two *Samsung Galaxy A5*) and another pillar for the water

aquarium where it was possible to test the product's features (Water resistance, Camera, Colors and Design);

4. **Catwalk:** For the public to take pictures and participate on the contest. In order to engage the public to participate and create traffic on the stand there was three *Samsung* promoters present.

To communicate this event, *Samsung* used several channels:

- **Samsung.com:** *Samsung* updated *ModaLisboa* landing page on *Samsung.com* giving the opportunity to the users that can't go to this exclusive and premium event to have a look of what was happening. The landing page included: Event information, *Samsung Galaxy A 2017 edition* information, *ModaLisboa* App, photos from the contest and fashion accessories;

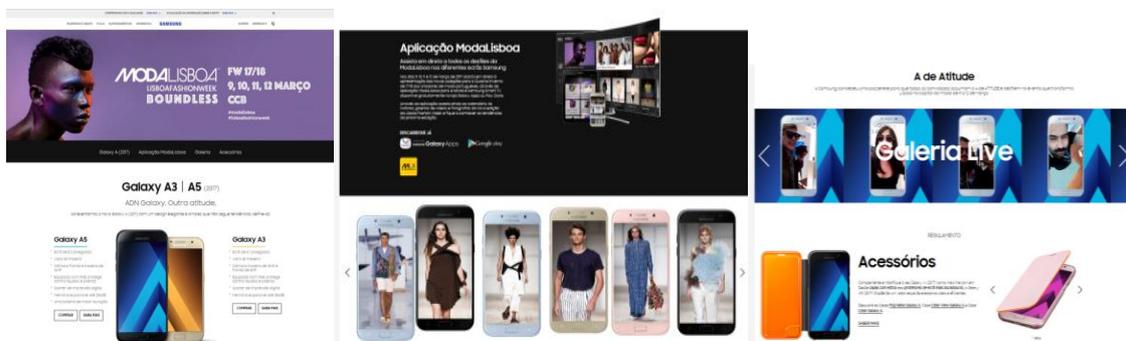


Figure 15. *ModaLisboa* Landing Page  
Source: <http://www.Samsung.com/pt/ModaLisboa/>

- **Online Communication:** In order to communicate *Samsung's* presence on *ModaLisboa* and reach the target, the brand elaborated an online media mix (between a Display Media (websites of *Vogue* and *Maxima Magazine*) and *Google Adwords*) to promote the key benefits of the App *ModaLisboa*.



**Samsung - ModaLisboa - Lisboa Fashion Week**

[www.samsung.com/pt/modalisboa/](http://www.samsung.com/pt/modalisboa/) ▼

Assista em direto a todos os desfiles nos diferentes ecrãs Samsung com a aplicação *ModaLisboa*.

Figure 16. *Display Media - Maxima and Vogue* (above) and *Google Adwords* (below)  
Source: Provided by *Samsung*

- **Samsung Social Media:** *Samsung* followed *ModaLisboa* and *Portugal Fashion* with *Instagram* Stories, Lives and Posts and *Facebook* Posts;
- **Partnership with *Activa* Magazine:** As it was said before *Samsung* has chosen Mikaela Lupo to be the lifestyle endorser for *Samsung Galaxy A 2017 edition*. Besides being a Portuguese actress, she is one of the models for Christophe Sauvat fashion show – one of the several fashion designers that will be present at *ModaLisboa* and she will also be attending Madrid Fashion Week. During fashion activation *Samsung* partnered with *Activa* Magazine. *Activa* readers are 42,1% Millennials and 94,4% Female, which is within *Samsung Galaxy A 2017 edition* target. Mikaela Lupo did an *Instagram* Takeover of *Activa*, that has 21,8k followers and published 10 posts with the hashtag #GalaxyA and the handle @SamsungPortugal. Also, a journalist from *Activa* was part of the jury that chose the most original selfie in the *Samsung Galaxy A 2017 edition* contest;
- **Media/VIP presence:** Besides Mikaela Lupo's and *Activa* Magazine presence *Samsung* invited other celebrities such as Pedro Guedes and Ricardo Guedes (Models), Kelly Baron (Model), Carolina Loureiro (TV Host Fama Show) and Ruben Rua (Model). In order to get media coverage *Samsung* invited Fama Show (Lifestyle program from *SIC*).

- **Galaxy Snow Trip**

This trip was a cooperation between *MEO* (Portuguese mobile operator) and *Samsung* where the recording and communication of the trip was through *MTV Portugal* television channel and social media networks. As it was said before, this trip integrated the Galaxy Snow Squad, the three winners of a challenge that will be explain further and there was the chance to pay for the trip and even get a discount of 50% on the trip if you buy the *Samsung Galaxy A 2017 edition* in a *MEO* store.

This year the Galaxy Snow Trip was in “Serra Nevada” from 20<sup>th</sup> – 25<sup>th</sup> of March. The main goal of this trip was connecting the *Samsung Galaxy A 2017 edition* to a young and radical spirit. Along with this, *Samsung* intended to produce hedonic responses to buying motivations: experience (escapism, emotions, fun); entertainment (aesthetics, excitement, ecstasy); exhibitionism (enthusiasm, expressiveness, exhibition); evangelization (education, evidence, approval) (Holbrook, 2000).

The partnerships made between *MTV Portugal* and *MEO*, consolidated that goals. During the trip, the Galaxy Snow Squad did extreme snow sports and had sunset parties in order to promote fun moments and experiences, besides showing brand's young spirit and the quality of the product.



Figure 17. Galaxy Snow Squad Key Visual  
Source: Provided by Samsung

To communicate this event, *Samsung* used several channels:

- Each member of the Galaxy Snow Squad had a *Samsung Galaxy A 2017 edition* and did at least 1 post per day during the trip using the hashtags: #GalaxyA #GalaxySnowSquad, in order to create buzz on their *Instagram* profiles;
- *MTV* was present at the Snow trip and recorded and shared on their television channel and social media platforms (*Facebook*, *Instagram* and *Website*), using the hashtags: #GalaxySnowSquad #MTVportugal and the handles: @mtvportugal and @Samsungportugal;
- *Moche (MEO mobile tariff)* promoted the trip with posts on *Facebook* and *Instagram* communicating the trip with the hashtag: #galaxysnowsquad.

- **A-Carpet**

The A-Carpet was a retail event, at SES Colombo (*Samsung Official Store*) on the 3<sup>rd</sup> of March (from 13h00 to 19h00) to enhance the *Samsung Galaxy A 2017 edition* commercial launch while at the same time promoting the Galaxy Snow Squad Trip. Considering the main features for the product, it was created a unique and entertaining activation to consumers have the opportunity to win a snow trip and the new *Samsung Galaxy A 2017 edition*. The goal of this event was to generate traffic for the store and gather the maximum number of participations.

For this activation, it was used the slogan of the product: **Galaxy DNA. Different Attitude.** With that concept mixed with the Galaxy Snow Squad, *Samsung* created the concept – Friends. Adventure. Height (Amigos. Aventura. Altitude). The Challenge claim was: “You and two friends, dressed up for snow, undressed to win three *Samsung Galaxy A5 2017 edition* and a Galaxy Snow Squad trip for each winner”.

The challenge consisted in a group of three friends that would have to enter in the capsule and undress the clothes they have until they be only with trousers and t-shirt. The group that was able to gather more weight in clothes won the tickets for the Galaxy Snow Trip and one *Samsung Galaxy A5 2017 edition* for each one.



Figure 18. A Carpet activation - Challenge Capsule  
Source: Provided by Samsung

To communicate this event, *Samsung* used several channels:

- *Moche* and *MTV Facebook* and *Instagram* posts to create buzz before, during and after the event;
- *MTV* social media post before the event, challenging people to participate on the contest (1 video post);
- *MTV Live Video* in their social media inviting people to go to the store (1 live video post);
- *MTV Live Video* during the activation (1 live video post);
- *Instagramers* post communicating the activation (8 posts);
- Press Release joint with a *NIT* (Online Lifestyle Magazine) article on online and social media platforms.

### 6.3.2.3. Online

With the massification of the Internet and its interactive dimension, the forms of communication available today include, in addition to the traditional variables, the online communication

variable (Lendrevie et al., 2010). As we have seen before in the other communication variables, the online and social media components were always present in a form of complement to the overall communication strategy. Besides this, through online communication it is possible to reach a higher number of Millennials, once they spend a great amount of time on the internet (Laroche et al., 2013).

From the graph 5 present in the external analysis, it was possible to conclude that the weekly online activities of Portuguese under the age of 25 is based on accessing social networks (94%), finding information (86%), watching videos online (86%), shopping (11%), playing games (18%) and looking for information about products that they want to buy (40%). Having that in mind, apart from all the online communication that was already used for the other communication variables, *Samsung* decided to create an online strategy in order to achieve more results and create awareness around the product.

#### 6.3.2.3.1. *Samsung's Social Media*

According to the Samsung's media agency, in Portugal, the most popular social media platforms are *Facebook* and *Instagram*. *Samsung* has also a *Twitter* account, but for this communication strategy it was decided not to use that platform.

- **Facebook Posts:** From 6<sup>th</sup> of February to 3<sup>rd</sup> of March *Samsung* had running 8 posts with the themes: Color (pink), Camera, Water resistance, Memory Card, A Carpet (2 posts), *ModaLisboa* Selfie (2 posts). This way it was possible to communicate the several features and events in an integrated strategy.



Figure 19. Facebook Post - Theme: Color  
Source: Provided by Samsung

- **Facebook Carousel:** According to *Facebook Business*, the carousel format allows to show up to 10 images and/or videos, headlines and links, or calls to action in a single ad unit. Anyone who sees this ad can then scroll through the carousel cards by swiping on mobile phones or tablets or clicking the arrows on a computer screen. In this case, *Samsung* had a Carousel running between 8<sup>th</sup> and 19<sup>th</sup> of February, showing the several features of the smartphone.

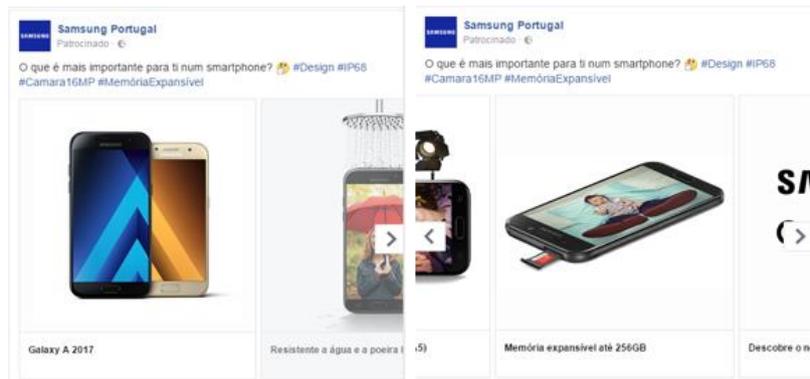


Figure 20. Facebook Carousel  
Source: Provide by Samsung

- Facebook and Instagram Video Post:** The same video that was used for the TV Commercial was also used for a video post on *Facebook* and *Instagram* from 3<sup>rd</sup> to 7<sup>th</sup> of February and on Valentine’s Day (14<sup>th</sup> of February) due to the content of the video story that represents a couple.

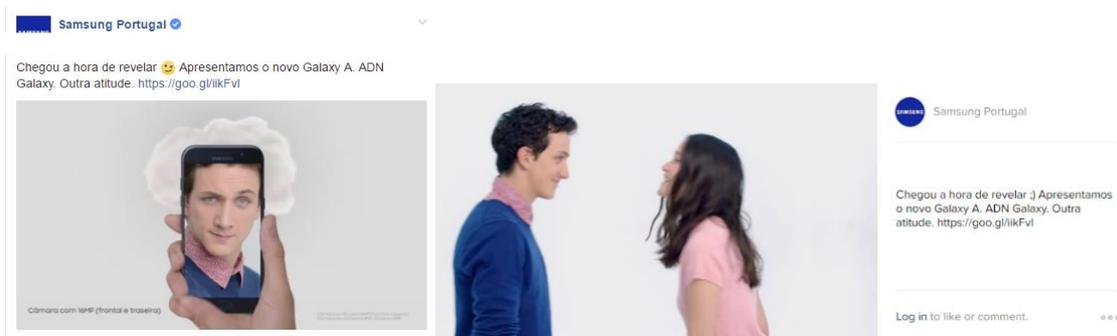


Figure 21. Facebook (left) and Instagram (right) Video Post  
Source: Provided by Samsung

- Facebook Canvas:** According to *Facebook Business*, canvas enables brands to shorten the distance between their message and the customer. It loads instantly, it is mobile-optimized and is designed to capture the complete attention of the target. With *Facebook Canvas*, people can watch engaging videos and photos, swipe through carousels, tilt to pan and engage all in a single advert. *Samsung* had a *Facebook Canvas* product information’s running between 23<sup>rd</sup> of February and 5<sup>th</sup> of March.



Figure 22. Facebook Canvas  
Source: Provided by Samsung

### 6.3.2.3.2. Happy Magazine's Facebook

In partnership with *Happy Magazine* (lifestyle magazine), *Samsung* offered one *Samsung Galaxy A5 2017 edition* pink in a *Happy's Facebook* contest. The contest consisted in liking the page of *Happy's Facebook*, sharing the contest post and identifying 3 friends also in the contest post. This contest allowed to spread the product's image through the female target and create buzz around the product.



Figure 23. *Happy's Facebook* Contest Post  
Source: *Happy's Facebook* Page

### 6.3.2.3.3. Kuantokusta Website

*Kuantokusta* is a website that compares prices and has a wide range of offerings that help people choose the right product at the lowest price. *Samsung* did a takeover to their website on 10<sup>th</sup> of February and also had other advertising formats between 10<sup>th</sup> of February and 19<sup>th</sup> of March: Mrec (medium rectangle): is a 300×250 rectangle positioned within the webpage, which may house an image or rich media and Leader board: is a 728×90 rectangle positioned within the webpage, which may house an image or rich media.

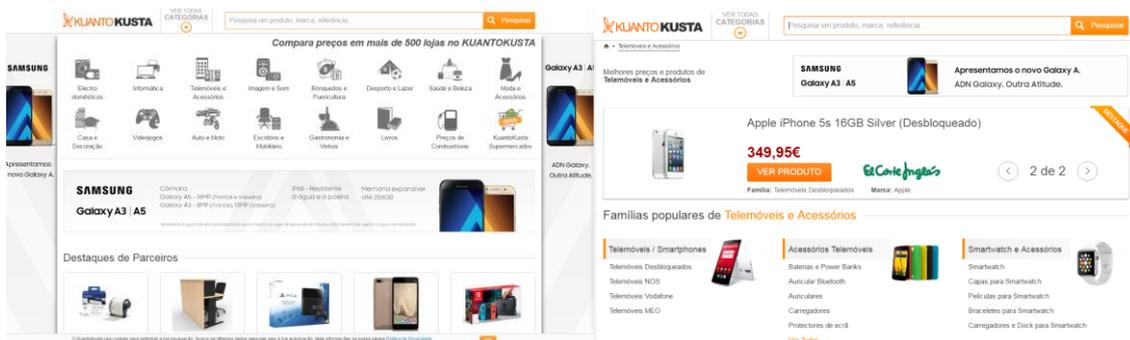


Figure 24. *Kuantokusta* Take over and Mrec (left) and Leader Board (right)  
Source: Provided by *Samsung*

### 6.3.2.3.4. Rádio Comercial, Megahits and Cidade FM Websites

*Samsung* had half pages (300×600 advertisement positioned within the webpage, which may house an image or rich media) in radio stations websites. The radio stations chosen were *Rádio Comercial*, *Megahits* and *Cidade FM* due to its target audience (mainly Millennials). The half pages were running from 7<sup>th</sup> of February until 5<sup>th</sup> of March.



Figure 25. Rádio Comercial (left), Megahits (middle) and Cidade FM (right) half pages  
Source: Provided by Samsung

### 6.3.2.3.5. Media Capital Digital (MCD) Network

Media Capital Digital Group is one of the main media conglomerates in Portugal. In television, it owns the leading general audience channel, *TVI*, also owns the second largest group of radios nationwide (including *Rádio Comercial*, *M80*, *Cidade FM* and *Vodafone FM*) and Media Capital Multimedia, whose main active, the *IOL*, is the second largest national portal. *MCD* gathers a network of websites such as *TVI 24 Online*, *Mais Futebol*, *Público*, *Lux.pt*, *Spot+* and *OLX*. So, *Samsung* decided to use two of these websites: *Mais Futebol* (to reach the male target) and *Lux.pt* (to reach the female target). The advertising for these websites was destined for mobile website introduction and website half pages, between 13<sup>th</sup> and 26<sup>th</sup> of February.



Figure 26. Mobile Intro(left) and Half Page (right) example  
Source: Provided by Samsung

### 6.3.2.3.6. YouTube True View

According to *Think with Google*, *YouTube True View* are ads that play before or during another video from a *YouTube* partner. Viewers see five seconds of the add and then have the choice to keep watching or skip it. *Samsung* paid when a viewer watched for at least 30 seconds or until the end of the video and if the viewer clicked on a card or other elements. This add was running between 3<sup>rd</sup> and 19<sup>th</sup> of February.

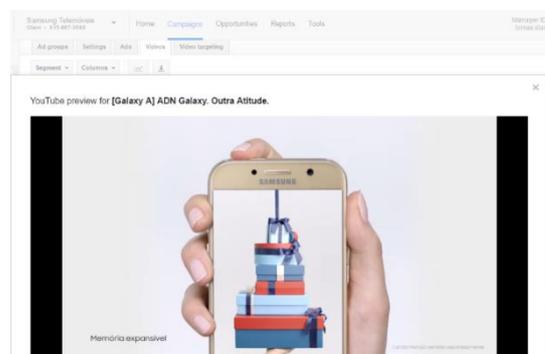


Figure 27. YouTube True View Add  
Source: Provided by Samsung

6.3.2.3.7. *Google Display Network (GDN)*

The *Google* Display Network allows the brands to connect with customers with a variety of ad formats across the digital universe. AdWords were the ad formats chosen for this campaign, and they have two main networks: Search and Display. The Adwords Search Network reaches people when they're already searching for specific goods or services. The Display Network helps you capture someone's attention earlier in the buying cycle. *Samsung* decided to run Display ad between 6<sup>th</sup> and 28<sup>th</sup> of February.

	Ad	Ad group	Status
<input type="checkbox"/>	Samsung_GalaxyA_GDN_120x600.zip 120 x 600 (HTML5) Display ad <a href="#">View full size display ad</a>	KW 18-44	Approved
<input type="checkbox"/>	Samsung_GalaxyA_GDN_160x600.zip 160 x 600 (HTML5) Display ad <a href="#">View full size display ad</a>	KW 18-44	Approved
<input type="checkbox"/>	Samsung_GalaxyA_GDN_300x50.zip 300 x 50 (HTML5) Display ad <a href="#">View full size display ad</a>	KW 18-44	Approved
<input type="checkbox"/>	Samsung_GalaxyA_GDN_300x250.zip 300 x 250 (HTML5) Display ad <a href="#">View full size display ad</a>	KW 18-44	Approved
<input type="checkbox"/>	Samsung_GalaxyA_GDN_300x600.zip 300 x 600 (HTML5) Display ad <a href="#">View full size display ad</a>	KW 18-44	Approved
<input type="checkbox"/>	Samsung_GalaxyA_GDN_320x50.zip 320 x 50 (HTML5) Display ad <a href="#">View full size display ad</a>	KW 18-44	Approved
<input type="checkbox"/>	Samsung_GalaxyA_GDN_320x100.zip 320 x 100 (HTML5) Display ad <a href="#">View full size display ad</a>	KW 18-44	Approved

Figure 28. Display ad for people between 18 and 44 years old

Source: Provided by Samsung

6.3.2.3.8. *Google Search Engine Marketing (SEM)*

According to *Think with Google*, search engine marketing is the practice using paid advertisements that appear on search engine results pages. *Samsung* bided on keywords that consumers use when looking for certain products or services, which gave *Samsung* the opportunity for its ads to appear alongside results for those search queries. In this case, it were running advertisements for android users between 5<sup>th</sup> of February and 7<sup>th</sup> of March.

	Ad	Ad group	Status
Total - all campaign			
<input type="checkbox"/>	Apresentamos o novo Samsung Galaxy A. Elegante e simples <a href="http://www.samsung.com/portugal/galaxy-a">www.samsung.com/portugal/galaxy-a</a> O novo Samsung Galaxy A foi desenhado com um estilo minimalis...	Android	<input type="checkbox"/> Approved
<input type="checkbox"/>	Apresentamos o novo Samsung Galaxy A. Certificado com IP68 <a href="http://www.samsung.com/portugal/galaxy-a">www.samsung.com/portugal/galaxy-a</a> Mais seguro nos imprevistos. Resistente a água e a poeiras	Android	<input type="checkbox"/> Approved
<input type="checkbox"/>	Já chegou o Samsung Galaxy A ADN Galaxy. Outra attitude <a href="http://www.samsung.com/portugal/galaxy-a">www.samsung.com/portugal/galaxy-a</a> O novo Samsung Galaxy A não segue as tendências, define-as...	Android	<input type="checkbox"/> Approved
<input type="checkbox"/>	Já chegou o Samsung Galaxy A. Imagens realistas <a href="http://www.samsung.com/portugal/galaxy-a">www.samsung.com/portugal/galaxy-a</a> Com o Galaxy A, registre bem a realidade. Equipado com câmara...	Android	<input type="checkbox"/> Approved
<input type="checkbox"/>	Já chegou o Samsung Galaxy A. Imagens com vida <a href="http://www.samsung.com/portugal/galaxy-a">www.samsung.com/portugal/galaxy-a</a> Tire selfies com precisão com a câmara frontal de 16 MP do Samsu...	Android	<input type="checkbox"/> Approved

Figure 29. Google SEM for Android Users

Source: Provided by Samsung

6.3.2.3.9. *Email Marketing*

According to Lendrevie et al. (2015), email marketing is a form of direct marketing<sup>10</sup>. Email marketing occurs when a company sends a commercial message to a group of people by use of electronic email. With this communication tool, *Samsung* is able to build customer loyalty, trust in the product and brand recognition. Also, email marketing is an efficient way to stay connected with customers while also promoting the brand products. First, it was necessary to

<sup>10</sup> Direct marketing is an interactive communication variable that incorporates, in addition to the intended message, the possibility of response from the target.

define the target that was based on consumers that have a *Samsung* Account. Using that accounts it was possible to classify target groups by device ownership and focus on current *Samsung Galaxy A 2017 edition* (older editions) & Other Entry Users.

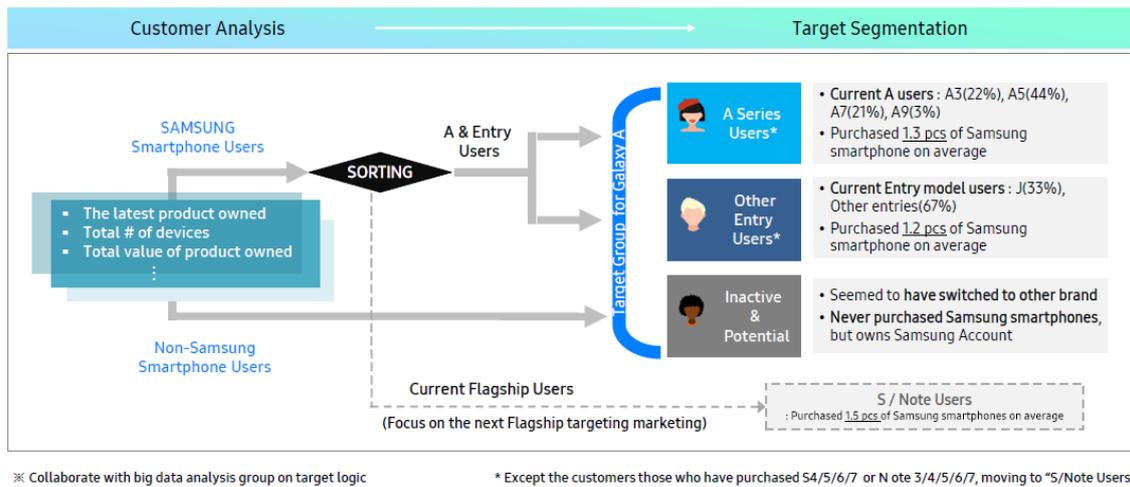


Figure 30. Target Segmentation Design  
Source: Provided by Samsung

The target was segmented in three groups: A series users (users that have already a *Samsung Galaxy A* from other editions), current entry model users (users that have other mid-tier smartphones like J series) and inactive & potential users (users that seem to have switched to other brand or never purchased *Samsung* smartphones but owns a *Samsung* account). For this communication, as it was said before, the focus was A series users target.

After defining the target, a launch campaign framework was created. This campaign had three phases with different goals:

- **Announce:** Show device, main features and register feature interest. Around 19<sup>th</sup> of January *Samsung* sent an email with a teaser, and for those consumers that did not open this first email, they received a push notification (PN) with a reminder. Finally, when the product was launched they received an email with a landing page (LP) showing the product and its main features.
- **Buy now phase:** Get customer to buy. Around 3<sup>rd</sup> of February, when the product arrived to Portugal, users received a PN with a buy now message, creating desire and then they received an email directing to a LP with the features most appreciated on the first email and a link to the stores where the product is available.
- **Onboarding phase:** Welcome loyal customers & engagement. To those who bought the product three emails were sent: the first giving welcome to the *Samsung Galaxy A 2017 edition* 2017 and enhancing experiences, the second giving tips & tricks for the

product and the third based on the galaxy ecosystem, that is other galaxy products that are compatible with *Samsung Galaxy A 2017 edition*.

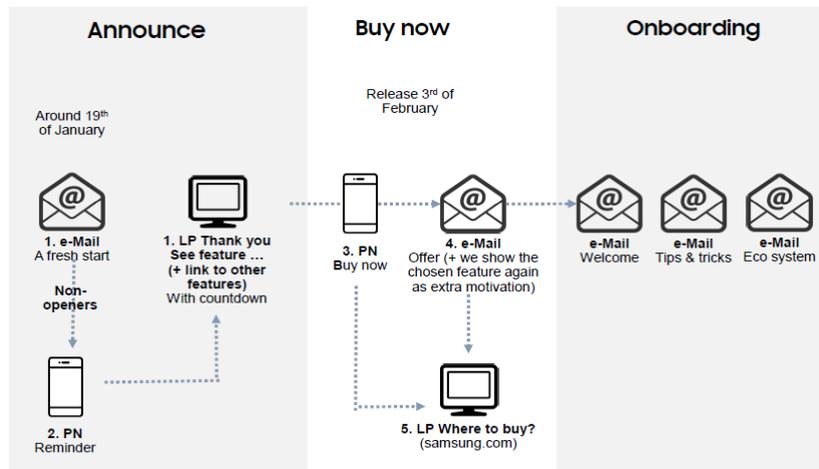


Figure 31. Communication flow for A series users  
Source: Provided by Samsung

### 6.3.3. Activities Strategic Goals

Each activity of the communication plan has its own personalized objectives, and at the same time intends to meet the main strategic objectives: Drive sales for *Samsung Galaxy A 2017 edition*, induce product awareness and create an emotional connection between the consumer and the brand/product. Although each activity intends to meet all the three objectives, each one focuses at least in one objective. From the table 11, is possible to understand the focus of each activity.

		Drive sales for Samsung Galaxy A	Induce product awareness	Create an emotional connection
Advertising	Television		X	
	Outdoors		X	
	Print - Flyers	X	X	
Public Relations	Press Release		X	
	Media Reviews	X	X	
	Endorser Mikaela Lupu		X	X
	Endorsers Snow Squad		X	X
	Event - Fashion		X	X
	Event - Galaxy Snow Trip		X	X
	Event - A Carpet	X	X	X
Online	Samsung's Social Media		X	X
	Happy Magazine's Facebook		X	X
	Kuanto Kusta Website	X	X	
	Radio's Websites	X	X	
	MCD Network	X	X	
	Youtube True View	X	X	
	GDN	X	X	
	Google SEM	X	X	
Email Marketing	Announce		X	
	Buy now	X		
	Onboarding			X

Table 11. Activities Strategic Goals (focus)  
Source: Author's Elaboration

6.3.4. Chronogram and Budget of the Communication Actions

The scheduling of the communication actions was defined according to each objective and their characteristics. There are always costs associated with time spending, logistics, and last-minute changes. Nevertheless, this chronogram is the execution plan with the costs of the activities for the launching of *Samsung Galaxy A 2017 edition 2017*.

	Activities	2017					Budget	
		J	F	M	A	Long Tail		
Advertising	Television						93 661,03 €	
	Outdoors						n.a.	Within an annual contract
	Print - Flyers						n.a.	Sales force budget
Public Relations	Press Release						n.a.	Within an annual contract
	Media Reviews						n.a.	Product Samples only
	Endorsers Mikaela Lupu						3 429,90 €	
	Endorsers Snow Squad						4 299,00 €	
	Event - Fashion						44 000,00 €	
	Event - Galaxy Snow Trip						n.a.	Within MEO and MTV's Cooperation
	Event - A Carpet						10 000,00 €	
	Samsung's Social Media						10 932,61 €	
Online	Happy Magazine's Facebook						429,90 €	
	Kuanto Kusta Website						2 900,00 €	
	Radio's Websites						5 541,25 €	
	MCD Network						5 000,00 €	
	Youtube True View						4 500,00 €	
	GDN						2 000,00 €	
	Google SEM						2 838,86 €	
Email Marketing	Announce							
	Buy now						3 103,00 €	
	Onboarding							
<b>Total</b>						<b>192 635,55 €</b>		

Table 12. Communication Schedule and Budget  
Source: Author's Elaboration

## VII. EVALUATION METRICS AND RESULTS

Once the communication plan is implemented, it is important to understand if the plan was effective in achieving the established goals. This evaluation will measure each strategy used by the company in the communication activities (some of them, unfortunately, weren't possible to measure). Said that, on the following table is the main measurement criteria and results for each communication action. In appendix 3 are the visual examples of the results.

	Activities	Metrics	Results
Advertising	Television	Gross Rating Point (GRP): Percentage of the target audience, which is reached by a media plan	<b>GRP:</b> 1.039 contacts per 100 people within the target
	Outdoors	Impressions: Number of people that see the add	<b>A5 tower (Lisbon):</b> 250.000 impressions per day. <b>Dragão Stadium (Porto):</b> n.a.
	Print - Flyers	Number of flyers produced	n.a.
Public Relations	Press Release	Number of News	n.a.
	Reviews	Number of Media Reviews	n.a.
	Mikaela Lupu	Number of followers and likes on her <i>Instagram</i> posts with the Smartphone	<b>Followers:</b> 56,7k <b>Likes:</b> an average of 2.835 likes until August 2017
	Snow Squad	Number of followers, posts and likes of the trip with the Smartphone on their <i>Instagram</i>	<b>Followers:</b> table 10 <b>Posts:</b> 104 <b>Likes:</b> An average of 1.612 likes
	Fashion	Number of participations, Number of celebrities in the Stand, Number of website page views (how many times a page is viewed) and unique visitors (number of different people (ID) that visits the page), Impressions (Number of times the Ad is seen) of <i>Google AdWords</i> , <i>Vogue</i> and <i>Maxima</i> , Number of <i>Samsung's</i> posts, likes, Reach (number of different people that see the post), Number of <i>Revista Activa Instagram</i> Posts, Likes, followers	<b>Participations</b> on <i>ModaLisboa</i> : 112 and <i>Portugal Fashion</i> : 98 <b>Celebrities:</b> 6 <b>Page views:</b> 4.600 <b>Unique visitors:</b> 3.700 <b>Google AdWords:</b> 57.180 <b>Vogue:</b> 17.108 <b>Maxima:</b> 40.374 <b>Samsung posts:</b> 6 posts ( <i>Instagram</i> and <i>Facebook</i> ) with an average of 270 likes and 144.393 reach <b>Activa:</b> 21,8k followers, 10 posts, and an average of 193 likes
	Galaxy Snow Trip	<i>MTV</i> : Television GRP, Number of posts, reach and Impressions (Number of times the post is seen) <i>Moche</i> : Number of posts and likes	<b>MTV: (TV):</b> n.a., <b>Instagram:</b> 15 posts, 100.085 reach, 119.224 Impressions, <b>Instagram Stories:</b> 55 stories with 1.708.620 impressions, <b>Facebook:</b> 7 posts and 80.882 reach) <b>Moche:</b> 4 posts with an average of 175 likes
	A Carpet	Number of Participations, Number of <i>MTV</i> posts, reach and impressions, Snow squad posts, Number of news, <i>Moche</i> number of posts and likes	<b>Participations:</b> 34 (120 pax), <b>MTV:</b> 3 posts ( <i>Facebook:</i> 14.094 reach, <i>Instagram:</i> 13.845 reach and 17.073 impressions), <b>Snow squad:</b> 8 posts with an average of 504 likes (image posts) and 7.364 views (video posts) <b>News:</b> n.a.

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			<b>Moche:</b> 3 posts with an average of 121 likes
Online	<i>Samsung's Social Media</i>	Reach and Impressions	<b>Reach:</b> 6.173.351 <b>Impressions:</b> 26.649.622
	<i>Happy Magazine's Facebook</i>	Number of Likes, shares and comments of <i>Happy Magazine Post</i>	<b>Likes:</b> 3.300 <b>Shares:</b> 6.400 <b>Comments:</b> 13.000
	<i>Kuanto Kusta</i>	Impressions (Number of times the ad is seen) and Clicks (Number of times users click on the ad)	<b>Impressions:</b> 172.109 <b>Clicks:</b> 2.003.092
	Radios's Websites	Impressions and Clicks	<b>Impressions:</b> 172.109 <b>Clicks:</b> 2.003.092
	<i>MCD Network</i>	Impressions and Clicks	<b>Impressions:</b> 798.632 <b>Clicks:</b> 29.152
	<i>YouTube True View</i>	Impressions and Clicks	<b>Impressions:</b> 1.233.244 <b>Clicks:</b> 6.304
	GDN	Impressions and Clicks	<b>Impressions:</b> 7.045.525 <b>Clicks:</b> 35.420
	<i>Google SEM</i>	Impressions and Clicks	<b>Impressions:</b> 312.125 <b>Clicks:</b> 9.010
Email Marketing	Announce	Unique Views and unique clicks	<b>Views:</b> 17.152 <b>Clicks:</b> 2.598
	Buy now	Unique Views and unique clicks	n.a.
	Onboarding	Unique Views and unique clicks	n.a.

Table 13. Evaluation Metrics and Results  
Source: Author's Elaboration

From the table 13, is possible to conclude that *Samsung*, with this communication plan, was able to reach a great number of consumers through the several communication channels used. Regardless the fact that the brand was able to achieve a higher number of consumers through the mass advertising, the communication focused on a specific target turned out to be more efficient.

While mass advertising, with a more generalist message, reached Millennials generation and other targets, the remaining communication channels were able to create exclusive and personalized content for Millennials generation. Also, the use of brand ambassadors, allowed to communicate the product through intermediaries, passing to the product the image, feeling and values that were inherent in these endorsers. Moreover, the events were a great opportunity to generate buzz around the product and create content to spread in the social media platforms.

Finally, the use of the online platforms as a not only a form of complementation of the other communication activities but as another communication channel, allowed to achieve more results and create a closer relationship between the brand and the consumers.

## 7.1. Future Recommendations

Each year *Samsung* usually launches one new product from each category with additional and improved features. So, it is almost granted that *Samsung* will launch a new *Samsung Galaxy A 2018 edition*. The recommendation for the next communication plan, is based on the communication pillars, partnerships, brand ambassadors and co-creation.

On one hand, regarding the communications pillars, *Samsung* could adapt the fashion pillar to a broader theme, for example lifestyle, which would also fit better with the brand image. *Samsung* has been able to connect with fashion market through the product design, but the target for this segment was set has a niche. By enlarging this pillar, new possibilities for other events, activations and endorsers (Youtubers and Instagramers) would open and be more targeted for Millennials generation. On the other hand, one other option could be to focus on other pillars and outwork on them, by for example, exploring and diverging in the music festivals options, like *Happy Holly* and approaching other sports, for example parkour or skateboard, to ensure that by the time that the product is launched that those events and brand activations are possible to be scheduled.

Concerning partnerships, *Samsung* could use the opportunity to explore existing partners like *MEO* that has a music festival (*MEO Sudoeste*) and the mobile specific tariff directed to Millennials (*Moche*), in order to create more targeted moments and experiences for this generation. Besides this, *Samsung* should explore new partners who are following new trends like *Uber*, by creating special settings or promotions in *Uber's* app for *Samsung* users.

Regarding brand ambassadors, an investment in creating a long-term relationship by the company should be done because, although for example in Mikaela Lupu's case the contract is for one year, in Galaxy Snow Squad's case the contract is only for the trip communication. Therefore, these endorsers can use other smartphone brands afterwards. This situation does not imply coherence to brand and can create a perception that the endorsers are being sponsored for a short period of time, when the idea is to give their followers the feeling that they actually use and identify with the brand/product. By developing these connections, *Samsung* will be able to create a solid relationship with them and strengthen brand's image among consumers.

Finally, *Samsung* should in the future invest in customer co-creation. Co-creation occurs when the brand brings external parties, usually customers, into a company's creative process. In this case the creation of a line of personalized accessories or colors for the new *Samsung Galaxy A 2018 edition* could be an example, in which the consumer's relationship with the brand would be enhanced.

## VIII. CONCLUSIONS

The main goal of this project thesis was to develop an innovative and effective communication plan proposal, for a *Samsung Smartphone: Samsung Galaxy A 2017 edition*. Marketing communications strategies in the smartphone's industry are very different from other sectors. As demonstrated, the classical marketing approach alone is no longer effective. Marketing communications are changing and developing in a way in which traditional methods that were used so far to communicate are becoming outdated, obsolete and ineffective. Nowadays, there are thousands of Smartphones brands and therefore, *Samsung* needs to stand out from the rest of the brands by coming up with new developments, more knowledge, new trends, innovative approaches and different communication tools.

On a first basis, a literature review was driven to gather scientific and relevant information on several subjects, such as Millennials, consumer buying behavior, social media platforms, brand ambassadors, hedonic and symbolic consumption. The conceptual and theoretical approaches allowed the establishment of a conceptual framework to move on with the project proposed.

Secondly, an external analysis of the smartphone industry and competition brand was carried out. Regarding external analysis, in the smartphone industry, worldwide smartphone sales grew 9.1% in the first quarter of 2017 when compared to the same period of 2016, totalizing 378 million units. In Portugal, there was an increase in the number of consumers that had access to a smartphone (from 18% upon to 67%) between 2012 and 2017.

Concerning competition, *Samsung* has two types of competition, direct and indirect competitors. As it was mentioned before, the main direct competitors are *Apple*, *Huawei*, *BBK*, *Oppo* and *Vivo*. On the other hand, for indirect competition are considered brands which commercialize Smartphone's substitutes. Smartphone brands are focused on having a good presence on social media networks, by being able to sell online, building relationships with consumers by creating two-way brand experiences, but also focused to avoid falling into ordinary due to mass media communications.

Afterwards, an internal analysis was carried out in order to better understand *Samsung's* background as an international brand. *Samsung* started its business as a small trading company in local productions and groceries. In nowadays, it operates under three business units: Visual Display, Digital Appliances, and Health and Medical Equipment. *Samsung's* main goal is to create and develop consumer technologies that inspire the world, while delivering new value to enhance the lives of consumers. *Samsung* is unique because 90% of its production is done in-

house. This allows to develop new products and services quickly, and answers to consumer trends and needs.

Subsequently, the data collection from the in-depth interviews to the *Samsung* communication team was fundamental in order to understand the communication tools that were going were used and which strategy was to be followed. Based on the answers obtained and the company's background, it was possible to gather all the information to build up this communication plan. The main goals of this plan were to drive sales for *Samsung Galaxy A 2017 edition* (11.077,00 units in the first quarter of 2017), to increase perception on *Samsung* midrange smartphones, more precisely on the *Galaxy A 2017 2017 edition* and to create an emotional bond between consumers and the brand/product. The concept was around consumer user experience: "Introducing the new Galaxy A. Same Galaxy DNA. Different Attitude".

Regarding strategy, the main target for the communication plan was focused on young Millennials and female users (among Millennials). And based on the four communication pillars (Fashion, Music, Cooking and Sports) that *Samsung* has been operating, the option taken was to use some of these pillars to conduct the communication plan. The communication was guided through several channels, such as television, outdoors, flyers, press releases, media reviews, endorsers, events, social media platforms, websites, *YouTube*, *Google AdWords*, and email marketing.

The final steps were to make a schedule, determine the budget for the communication actions and define the metrics to measure the results. With the results obtained it was possible to conclude that, although the mass advertising is able to achieve more consumers, the communication focused on a specific target is more efficient and effective. With the evolution of the communication variables and tools it has been possible to get closer to the pretended target and generate exclusive content. By understanding, the target needs and interests, the brand was able to create communication materials that matched the consumers' expectations and therefore was able to engage them at a more profound way. Consequently, it's possible to affirm that the objectives of this project were accomplished and even surpassed once the main objective was to sell 11.077,00 units in the first quarter of 2017 and *Samsung* was able to sell 13.123,00 units.

## 8.1. Project Limitations

Throughout the development of this project thesis some limitations were faced. First, regarding the definition of the strategy goals, the only key performance indicator that was possible to define quantitatively was the target sales, but for further product launches it would be relevant to define other goals as well.

Secondly, another limitation was related with the budget for this communication plan. Due to the fact that *Samsung* launches several products throughout the year from all divisions, each product is limited to the budget from each area (from communication division: advertising, public relations, online, social media and from mobile division: smartphones). Being a mid-range smartphone, its budget was lower than a budget for a flagship/high-end smartphone. In addition to this, the fact of launching products from other divisions at the same time that the *Samsung Galaxy A 2017 edition* was launched, implied a rigorous time management of campaigns, budget and strategies, so that each product did not surpass the other. All this, had a significant influence on the definition of the strategy, the channels and brand ambassadors used and the events chosen.

In addition, regarding budget and results there were a few limitations. In the field of the communication plan budget point of view, the total value was not possible to have available, due to the various annual contracts, partnerships and sales force budget (an estimation wasn't possible to consider or to calculate). In a results point of view, it was also not possible to obtain all the results from each activity due to tracking limitations.

Finally, during this communication plan implementation, it was only possible to see through the brand's perspective, because besides not having the final results of the communication plan (it is still running), it was not possible to view it from a consumer point of view, and gather that information for further communication strategies.

## **8.2. Future Research**

For further investigations and strategic plan implementations in this field, it is important to complement the strategic plan with a market research carried out with the consumers, in order to perceive their buying perspectives, needs and preferences regarding the product that the brand is offering/launching. This way, the company will have the opportunity to gather all the market research information and use it, in the implementation of its communication plan. By meeting consumer's expectations, the strategy will be more effective and therefore generate even more results.

Another proposition for future research is to perform a benchmark to other product launch plans. Being the benchmark a way of discovering what are the best practices applied by a competitor or by a different business, this information can then be used to identify gaps in the company's processes in order to give new perspectives and ideas to the strategic plan that is going to be implemented. With this type of information, besides enlarging the brand's scope to other concepts is possible to achieve a competitive advantage towards the competitors and have a communication plan with more disruptive and innovative actions.

With the constant evolution of the consumer's profiles and demands, the strategic plans will have to continually evolve to meet customers' expectations, and push the communication tools/actions even further. By using the prepositions above and explore new approaches, it will be possible to provide a broader knowledge to this field and add value to future communication plans.



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## Appendix 1 - Interviews

The semi structure interviews were made to several members of Samsung's communication team, such as the Brand and Product PR Manager, Salvador Sampaio and the Communications Specialist, Rita Xara Brasil. A few interviews and meetings were made in order to collect all the data and discuss the analysis and results. Below are some of the questions/topics that were addressed:

1. Can you talk about the history of Samsung and the last year's evolution?
2. How Samsung is perceived among the consumers? Has any official recognitions?
3. How is the company organized? How many business units and how they operate?
4. Tell me about the Samsung portfolio. Where is the Samsung Galaxy A inserted?
5. What are the main goals for this communication strategy?
6. Which is your strategy and target?
7. In terms of communication, which methods do Samsung already use to communicate with consumers?
8. Regarding social media, what type of publications do you usually perform?
9. What is the main message that you want to pass with this plan?
10. What were the channels used to communicate the product?
11. Regarding investment, how much cost each activity?
12. What can you tell me about the sales target for 1Q? It was accomplished?

## Appendix 2 – Samsung Galaxy A Press Release and Specs

# SAMSUNG

### A Samsung Apresenta o Galaxy A – Cheio de Estilo, Potência e Simplicidade

**Lisboa, 06 de Fevereiro de 2017** – A Samsung apresentou os mais recentes membros da família Samsung Galaxy A. Disponível na Europa em duas variantes – o A5, de 5.2 polegadas e o A3, de 4.7 polegadas – a nova gama Samsung Galaxy A combina um design belo com uma câmara melhorada e características que ajudarão a tornar o dia-a-dia dos consumidores ainda mais conveniente.

“Na Samsung, estamos sempre a tentar que os nossos consumidores tenham produtos cada vez mais avançados”, referiu DJ Koh, Presidente do Negócio de Comunicações Móveis da Samsung Electronics. “Os mais recentes membros da linha Samsung Galaxy A são exemplo disto. Integrámos a nossa visão de design, bem como as características das quais os utilizadores Samsung Galaxy não conseguem abdicar, por forma a adicionar desempenho sem comprometer o estilo”.

A parte traseira do novo Samsung Galaxy A é constituída por metal e vidro 3D, acompanhando a herança do design premium da Samsung. Com uma câmara para todas as ocasiões e o botão Home, o equipamento tem um acabamento perfeito, confortável tanto para a sua utilização, como para o segurar. O Samsung Galaxy A estará disponível em quatro cores, incluindo Preto, Dourado, Rosa e Azul.

Capturar os momentos que criam memórias duradouras é mais fácil que nunca com um Galaxy A. O novo Samsung Galaxy A e às suas **câmaras frontais e traseiras melhoradas** apresenta agora uma tecnologia de câmara avançada com autofoco super-preciso. Resulta assim em fotografias vibrantes e claras, mesmo as que são tiradas em **condições de baixa luminosidade**.

Tirar *selfies* é agora ainda mais fácil. Basta clicar em qualquer zona do ecrã para **captar uma selfie de alta resolução**, utilizando o display como um flash frontal para fotografias ainda mais brilhantes. A câmara do Samsung Galaxy A oferece ainda uma UX (Experiência de Utilização) simplificada, permitindo aos utilizadores mudar rapidamente os modos e filtros instantâneos para acrescentar efeitos às imagens. Os utilizadores podem ainda escolher modos específicos como o *Food Mode* (Modo Alimentos) para otimizar e melhorar a cor e contraste das fotografias escolhidas.

O Samsung Galaxy A foi desenhado para acompanhar as necessidades do dia-a-dia dos consumidores, incorporando inúmeras características bastante apreciadas do smartphone topo de gama Samsung Galaxy S7:

- Pela primeira vez, a série Samsung Galaxy A dispõe de **resistência IP68\* à água e ao pó**, que lhe permite resistir a elementos como chuva, suor, areia e pó. Desta forma, podem ser levados para praticamente todo o lado.
- Uma **bateria** com ainda maior capacidade significa que é possível estar-se conectado por ainda mais tempo, enquanto que o Carregamento Rápido permite ter o Samsung Galaxy A na capacidade máxima, mais rápido que nunca. O Samsung Galaxy A está também equipado com um adaptador reversível USB Type-C para uma conectividade facilitada.

COMMUNICATION PLAN FOR SAMSUNG GALAXY A 2017 EDITION

- **Ecrã Always on** (sempre ligado), que permite aos utilizadores verificar notificações-chave sem accionarem o equipamento, poupando tempo e vida de bateria.
- A Memória aumentada e suporte **microSD** (Cartão de memória, vendido separadamente) até 256GB, significando que os utilizadores conseguem captar e gravar conteúdos sem terem que se preocupar com armazenamento.

O Samsung Galaxy A estará disponível para compra em Portugal a partir de dia 03 de Fevereiro. O Galaxy A3 tem PVP recomendado pela marca de 329,90€ e o Galaxy A5 um PVP recomendado de 429,90€.

\* **Certificado IP 68: resistente à água e ao pó:** até uma profundidade de 1,5 metros de água limpa, e até 30 minutos. O equipamento não deverá ser sujeito a água com pressão (por exemplo de uma torneira com pressão). Caso o equipamento seja exposto a um líquido que não seja água limpa, deverá ser prontamente passado por água limpa e seco cuidadosamente, sem prejuízo de poder ficar irremediavelmente danificado.

**Samsung Galaxy A5 (2017) Especificações de Produto:**

	<b>Galaxy A5 2017</b>
<b>Rede</b>	LTE Cat.6 * Pode variar em função do país e do operador de telecomunicações móveis
<b>Ecrã</b>	5.2" FHD Super AMOLED
<b>AP</b>	1.9GHz Octa Core
<b>OS</b>	Android 6.0.16 (Marshmallow)
<b>Câmara</b>	Frontal e Traseira: 16MP (F1.9)
<b>Vídeo</b>	MPEG4, H.265(HEVC), H.264(AVC), H.263, VC-1, MP43, WMV7, WMV8, VP8, VP9
<b>Áudio</b>	MP3, AAC LC/AAC+/eAAC+,AMR-NB, AMR-WB, WMA, FLAC, Vorbis, Opus
<b>Características Adicionais</b>	Samsung KNOX, S-Voice
<b>Conectividade</b>	Wi-Fi 802.11 a/b/g/n/ac, Bluetooth® v 4.2, ANT+, USB Type-C, NFC (UICC, eSE)
<b>Sensor</b>	Velocímetro, Proximidade, Geomagnético, Luz RGB, digitalizador de impressões digitais, barómetro
<b>Código IP</b>	IP68
<b>Memória</b>	3GB RAM + 32GB de armazenamento Micro SD slot (até 256GB)
<b>Dimensão</b>	146.1 x 71.4 x 7.9mm
<b>Bateria</b>	3,000mAh, Carregamento Rápido

**Samsung Galaxy A3 (2017) Especificações de Produto:**

	<b>Galaxy A3 2017</b>
<b>Rede</b>	LTE Cat.6 * Pode variar em função do país e do operador de telecomunicações móveis
<b>Ecrã</b>	4.7" HD Super AMOLED
<b>AP</b>	1.6 GHz Octa Core
<b>OS</b>	Android 6.0.16 (Marshmallow)
<b>Câmara</b>	Traseira: 13MP (F1.9), Frontal: 8MP (F1.9)
<b>Vídeo</b>	MPEG4, H.265(HEVC), H.264(AVC), H.263, VC-1, MP43, WMV7, WMV8, VP8, VP9
<b>Áudio</b>	MP3, AAC LC/AAC+/eAAC+,AMR-NB, AMR-WB, WMA, FLAC, Vorbis, Opus
<b>Características Adicionais</b>	Samsung KNOX, S-Voice
<b>Conectividade</b>	Wi-Fi 802.11 a/b/g/n/ac, Bluetooth® v 4.2, ANT+, USB Type-C, NFC (UICC)
<b>Sensor</b>	Velocímetro, Proximidade, Geomagnético, Luz RGB, digitalizador de impressões digitais, barómetro
<b>Código IP</b>	IP68
<b>Memória</b>	2GB RAM + 16GB de armazenamento Micro SD slot (até 256GB)
<b>Dimensão</b>	135.4 x 66.2 x 7.9mm
<b>Bateria</b>	2,350mAh

\* As Características e funcionalidades poderão variar em cada país.

\* Todas as funcionalidades, características, especificações e outra informação de produto apresentadas neste documento incluindo, mas apenas relativas a benefícios, design, componentes, desempenho, disponibilidade e capacidades do produto poderão ser alteradas sem aviso prévio .

**Sobre a Samsung Electronics Co., Ltd.**

A Samsung Electronics Co., Ltd. inspira o mundo e modela o futuro com ideias e tecnologias inovadoras. A empresa está a redefinir o mundo das TVs, smartphones, equipamentos wearable, tablets, câmaras, equipamentos digitais, equipamentos médicos, sistemas de rede, e soluções LED e de semicondutores. Para ter acesso às notícias mais recentes, por favor visite o Samsung Newsroom (sala de imprensa) em <http://news.samsung.com>.

## Appendix 3 – Communication results

In this appendix is possible to see some visual examples of the communication results besides the ones already showed along the project.

### Media Reviews

**CISION**

ID: 67990854

**PCGUIA**

01-02-2017

Tiragem: 22000

País: Portugal

Períod.: Mensal

Âmbito: Tecnologias da Infor.

Pág: 71

Cores: Cor

Área: 19,00 x 28,20 cm²

Carte: 1 de 1



# SAMSUNG GALAXY A3 E GALAXY A5

**DESIGN APRIMORADO**

Como não é pelo design, estes modelos são todos feitos de metal, especialmente tendo em conta que são os dois baseados no Galaxy S5. Usando um painel frontal todo em vidro, que se funde na perfeição com a moldura lateral metálica e o painel traseiro curvo, ambos os modelos possuem uma ergonomía perfeita. O destaque ainda a particularidade de usar uma ligação USB Type-C para carregar a bateria, por

usar a ligação dock de 3,5 mm para os auscultadores, ativamente colocado no painel lateral juntamente com o botão de bloqueio e pelo uso de uma letra de impressão digital frontal. Visualmente a única diferença está no tamanho do ecrã, com o A3 a usar um de 4,7 polegadas com resolução HD (1280 x 720) e um Full HD de 5,2 polegadas no A5 (1920 x 1080). Ambos têm partido da tecnologia Super AMOLED, tanto pela qual ambos exibem uma qualidade de imagem muito boa (mesmo o A3 com a sua resolução não tão limitada), e tem de destacar as funcionalidades como o sistema Always-On Display, que permite traçar as informações mais relevantes sempre reproduzidas no ecrã, mesmo quando este está desligado.

**AUTONOMIA E DESEMPENHO**

Embora a capacidade da bateria fosse bem inferior, os resultados nos testes de autonomia foram surprecedentes, com o A3 a revelar uma

**TESTES GALAXY A3**

**9** PRECISÃO 1,8

CAPACIDADE DE LIGAÇÃO 5,8

PREÇO / QUALIDADE

● Escala de avaliação ● Desempenho ● Ergonomia

Divulgação Samsung Site: [www.samsung.pt](http://www.samsung.pt) Preço: 450,00€

**CARACTERÍSTICAS TÉCNICAS**

Processador: Exynos 7870 (8 x 1,5 GHz)

Memória: 3 GB

Armazenamento: 32 GB (Expandível para microSD)

Câmara: 13 MP + 0,1 MP

Ecra: 5,2" FHD (1280 x 720), 426 ppi

Bateria: 3000 mAh

Dimensões: 140 x 71,4 x 7,8 mm

Peso: 148 g

2D Mark 10	PCMark 8 Work	PCMark 8 Autonomia
10.000	4.150	860 minutos

**TESTES GALAXY A5**

**8** PRECISÃO 1,5

CAPACIDADE DE LIGAÇÃO 5,6

PREÇO / QUALIDADE

● Escala de avaliação ● Desempenho ● Ergonomia

Divulgação Samsung Site: [www.samsung.pt](http://www.samsung.pt) Preço: 450,00€

**CARACTERÍSTICAS TÉCNICAS**

Processador: Exynos 7870 (8 x 1,5 GHz)

Memória: 3 GB

Armazenamento: 32 GB (Expandível para microSD)

Câmara: 13 MP + 0,1 MP

Ecra: 5,2" FHD (1280 x 720), 426 ppi

Bateria: 2300 mAh

Dimensões: 150,4 x 82,2 x 7,9 mm

Peso: 158 g

2D Mark 10	PCMark 8 Work	PCMark 8 Autonomia
10.000	4.100	800 minutos



Figure 32. Print Media Review from PC Guia  
Source: Provided by Samsung

**CISION**

ID: 68350198

#TESTES

**Exame Informática**

01-03-2017

Tiragem: 21700

País: Portugal

Períod.: Mensal

Ámbito: Tecnologias de Infor.

Pág: 42

Cores: Preto e Branco

Área: 18,50 x 28,72 cm<sup>2</sup>

Corta: 1 de 1



## Uma galáxia retocada

**SAMSUNG GALAXY A3 €329,90 / GALAXY A5 €429,90**

Estes terminais partilham o design com uma localização inovadora para a coluna de som integrada: em cima, na lateral direita. Uma posição confortável que fica na mesma posição dos dedos e que permite uma audição simpática. No entanto, não há grandes diferenças, na potência de som, com telefones que têm a coluna em baixo ou no topo. Gostámos do design e da forma como os terminais parecem feitos de uma peça única – é quase um bloco único de vidro que funciona muito bem se os A forem presos (uma das opções enviadas para teste). Os mais aventureiros vão gostar de saber que estes Galaxy têm certificação IP68. Ou seja, podem ser submersos em água doce até 1,5 metros e num máximo de 30 minutos.

A ténue um sensor de impressões digitais permite desbloquear rapidamente o telefone. Não é o mais rápido que vimos a funcionar e o do A3 teve mais falhas no reconhecimento do nosso dedo do que o A5. Terá sido um qualquer problema de configuração porque, acreditamos, os telefones utilizam o mesmo sensor. Em termos de desempenho, estamos perante telefones com resultados interessantes, mas este processador Exynos 7880 a 1,9 GHz (que está no A5) acaba por ficar abaixo daquilo que medíamos (e estamos apenas a comprar benchmarks) em terminais como o Honor 8, da Huawei, o Zenfone 3, da Asus ou, por exemplo, Aquaris X5 Plus, da BQ. Quanto ao A3, também com um processador da Samsung, os resultados colocam-no ao nível de outros terminais mais baratos – tal como o referido para o A5. Isso nota-se na utilização? Quase nada. Vamos por partes. O A5 é um terminal muito fluido onde fomos capazes de jogar e ver vídeos sem qualquer tipo de problema. Aíás, alternámos entre as apps e tudo se manteve estável. No A3 notámos alguns engasgos quando abusámos da multitarefa. Nada de muito preocupante, mas notámos.

### AS DIFERENÇAS NA IMAGEM

O comportamento das câmaras também difere entre ambos os terminais. A angular do A5 é mais generosa e asua medição da luz mais exacta. Aíás, o sensor, maior do A5, debx a emitir mais luz e isso também se nota nas fotos que fizemos. Ou seja, conseguimos resultados satisfatórios, mas, mais uma vez, tendo em conta o preço do terminal... estávamos à espera de mais. O A3 acaba por estar mais equilibrado nesta componente – a da qualidade apresentada e do preço pedido. Ambos os telefones tiveram dificuldades em lidar com cenários onde havia pouca luz ambiente – mas o A5 foi melhor. E em que ficamos? Estamos perante dois terminais bem construídos e que traz em uma experiência integrada de Android bastante conseguida. Mas a Samsung nesta gama de preço tem fortes concorrentes. Já referimos, mas a BQ, a Asus e a Huawei conseguem colocar mais desempenho a preço mais baixo. E, ao contrário do que acontece, estes fabricantes já têm design e qualidade de construção. Ou seja, estas versões 2017 dos Galaxy A vão interessar, primordialmente, aos fãs da marca. Há melhores relações qualidade/preço no mercado, mesmo tendo em conta a certificação IP68, o sensor biométrico integrado ou a elevada resolução das câmaras.

Pedro Miguel Oliveira



Bem desenhado, o A3 apresenta resultados interessantes em termos de desempenho e fluidez, mesmo tendo em conta o design e a sua robustez.

### SAMSUNG GALAXY A3

DESSEMPENHO	notafinal	<b>4</b>	<b>CARACTERÍSTICAS</b> Ser 4,7" (120x158) • CPU 1,9 GHz Exynos • 20 MPx16 MPx • 2,000 baterias • Android 6.0
CARACTERÍSTICAS			
QUALIDADE/PREÇO			<b>RECOMENDADO</b> Asus 4000 • 3D 1700 • CPU 1,7 GHz • RAM 607 • 3D 16,4 • 5 MPx16 MPx • 2.000 baterias • 20 MPx16 MPx • 2.000 baterias • Android 6.0



Há proporcionalidade e a mais a preço que não tem na maioria dos outros. Mas o e de preço. Mesmo o e de preço. Mesmo o e de preço.

### SAMSUNG GALAXY A5

DESSEMPENHO	notafinal	<b>4</b>	<b>CARACTERÍSTICAS</b> Ser 5,2" (120x160) • CPU 1,9 GHz Exynos • 20 MPx16 MPx • 2,000 baterias • Android 6.0
CARACTERÍSTICAS			
QUALIDADE/PREÇO			<b>RECOMENDADO</b> Asus 4000 • 3D 1700 • CPU 1,7 GHz • RAM 607 • 3D 16,4 • 5 MPx16 MPx • 2.000 baterias • 20 MPx16 MPx • 2.000 baterias • Android 6.0

Figure 33. Print Media Review from Exame Informática  
Source: Provided by Samsung



SAMSUNG Galaxy A5 (2017) | Review/Análise  
27 349 visualizações

642 20 PARTILHAR

Figure 34. Youtube Media Review from 4Gnews  
Source: <https://www.youtube.com/watch?v=REjq13tyZUw&t=92s>

Samsung Galaxy A5 (2017)



Figure 35. Website Media Review from Pplware  
 Source: <https://pplware.sapo.pt/analises-2/analise-samsung-galaxy-a5-2017/>

Endorsers

- **Mikaela Lupu**



Figure 36. Monthly Instagram posts of Mikaela Lupu  
 Source: <https://www.instagram.com/mikaela.lupu/?hl=pt>

• Galaxy Snow Squad

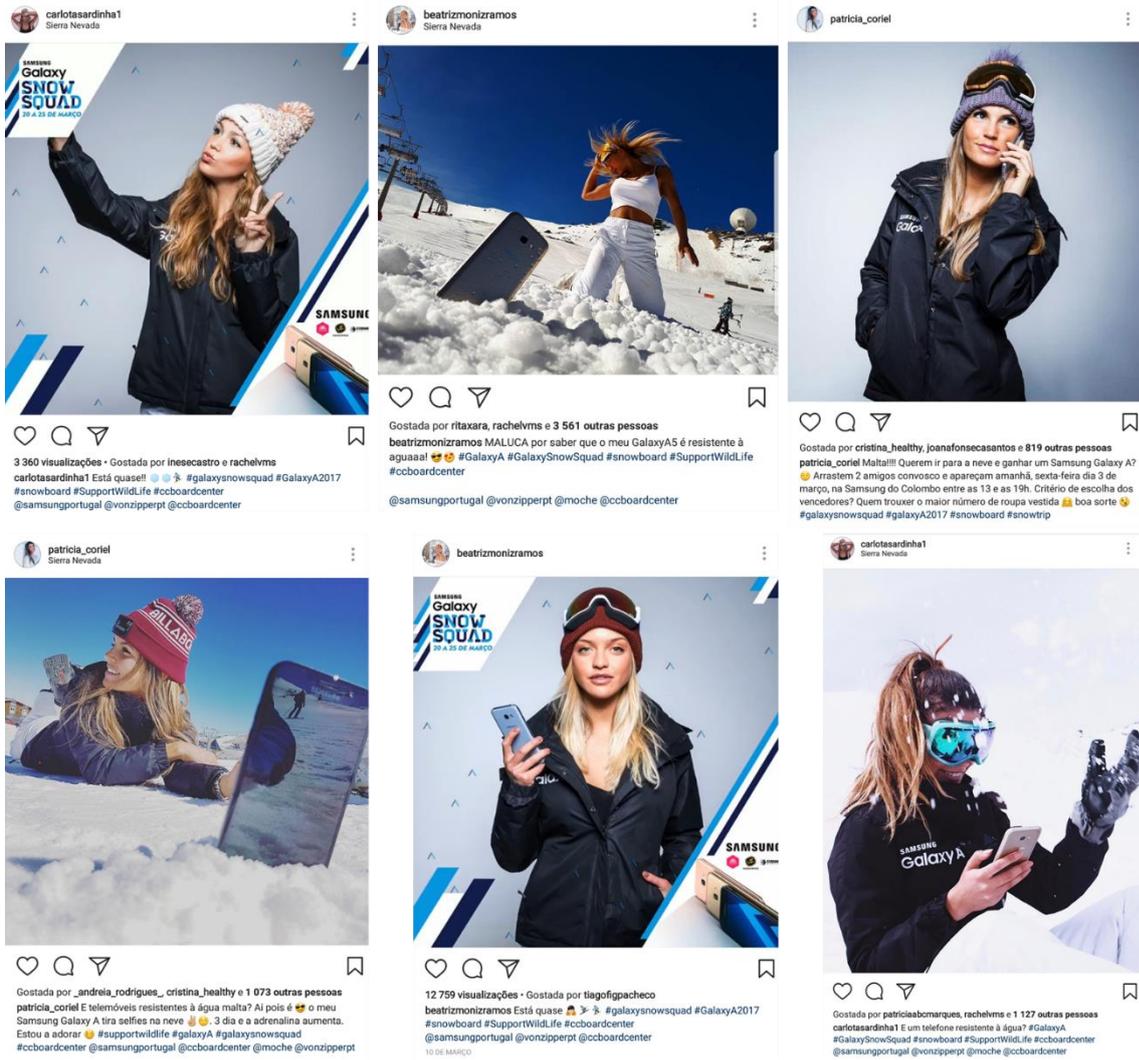


Figure 37. Galaxy Snow Squad posts  
Source: Instagram.com

Events

• **ModaLisboa**

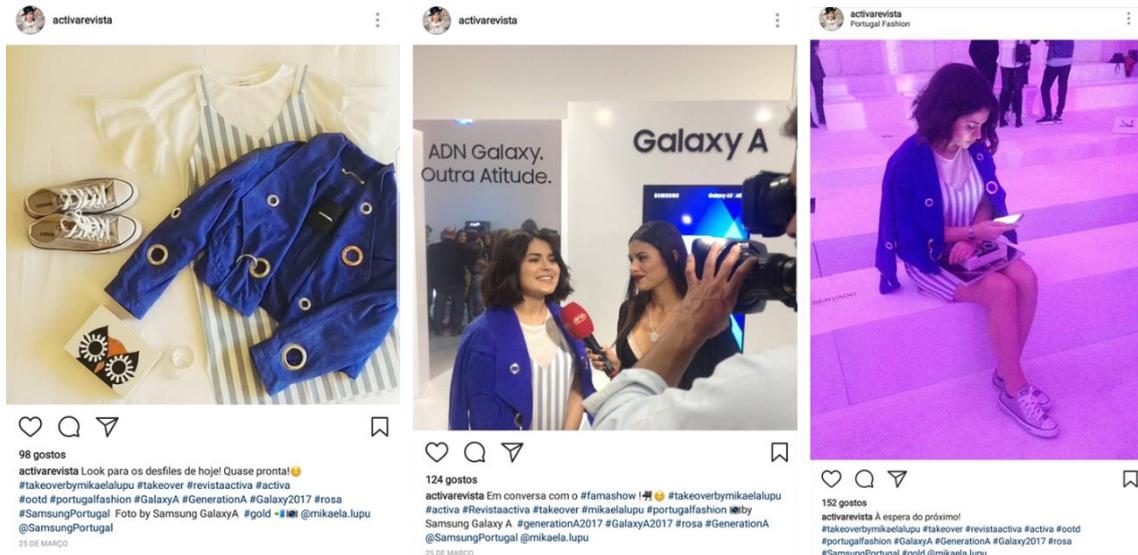


Figure 38. Mikaela Lupu Takeover on Activa Instagram  
Source: Instagram.com



Figure 39. ModaLisboa and Portugal Fashion Challenge Winners  
Source: Provided by Samsung

COMMUNICATION PLAN FOR SAMSUNG GALAXY A 2017 EDITION



Figure 40. Portugal Fashion VIP Presence  
Source: Provided by Samsung

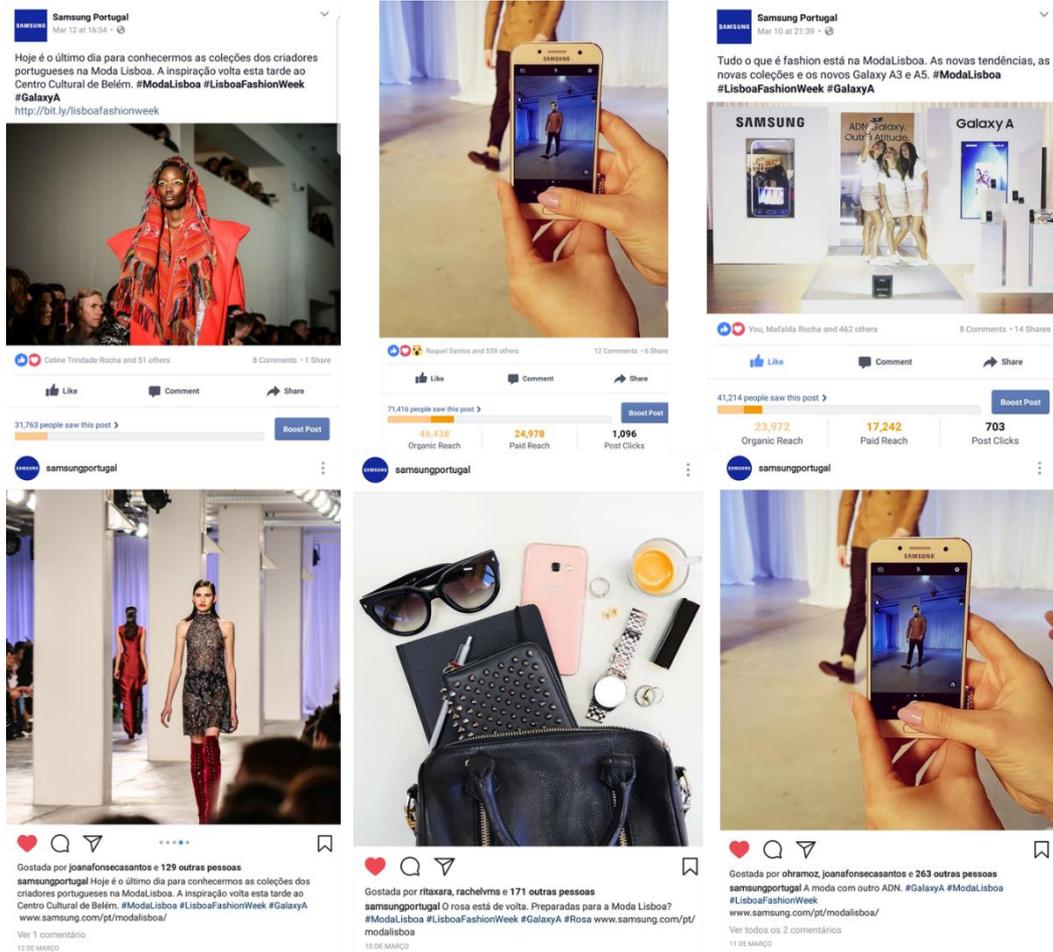


Figure 41. Samsung posts (Facebook and Instagram)  
Source: Facebook.com and Instagram.com

- **Galaxy Snow Trip**



MTV AMPLIFICA | 315 - SAMSUNG GALAXY SNOW SQUAD

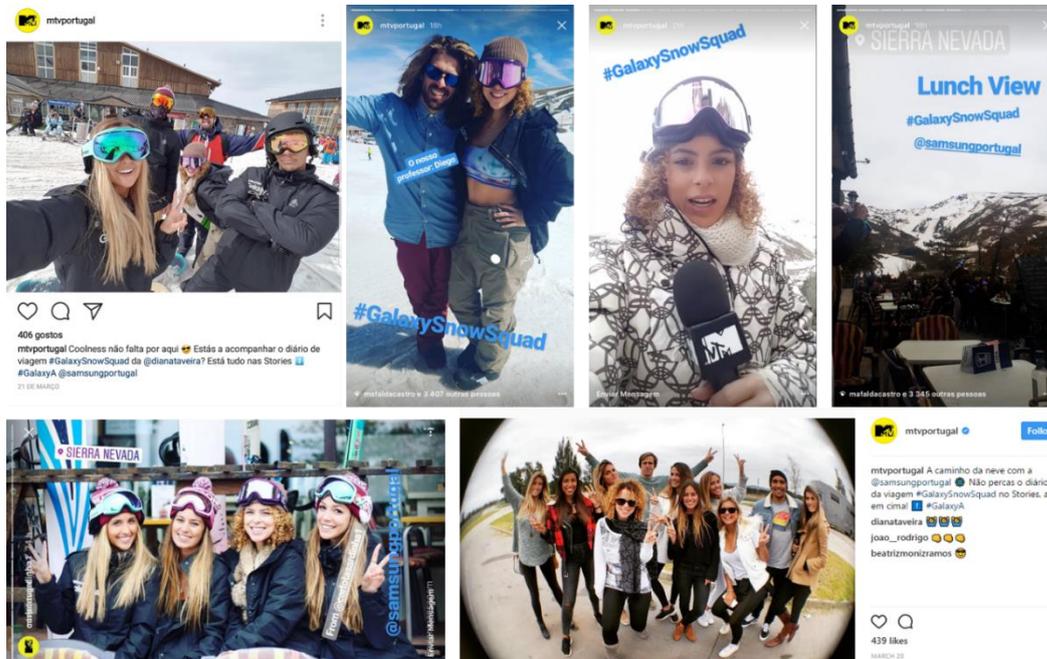


Figure 42. MTV posts (Facebook, Instagram and Youtube)  
Source: Facebook.com, Instagram.com and <https://www.youtube.com/watch?v=IOPPZCjLJdE>

COMMUNICATION PLAN FOR SAMSUNG GALAXY A 2017 EDITION

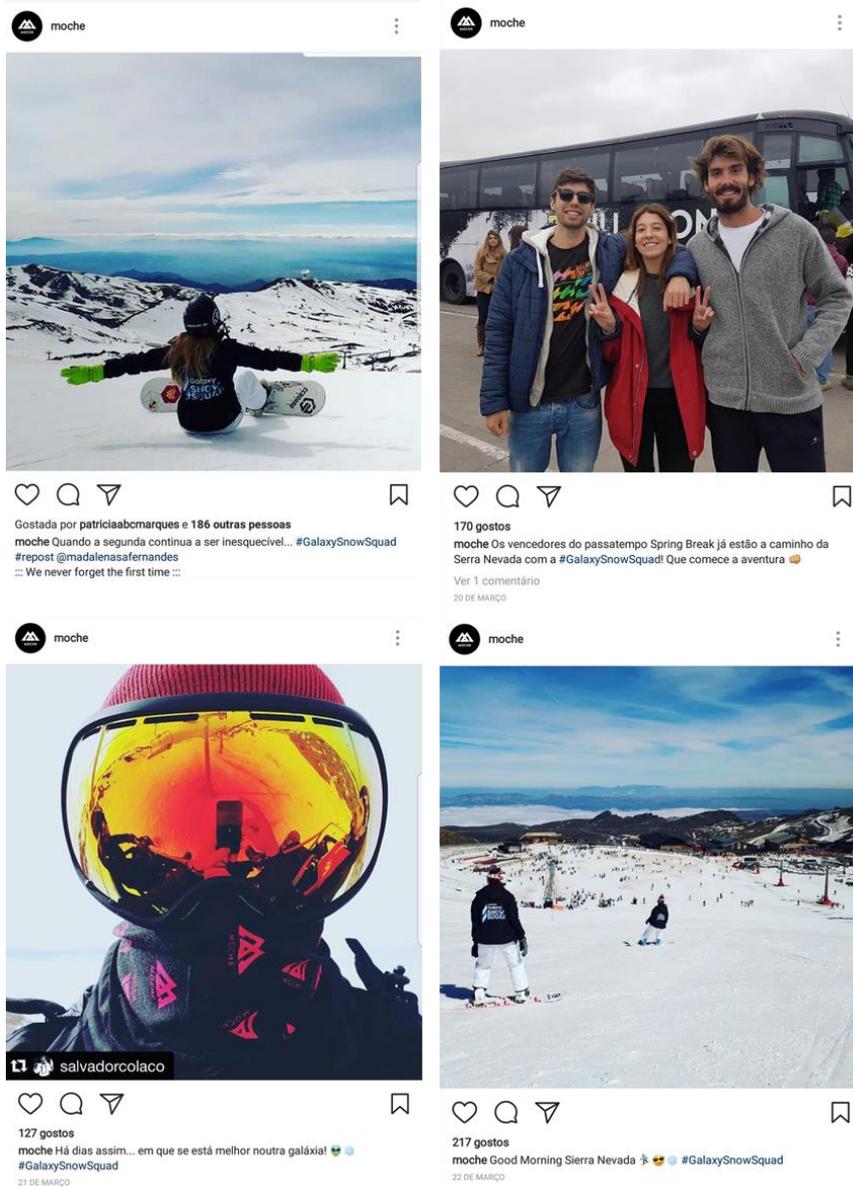


Figure 43. Moche Instagram Posts  
Source: Instagram.com

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• A Carpet

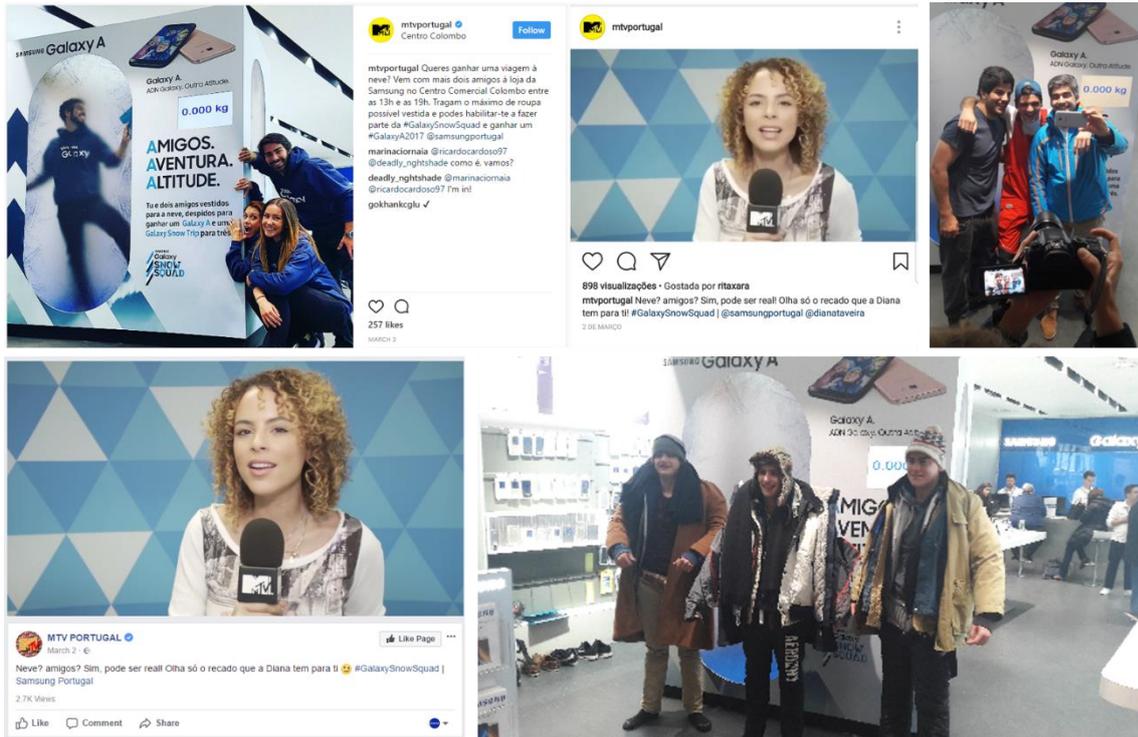


Figure 45. MTV A Carpet posts (Facebook and Instagram)  
Source: Facebook.com and Instagram.com



Figure 44. Moche A Carpet Instagram Posts  
Source: Instagram.com

Online

• Samsung's Facebook

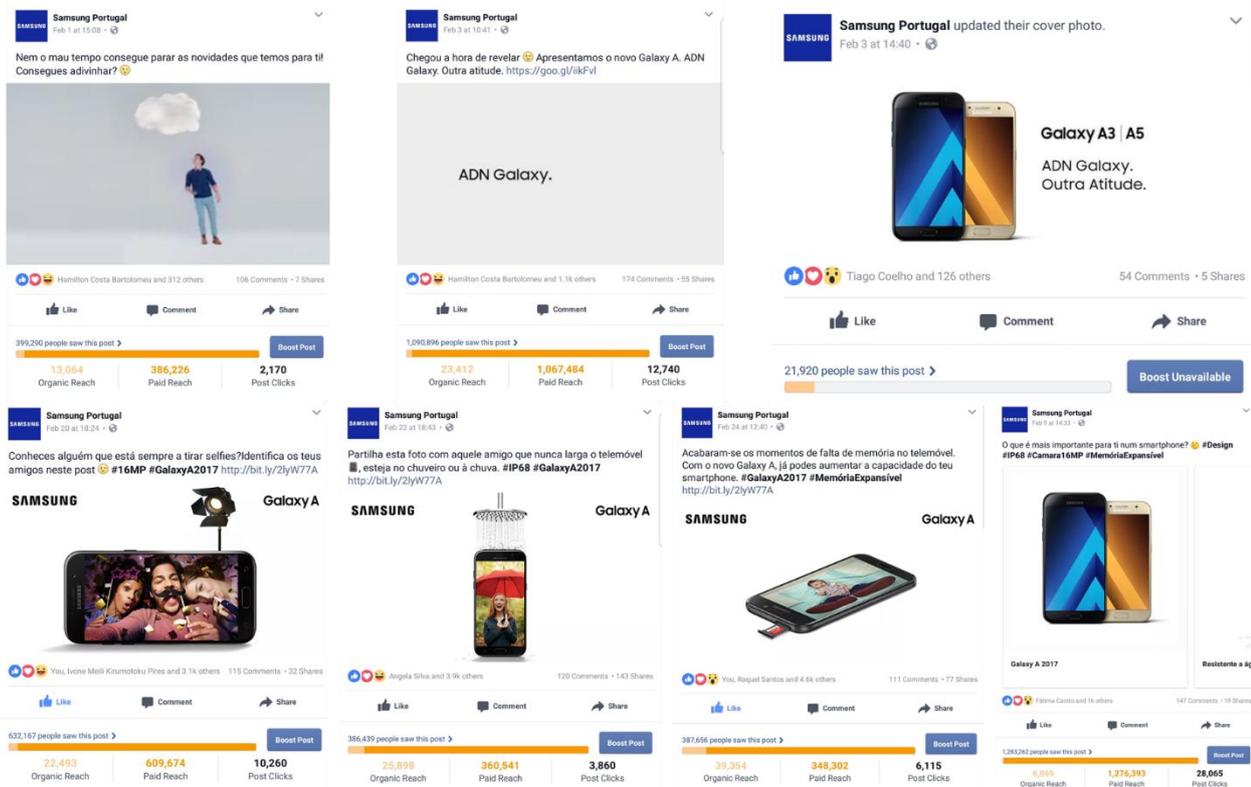


Figure 47. Facebook Posts (Teaser, Presentation, cover photo, features and carousel)  
Source: Provided by Samsung

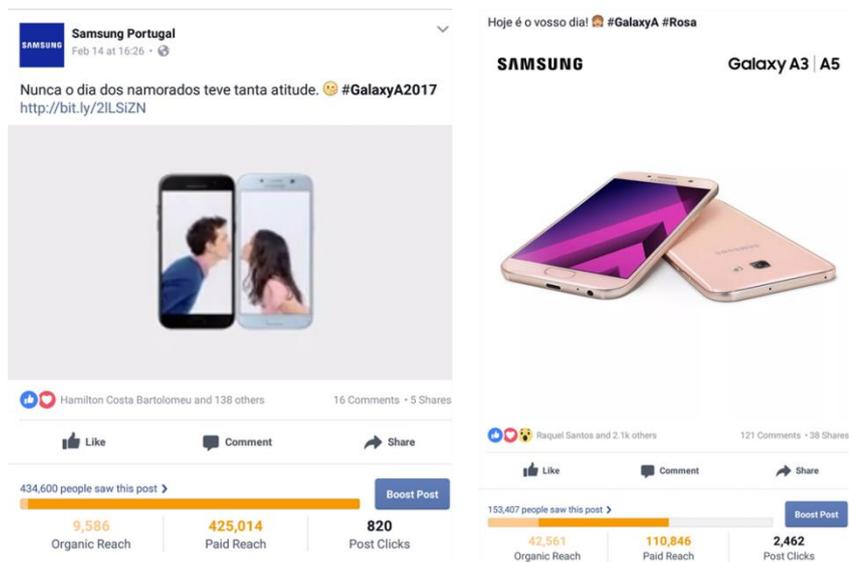


Figure 46. Facebook Posts (Valentine's day and Women's day)  
Source: Provided by Samsung

• **Happy magazine's Facebook**



Figure 48. Happy Magazine Facebook Post  
Source: Facebook.com

• **CRM**

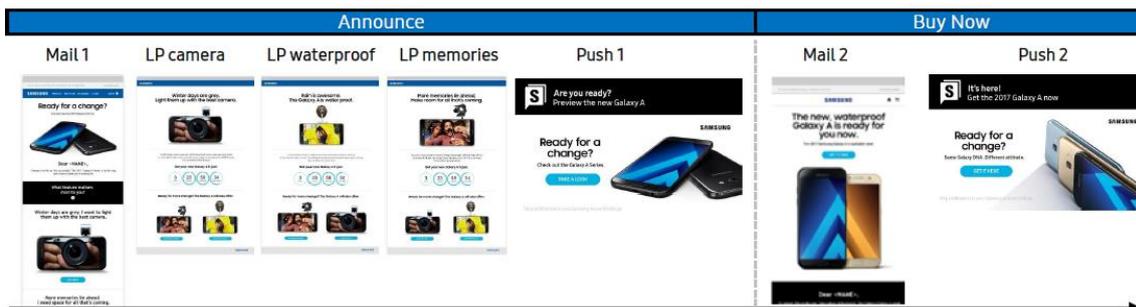


Figure 49. Emails and Push notification of Announce and buy now phases  
Source: Provided by Samsung