

Project

Launching of Samsung Galaxy S7 Pink Gold smartphone

Category

PR – Marketing communication

Agency/Project managers

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Objectives/Client's brief

- Reach fashionable consumers with the pink gold smart phone, specifically keeping in mind the Y-generation
- Clearly distinct from other newly-released smart phones
- Present Samsung as a quality, innovative and trendy brand that people want to own
- The number of publications expected by the client: 40, of which at least half published in traditional media, rest in social media (organically)

The budget

The PR-budget for the campaign (includes the cost of delivering the event, PR-activities and brand ambassadors): 7500€

Situation

In February of 2016, Samsung successfully launched its current flagman of phones – Galaxy S7, which was delivered by a great attention from the media, positive feedback from both consumers and journalists, and very good sales results. A couple of months after the initial launch of the new model, we received a notification of a new pink gold model being added to the S7 series, and even though all aspects of S7 had already been covered (we had initiated total of 110 publications by that time), the Pink Gold smart phone had to be released and introduced to the consumers attractively. It was clear that the follow-up campaign was very difficult to add media value to. And the situation wasn't made any easier with the continuous race for new consumers and the fact that the majority of the target group still worships iPhone.

Strategy

Since the main **wish was to reach the fashionable consumers** (specifically women) and be different, our general basis for the strategy was to connect technology and fashion to one-another.

- We decided to **involve the fashion bloggers and -journalists' elite and the organically interested brand ambassadors**, and spread the message of the new phone through them – **have them speak for us!**
- For the centerpiece of the PR-campaign we planned an **exclusive fashion event** that would be inspired by the Pink Gold phone and be visually attractive.
- In addition to the exclusive fashion event our aim was to **use different options of traditional and social media**: press releases, articles, product tests, blog posts and organic publications in social media.

Tactics

We divided our PR-activities into 4 phases:

1. **A teaser press release** – for setting the right atmosphere for the campaign, we drafted a press release about Samsung Galaxy S7 Pink Gold phone reaching the Estonian market.

The focus of it was based on the results of a recent survey on how consumers across the Baltics desire phones with golden shades the most.

2. **The launch event** – we organized an exclusive fashion event in the format of a workshop for selected fashion journalists, bloggers and VIP clients in the designer KÄT's showroom in Telliskivi.
 - The brand ambassador KÄT introduced her new collection and talked about matching outfits and accessories, and how to fashionably 'wear' technology.
 - Leather designer Kadri Kruus introduced a limited-edition bag that was specially inspired by the Samsung Pink Gold phone.
 - The guests had the opportunity to test the brand new trendy phones, the tone of the evening was set by DJ Liisi Voolaid.
 - After the event, we sent journalists and bloggers the gallery of the event together with an overview. Also, information about the exclusive evening spread fast in social media, where both on Facebook and Instagram the active fashionables shared multiple posts of the workshop.
3. **Series of articles** – To prolong the media's attention on the pink phone, we initiated a series of articles in collaboration with the brand ambassadors: the well-known fashion blogger and manager of a creative studio Helene Vetik tested different fashion- and beauty apps with Galaxy S7 Pink Gold and shared useful recommendations; together with KÄT we drafted an article on the topic of matching outfits and accessories, and fashionably "wearing" technology.
4. **Product tests** – We shared the pink gold phones with journalists and bloggers for testing. Based on these tests, we received numerous blog entries and positive reviews in media. One of the most memorable ones was Helene Vetik's blog post on how the long-term iPhone user became a fan and a new proud owner of a Samsung phone.

The results and cost-effectiveness of the project

- The exclusive workshop by Samsung and KÄT brought along **the most influential fashion bloggers and journalists in Estonia** and multiple celebrities.
- **The brand ambassadors and fashion bloggers organically became the spokespeople of the brand** making different entries and social media posts that reached the phone's target group.
- **61 publications (the target was 40)** in total, of which 26 were published in online-media and 35 in social media (organic publications, not initiated by the agency). Considering it was a follow-up campaign, we find the results to be very good.
- Greatly thanks to the Pink Gold follow-up campaign, the **client's sales expectations to S7 were exceeded** by 30-40 percent.
- In comparison to the set objectives, the PR-budget of the campaign was modest – 3400 euros during the period of the campaign (two months). In that context, the **effectiveness of the activities (ROI)** was very high.

The evaluation of the creativity and originality of the solution

- The important key to the campaign's success was involving the Estonian TOP fashionables and brand ambassadors and using them to spread the message of the new trendy phone, and this could be considered the best marketing.
- Since the target group is very Facebook- and Instagram-active, we decided to put great emphasis on social media (non-sponsored) in addition to traditional media that helped to expand the auditorium.
- Joining fashion and technology isn't usual. Joining these two aspects showed Samsung as a brand that is trendy, innovative, exclusive and desirable. Exactly what the client expected from us.

- Even though the media value of the follow-up campaign was questionable, the campaign's results show that the chosen strategy and tactics were justified.

Presentation:

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