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**Campaign Project**

**New Media 3340**

**Company Overview**

Samsung is one of the largest electronics companies of our time, with specialties in various industries such as mobile, TV, LCD monitors, DVD players, cameras, PC’s, memory drives, RAM drives, and semiconductors. Originating in Korea, Samsung has now become a leader in the electronics industry and has often been compared with Apple and Google. Although consumer electronics is their highest grossing department, generating 55% of all sales, it also has separate units in semiconductors and display products (Hoover, 2017). At the heart of the company’s success is it’s always up to date research and development into latest technologies, such as memory chips and software, which have been leading commodities for the company. The electronics conglomerate has offices in 80 countries, 40 global manufacturing plants, and is the top electronics company in South Korea (Hoover, 2017). Their corporate strategy includes staying ahead of the game by pursuing ventures which will have a sustained growth over a 5 to 10-year period. Their newest ventures include the medical sector and development of self-driving cars. Their sales force is driven by a consumer market specifically in retail settings, of which America accounts for 30%, resulting in their largest market (Hoover, 2017).

**History**

Samsung was first founded by Byung-Chull Lee in Taegu, Korea in 1938 (Kovach, 2013). Their main industry was exportation of dried fish and flour to China. Later on in the 1950’s the company expanded into textiles and life insurance (Kovach, 2013). The division of electronics did not come until 1969, after which Samsung Electronics produced its first TV in 1970 (Kovach, 2013). Throughout the next decade, the company expanded further into electronics with the inclusion of home appliances. By 1980, the company had begun to focus heavily on electronics, producing more and more every year and becoming a major exporter to America (Kovach, 2013). In 1999 they introduced their first internet capable mobile phone, and the line of Samsung Galaxy phones took off (Kovach, 2013).

**Financial Reach**

According to a Samsung press release on January 24, 2017, the company’s fiscal revenue produced 201.87 trillion and a profit of almost 30 trillion for its full year of operation in 2016 (Samsung, 2017). This number comes in spite of the crisis this past year with the Galaxy Note 7 defects, which prompted the company to discontinue the product. In addition, according to Hoover Reports, “Samsung made its biggest acquisition of a non-South Korean company with its $8 billion deal to buy Harman, which develops and makes technology for the automotive market. The purchase closed in 2017.” (2017). Samsung also had dealings with Seagate in a reported 1.4 billion dollar transaction supplying disk drives for the consumer market (Hoover, 2017). While smartphone sales are expected to decrease in the coming year, Samsung anticipates a potential growth in semiconductor sales and new services, which will include AI (artificial intelligence).

**Competitors**

Samsung’s largest and most fierce competitor is by far Apple Inc. Apple is the second highest market share holder worldwide, and Samsung’s strongest mobile competitor. While other competitors in home appliances and PC are notable, in the smartphone industry these are the two leading companies. There have been several instances of tension between the two companies over patent infringement. While Apple may have won the suit, reeling in nearly $1 billion, Samsung remains a chief supplier of parts for Apple products, even the IPhone (Hoover, 2017). Among the other competitors stand Lenovo concerning PC’s and laptops, Huawei and Xiaomi in the Asian/Pacific region for smartphones, and LG in home appliances (Bhasin, 2017).

**Campaign Overview**



Samsung launched the #BeFearless campaign in March of 2016 as an extension of their corporate initiative to “Launching People”. Created in 2013 in partnership with agency Cheil Worldwide, the campaign aimed to help people face real life issues through technology, specifically the Samsung Gear VR. The campaign involved 27 volunteers picked from over 7,500 applications from around the world (Beltrone, 2016). These selected few included people from Germany, Austria, Russia, Romania, Bulgaria, Hungary and the United Arab Emirates (Jones, 2016). Each of the participants shared one thing in common, a fear of public speaking or a fear of heights. Therefore, Samsung’s #BeFearless campaign set out to use their VR wearable technology and the Samsung Gear S smart watch to help them overcome these fears over a 4-week period. In that time, participants used the #BeFearless app, with the VR headsets, to complete 3 challenges in either the public speaking or heights category. In order to pass on to the next level they had to pass 4 challenges and an evaluation at the end of each session that outlined their heartrate, eye contact, and self-assessed anxiety levels (Samsung, 2016). The levels for the public speaking category progressed in the following order: a school debate, job interview, and finally onto a large virtual audience. The levels for the heights category included the following: riding in a transparent elevator up several stories, Heli skiing, and finally a walk around a skywalk on a skyscraper. At the end of the training, Samsung surprised the volunteers with a live meet and greet public speaking challenge with the other participants, and a ride on a high top zip line through a city landscape for those with the previous fear of heights.

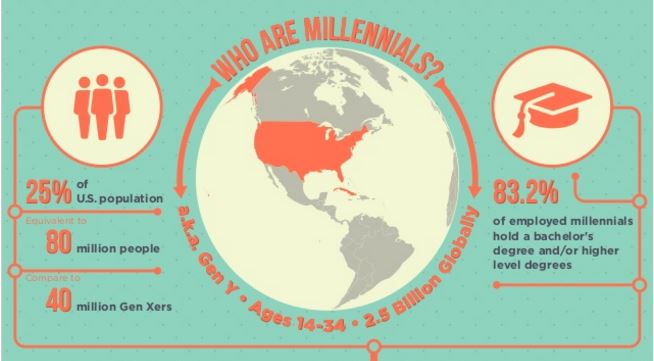
The campaign’s participants were largely successful in overcoming their fears using the virtual reality program. At the end of only the second week of training, 87.5% of participants in the fear of heights category reduced their anxiety by 23.6%, and in the fear of public speaking, 18.7% also reduced their anxiety levels (Beltrone, 2016). According to Samsung’s Newsroom article, the research was supported by a South Korean Hospital named Yosei Gangnam Severance Hospital. The researches there performed the same training and assessments on 82 South Korean volunteers. Using the same modules and technologies as the campaign, the researches saw a 90% decrease in anxiety amongst the participants (Samsung, 2016).

**Objectives**

The objectives of this campaign were to:

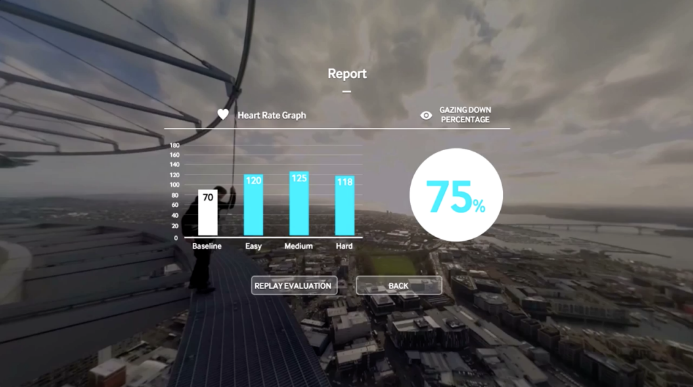
1. Improve participant’s ability in their respective categories using Samsung Gear VR technology.
2. Highlight the real life applications of using Samsung VR technology in overcoming common real world anxieties.
3. Feature Samsung Gear VR at the forefront of virtual reality technology and applications for the everyday consumer.

**Target Market**

Samsung’s target segmentation for this campaign is the Millennial Generation, also known as Gen Y. While their target did not segment based on geographics, it did focus heavily on age. No participant featured in any of the campaign videos was older than 29, even though the Millennials are considered to be ages 14 – 34, according to Valente (2014). Instead of focusing on the entire generation, they selected a specific age range from age 19 – 29. Although not specifically stated, featured campaign participants seemed to be all entrepreneurs, students, or newly employed. From this, we can deduce that they have all likely completed some form of higher education, namely Bachelor’s degrees. Participants included a fashion designer, a hopeful pilot, and a college student. Males and females were represented equally; although, there could be a correlation between the ratio of males in the fear of heights category and the ratio of females in the fear of public speaking category.

The target market was also segmented by how they perceive themselves. They are “Experiencers”, based on the VALS psychographics, who are always up to date with the latest trends and social activities. “This generation does not define themselves by what they have, but by what they do,” says Wain Choi, chief creative officer at Cheil Worldwide, in a statement accompanying the new campaign’s launch. “They are experience seekers who want to discover new and amazing things, live experiences they never thought possible. Through Samsung Gear VR, anyone can reach their full potential. We all have what it takes inside us, but sometimes we can use a little help.” (Chavers, 2017). This target also gravitates to companies and brands that show social responsibility and strong community connections; their brand loyalty usually depends on what the company has done for them personally or for the good of others.

**Creative Media Strategy**

In order to build a creative strategy, a company must discover and promote why people buy their products or service. Then, the company must position itself as a brand that can fulfill these wants and needs better than any other competitor. In order to do this, they must correctly isolate their target audience and support their message by using the correct appeal. Samsung has used the emotional appeal in this campaign by connecting with their target audience on a personal level. By connecting with these consumers based on what they feel and need from a product, Samsung positioned itself as empathetic to Millennial generation challenges. The decision to have global wide participation also reflects that Samsung is not just for one geographic group of people; rather it positions itself as a friend to all Millennials, who often already think of themselves as open-minded. The creative strategy also included the use of visual mediums, primarily videos showing the participants before, during, and after the training process. By seeing the people behind the story and being able to relate to them, the audience felt supportive and like kindred spirits to the participants. It allowed the audience to feel like they were not alone in their fears and that there was a way Samsung’s technology could help them overcome these fears.  

**Awards**

In Asia’s longest running awards for the creative communications industry, The Spikes Awards, #BeFearless won Bronze in the PR category as well as four nominations in the following categories: Media, Mobile Technologies, and Activation/Promotion (Lakhpatwala, 2016). The campaign also swooped up a Lovie Award (which pays tribute to online excellence in Europe) in the Mobile & Applications: Experimental and Innovation category (Lakhpatwala, 2016). The campaign won the People’s Choice Award in this same category as well as the People’s Choice Award in Mobile & Applications: Best Practice category, for which it also won a Silver (Lakhpatwala, 2016).

**New Media Platforms**

**Virtual Reality**

Virtual Reality (VR) technology was first introduced in the 1990’s and primarily targeted towards the gaming industry. As the technology advanced, VR has expanded into various genres and is no longer solely considered for “gamers”. It is an exciting platform and industry as new tech and programs are made VR capable. As advertising and marketing keep up with this new platform, one thing will remain inevitable: Content Marketing will be King. A vehicle is only as good as its message, and this is especially true of VR. Consumers (especially Millennials) crave an experience, and VR can give it to them (if we provide relatable content). With VR the possibilities are endless. Newest accessories include handheld devices similar to Wii controllers, which allow users to pick up virtual objects, and architect industries are already using VR to give virtual tours of apartment spaces and building complexes in real scale. According to Lakhpatwala, the Wild Wadi waterpark in Dubai is also using VR to promote its rides and park events in mall kiosks (2016). Karim Saad, founder of Giga Works, further states that some benefits of this emerging platform include “online user engagement; the number of visitors when the experience is coupled with an onsite activation; and, the conversion rate from visitor to buyer when there is a sale and purchase activity” (Lakhpatwala, 2016). While some disagree with the platform’s ability to drive sales and ROI, Chiel MENA’s executive creative director, Omar Al Jabi, states that the platform’s use as a brand equity tool has more value than its ROI ability alone. He further details that although the technology is a “novelty…people are simply keen to experience it and our task is trying to offer them different experiences brought to you by a particular brand…” (Lakhpatwala, 2016). While not all brands may be able to include VR in their campaigns due to budget restrictions, it is still worth developing content that can be used by customer’s own VR headsets, 360 capable devices, or mobile phones.

 Samsung’s use of VR in its #BeFearless campaign executes the best use of VR. While some advertisers and marketers may miss the mark by solely trying to improve sales, Samsung and Chiel Worldwide made good use of their technology for a social good. The company has used VR to its fullest potential by first asking what it can do for its consumer and how their brand can fulfill this.

**Content Marketing**

#BeFearless employs Content Marketing at its best. At its core, Content Marketing is content created by a company or brand, which helps a consumer through information, education, inspiration, entertainment, or promotions. Samsung uses education and inspiration (using a human-interest piece) in this campaign to help their target gain experience and knowledge on dealing with common phobias. The program did not focus only on what the participants see, but how they feel while using the program. This interactive and immersive experience is what Content Marketing was made for. The app centers on the customer, and uses the experience of VR as a content tool. Most importantly, their content served to help not only their target consumer but also anyone with similar fears.

**Improvements**

Applications and bonus features for these platforms are limitless. With the continued success of technology and software, Virtual Reality along with Augmented Reality will only grow to become media that are more commonplace. The advertising industry would be wise to utilize this platform for brand equity decisions. By creating good content marketing, companies can use VR to better connect with their audience. In the future, improvements to VR campaigns could include variations of VR and AR through the use of mobile phones, tablets, PC’s, gaming systems, and of course VR headsets.

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