

S24 and Galaxy AI :

A turning point for the smartphone industry



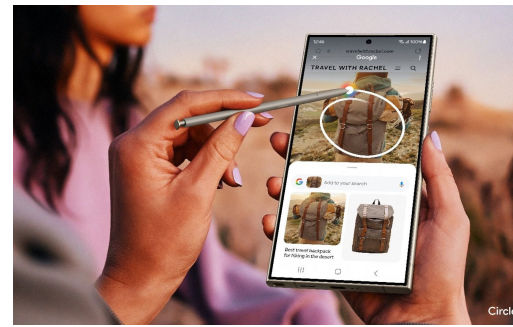
Launch of Galaxy S24

The world's first
AI Phone



Powered by Galaxy AI

A new generation of
smartphones



Innovative features for daily use

Circle to Search,
Photo AI, Live Translate...



Keep the core value

Nightography as a major
added value

Claim the next era of mobile, celebrating our innovative heritage

Launching our flagship product in a challenging landscape

**Consumer
excitement
decline**

Another “S” model
Recent industry releases
struggled to create buzz

**Harder to reach
younger
audiences**

Lower brand power vs main
competitor towards Gen Z

**Limited
marketing &
media impact**

Lower marginal ROI, more
money > better
performance

**Difficult to
extend our
potential**

Most new Galaxy buyers
are already Samsung users

Turning challenges into strategic pillars

How to gain attractivity toward a young audience ?



Generate real excitement and authenticity with local relevance

How to maximize the potential of the new S24 and generate curiosity for Galaxy AI without cannibalizing either one ?



Balance brand-building with a successful product launch including genuine sequential tactics

How to make this launch a true business accelerator ?



Create a true Yin-Yang effect between Paid & Earned, where 1+1 is more than 2

Our 3-steps road to success

TEASING

Curiosity & Excitement

Reconnect with our core audiences : tech & Samsung lovers, but also Gen Z and ambassadors

Generate conversations & buzz around the new S24 and Galaxy AI features

PRE-ORDER

Race against the clock

Fast reach, high business expectations for S24

Stay relevant and authentic with local content and brand ambassadors

LAUNCH

The talk of the town

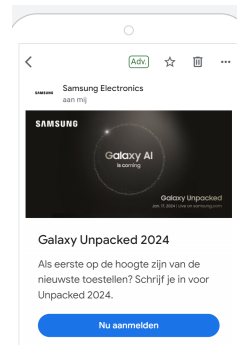
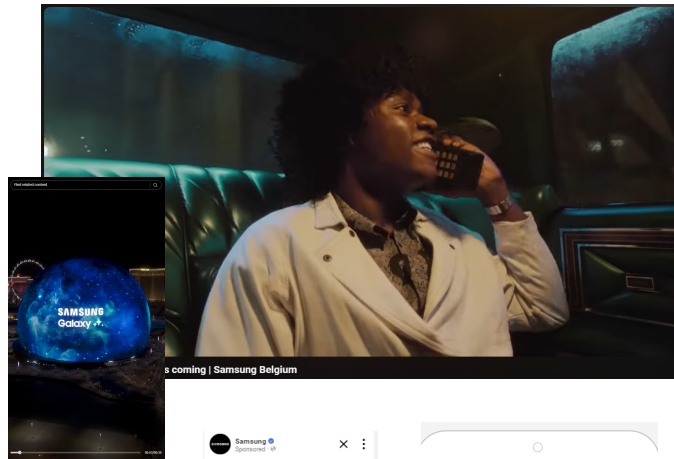
Stay top of mind, driving both consideration and preference

Maximize stopping power and impact

Step 1

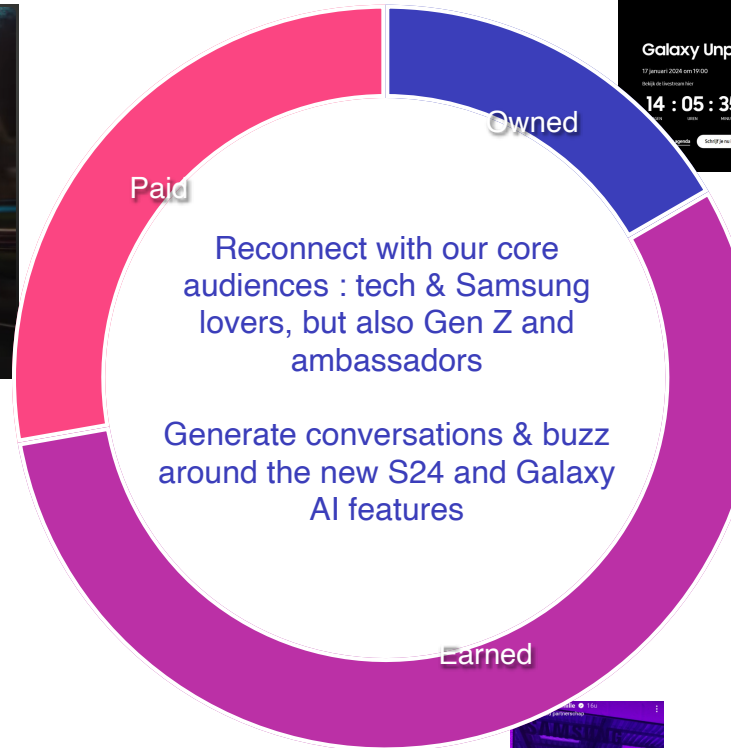
Curiosity & Excitement from Teasing to Unpack

Branded Video (60" TVC + Social + OLV)



Lead Generation format

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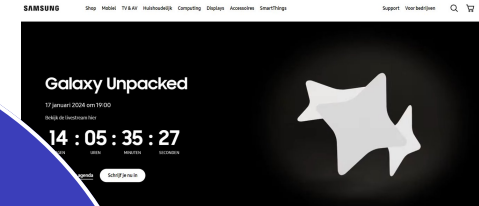
Keynote



Influencer & Ambassador



CRM & Members



Social Organic



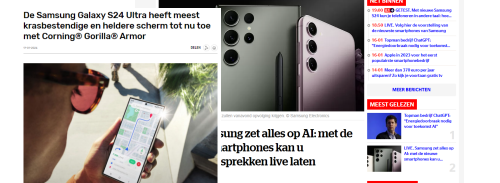
On-Boarding Event



San Jose & Local Unpack



PR & Branded Content



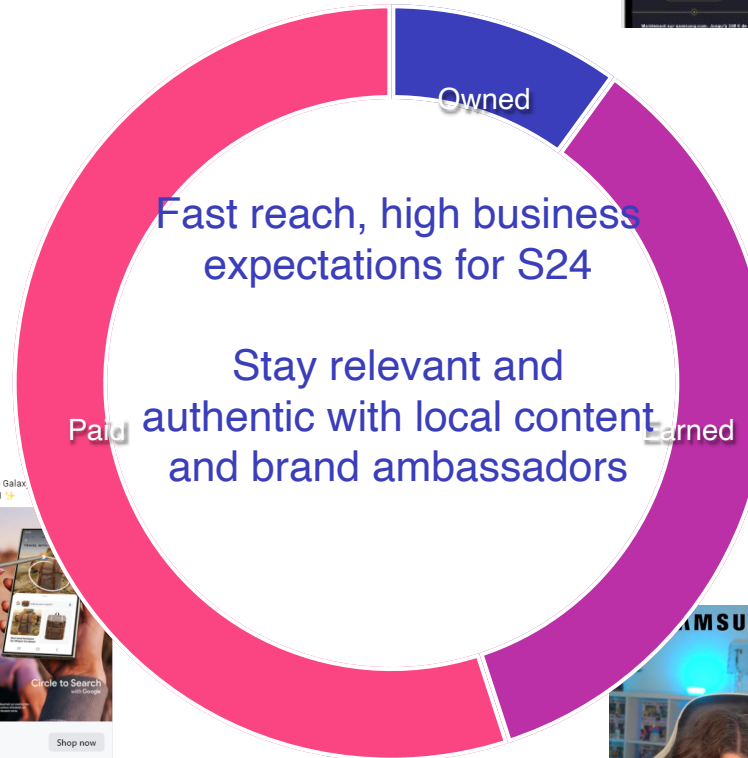
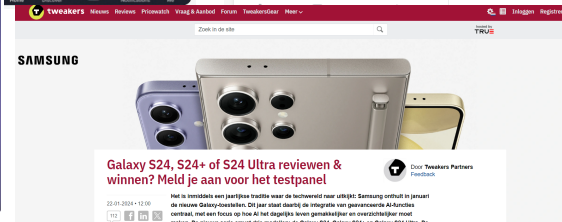
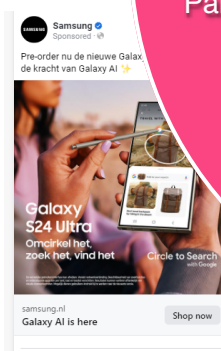
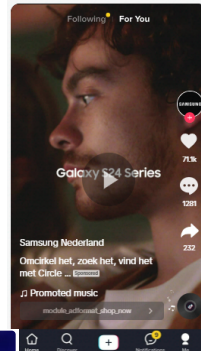
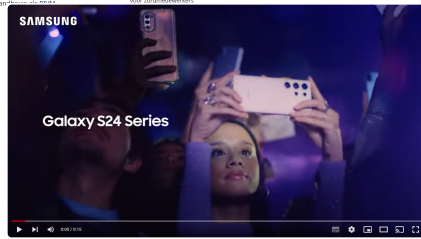
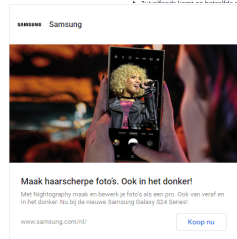
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Step 2

Race against the clock wit Pre-Order Phase

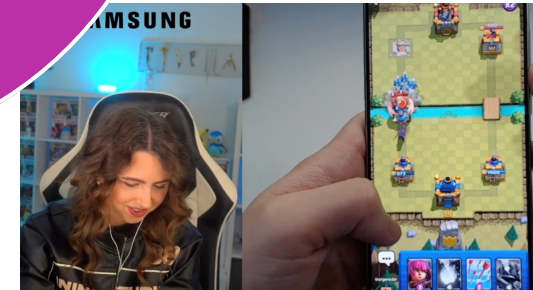
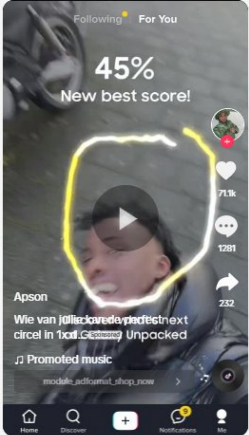
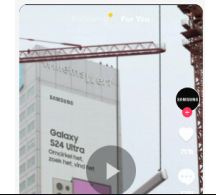
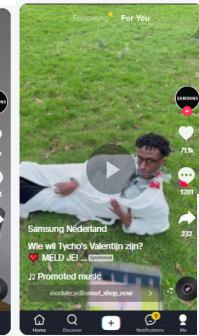
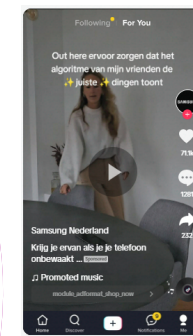


S24 & Pre Order Focus
(TV, Video, Display, Social, Branded Content,...)
Emphase Circle to Search
Challenge & Live Twitch



CRM & Members

Organic & Influencers



Live Twitch

Circle to Search
Challenge

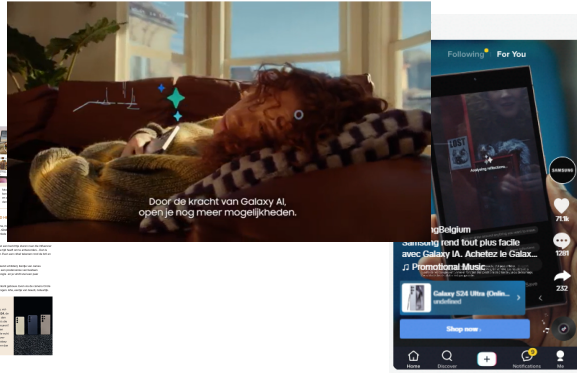
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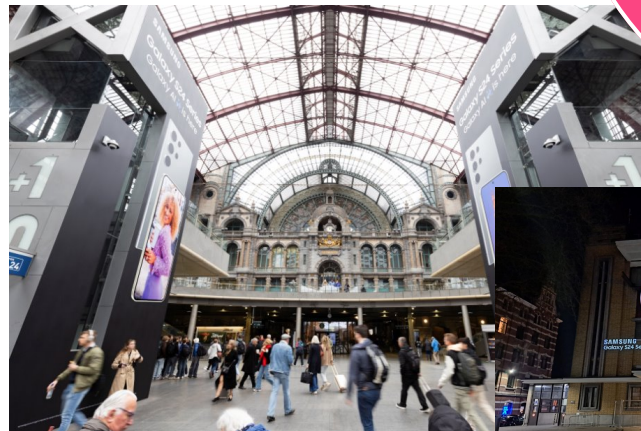
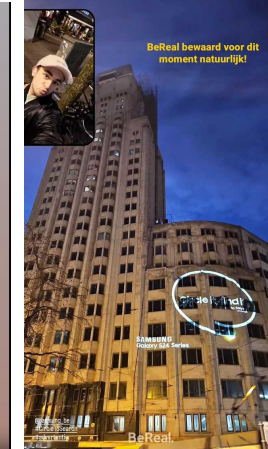
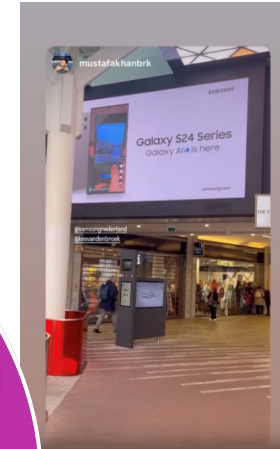
Step 3

The Talk of the town with Launch

Branded Content, Cinema, Video & Display, Social and TV



Ambassador on media activation



Urban Window - Louise

City Take Over

Tik Tok OOP

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The S24 launch didn't just make noise, it delivered business results !

Business target ?



Outperformed by 30%, 22% more than the S23

Fewer impressions and higher CPM vs 2023 ?



Yes, but 36% extra engaged visits à power of quality and amplification

23% of the visits are generated by paid media



Almost 40% coming from Earned

Earned media a true business accelerator ?



2500 PR articles and 278M organicimps (+150% vs '23) → 49% of the revenue is coming from Earned.

A million reasons to convince you

- Thriving under pressure
 - Turning challenges into opportunities
 - Cross messages amplification
 - A genuine sequential messaging framework and activation for the launch of S24 and Galaxy AI
 - Bringing innovation at the heart of our media activation, reflecting our DNA and product USP
 - Quality works
- Our perfectly balanced Paid-Owned-Earned ecosystem didn't just create buzz, it delivered business success

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X

SPACE

connect • dare • grow