

SMF2.0

The Samsung Way of Marketing in the “Digital Everything” Era

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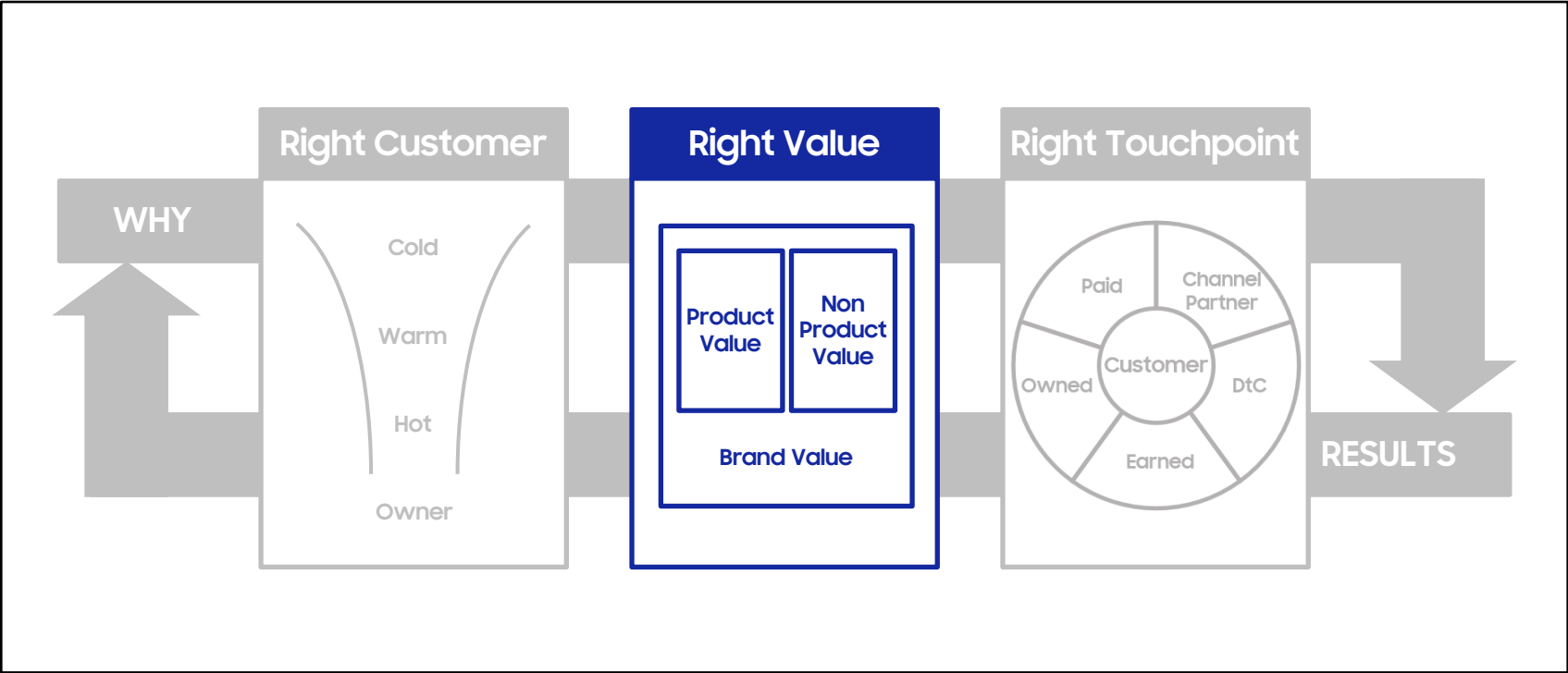
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The “Right Value”



The “Right Value” in the SMF2.0

SAMSUNG MARKETING FRAMEWORK 2.0

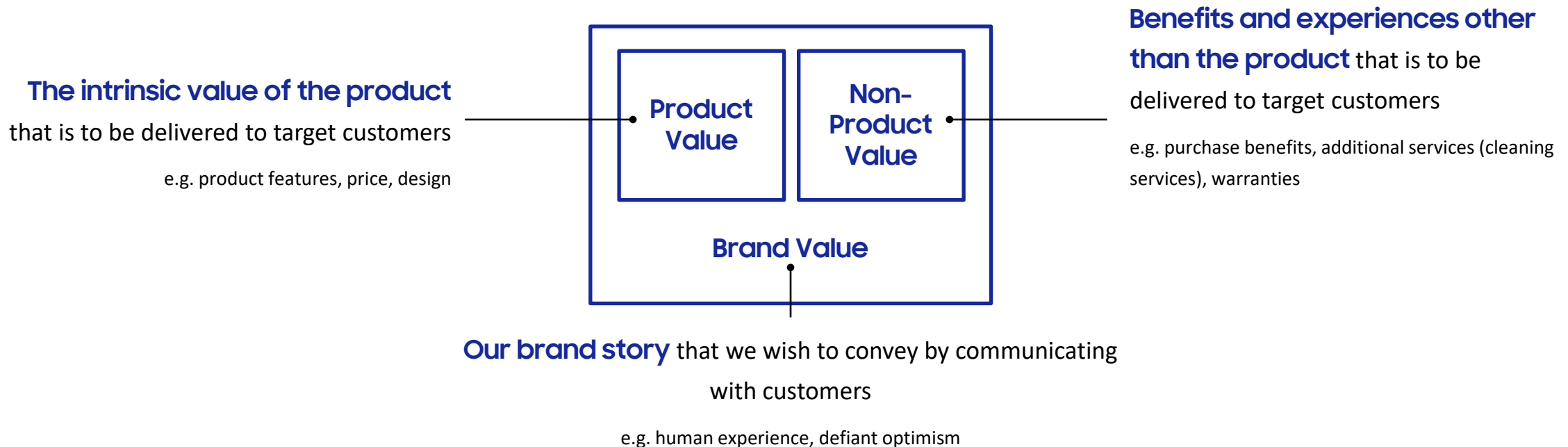


What is the “Right Value”?

The “right value” involves the process of **personalizing value that is to be delivered to meet the needs of customers.**

Elements of the “Right Value”

The right value is composed of product values and non-product values, and is delivered to customers along with our brand value.



Changes in Values

The digital era enables us to meet diverse customer needs by delivering consistent brand values across multiple touchpoints and providing personalized product and non-product values.

In the past

Repeated exposure of the same message

We repeatedly exposed the identical product value to the mass audience

Focus on product value

We appealed to the target audience with a focus on the original value of the product, such as its excellence and differentiation.

One-way brand storytelling

We had a one-way communication to deliver a standardized form and brand story through traditional media

In the digital era

Personalized benefits

We provide differentiated product values according to different needs/tastes/interests of customers

Combination of product & non-product values

We deliver not only the intrinsic value of the product, but also functional and emotional values such as additional benefits and user-friendliness

Communication that creates chemistry with customers

We form a connection with potential customers



What are **DIFFERENTIATED** and
PERSONALIZED VALUES?



1. Define differentiated value

What is the differentiated value with which we want to appeal to customers in our marketing campaigns?

2. Personalize differentiated values across the CEJ

What is the core value that should be personalized to meet our target customers' needs based on the differentiated value?

3. Align with the brand value

Is that value aligned with our brand value?



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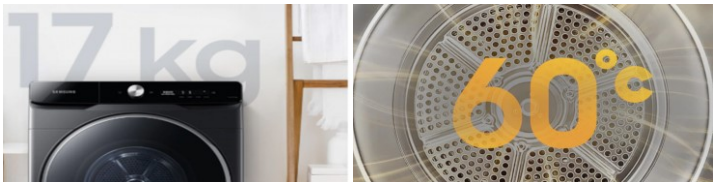
Is that value aligned with our brand value?

1. Define differentiated value

The “**differentiated value**” we wish to appeal to our target audience through our marketing campaign can be developed by the combination of **product values** and **non-product values**.

1. Define differentiated value

Product value can be developed from the functional/emotional benefits offered by the features of a product.

	Features	Benefits
Definition	What the product has	What the customers want (What they will pay money for)
Example	<ul style="list-style-type: none">▪ 17kg capacity to dry large amounts of laundry▪ 9 sensors to detect inside temperature and humidity▪ AI-recommended customized cycles 	<div>Functional<ul style="list-style-type: none">▪ Optimal dryer cycle to save energy and time▪ 9 sensors to detect and minimize fabric damage when drying</div> <div>Emotional<ul style="list-style-type: none">▪ Personalized AI recommendation that makes you think: “The more I use it, the more it feels like mine”▪ The feeling of confidence coming from knowing that AI will automatically recommend the best cycle for today’s weather</div>

1. Define differentiated value

However, the **diversification of customer needs** and **intensified market competition** highlights the **importance of using non-product values** as a tool to reinforce differentiated value.

1. Define differentiated value

Differentiated value can be developed by a creating synergy with the combination of non-product values and the afore-mentioned product values. Types of non-product value are as follows:

A. Non-product value that enhances product value

B. Non-product value that accelerates customer conversion

C. Non-product value that strengthens customer lock-in

1. Define differentiated value

A. Non-product value that enhances product value

- Benefits that increase a product's use value, such as Samsung Pay and air conditioner cleaning solutions
- Experience that generates interest in a product through direct and indirect experiences such as exhibitions and product-related classes
- Benefits that enhance a product's value such as limited editions and customization

B. Non-product value that accelerates customer conversion

C. Non-product value that strengthens customer lock-in



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삼성 청소 솔루션으로 응원하세요!

1. Define differentiated value

A. Non-product value that enhances product value

B. Non-product value that accelerates customer conversion

- Benefits offered in addition to a product, such as gifts and optional services
- Benefits that reduce the initial purchase cost, such as discount coupons, payment plans, and delivery services

C. Non-product value that strengthens customer lock-in

삼성닷컴 회원 구매 혜택 예시

그랑데시 [올인원 컨트롤] + 에어드레서 대용량



3%
회원가 할인

판매가	6,080,000원
삼성닷컴 3% 회원 할인	190,000원
삼성닷컴 즉시할인	1,300,000원
삼성전자 멤버십 포인트 적립	129,000P
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+



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1. Define differentiated value

A. Non-product value that enhances product value

B. Non-product value that accelerates customer conversion

C. Non-product value that strengthens customer lock-in

- Benefits that solve any inconveniences arising from the use of a product, such as customer support and warranties
- Benefits other than the product's use value that customers can utilize when purchasing other products, such as membership rewards points
- Benefits provided exclusively to product owners through membership services



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1. Define differentiated value

What is the differentiated value with which we want to appeal to customers in our marketing campaigns?

2. Personalize differentiated values across the CEJ

What is the core value that should be personalized to meet our target customers' needs based on the differentiated value?

3. Align with the brand value

Is that value aligned with our brand value?

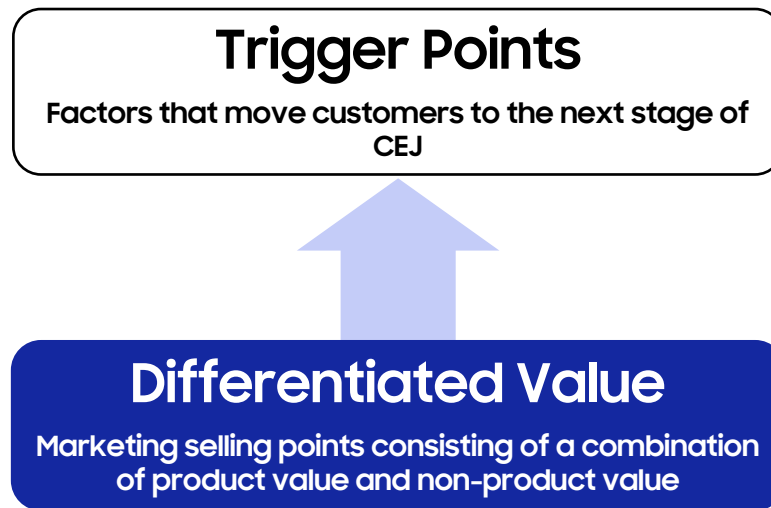
2. Personalize differentiated values across the CEJ

As examined earlier, differentiated value can be developed by combining various product values and non-product values.

**Now, let's look at how we can
customize this differentiated value for each customer.**

2. Personalize differentiated values across the CEJ

Our differentiated value must fulfill the trigger points within its respective CEJ stage to provide differentiated values that are customized to each customer.

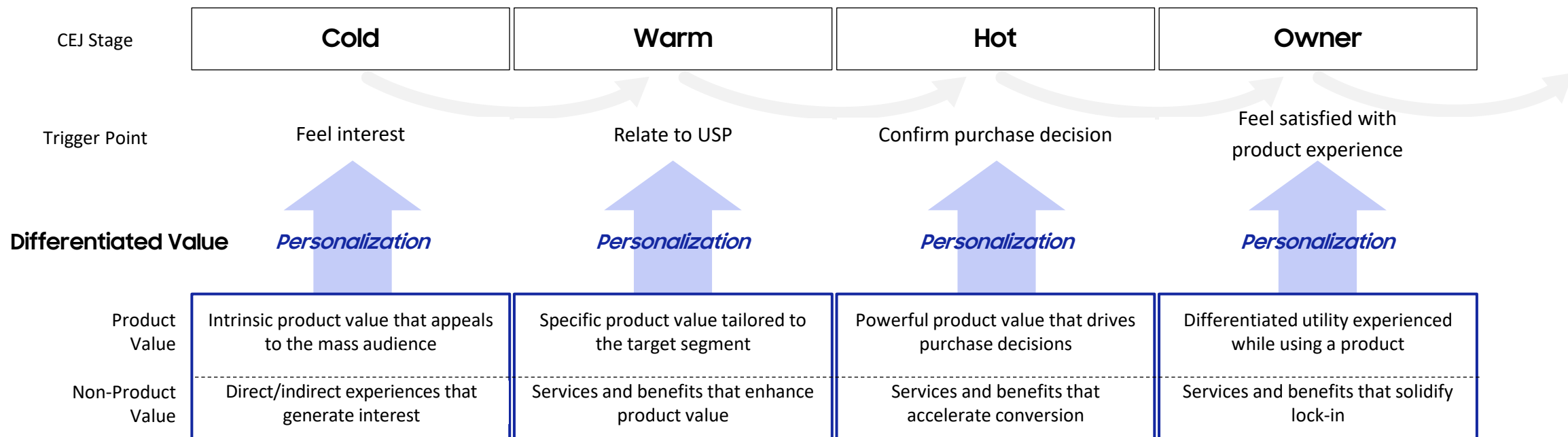


"Personalization"

The process of fulfilling trigger points through differentiated value

2. Personalize differentiated values across the CEJ

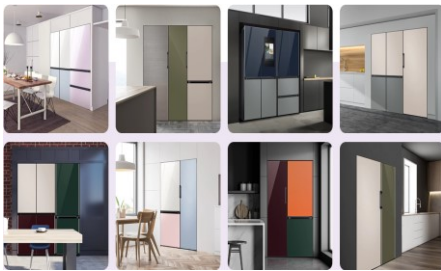
Let's personalize differentiated values for each CEJ stage.



2. Example: The BESPOKE Refrigerator

To move customers from the "cold" to "warm" stage, we should develop differentiated values that attract their interest.

Differentiated value of BESPOKE



Product value

'Customizable appliances'

Customers can choose the color and type of refrigerator they want

Non-product value
'YouTuber content'

The content featured a surprise event to remodel a newlywed's kitchen with a BESPOKE refrigerator without the husband knowing it.

→ Just one customer was selected for this special event.



Cold

Warm

Feel interest

Customers recognized that BESPOKE is a newly-launched customizable refrigerator

Personalization

2. Example: The BESPOKE Refrigerator

To move the customers from the "warm" to "hot" stage, we should emphasize the USP to which each customer can relate.

Differentiated Value of BESPOKE



Product value

'16 colors x 10 types'

The product is recommended differently for each segment; it comes in various combinations of colors and types

Non-product value

'Pop-up stores'

The product was displayed in locations where customers actually visit rather than sets, considering the target customers and their lifestyles.

'Wedding prep classes and parties'

We opened wedding prep classes and parties for newlyweds to offer hands-on experience of BESPOKE refrigerators.



Relate to USP

Customers respond to BESPOKE as a customizable home appliance that is perfect for a newlywed's home and can reflect individual tastes

Personalization

2. Example: The BESPOKE Refrigerator

To move the customers from the "hot" stage to "owner" stage, we should provide values that lead to strong purchase decisions.

Differentiated Value of BESPOKE



믿을 수 있는 독립냉각으로
냄새 섞임 걱정 없이, 트러블 독립냉각



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깨끗한 환경을 제공합니다.

Product value

'Utility of customizable home appliances'

Customers can use the product's functions according to their tastes, such as a Kimchi refrigerator, or wine refrigerator.

Non-product value

'Customized goods'

Accessories and goods for the kitchen interior, such as Kienho tiles, were offered.

'Discount codes'



COUPON

4% 할인

혜택 2

삼성닷컴/디지털프라자 전용
4% 할인 쿠폰 혜택

Hot

Owner

Confirm purchase decision

Customers decide to purchase the product as they can enjoy major benefits if they purchase on s.com

Personalization

2. Example: The BESPOKE Refrigerator

To maximize lifetime value for customers in the "owner" stage, we should offering satisfactory product experiences and encourage them to move on to the CEJ of other products.

Differentiated Value of BESPOKE



이제 세 가지가 그려지는 모습입니다
음식, 디자인, 및 기능성
이제 세 가지가 그려지는 모습입니다
2인 가구가 되기에는 아주 적당한 크기

Product value

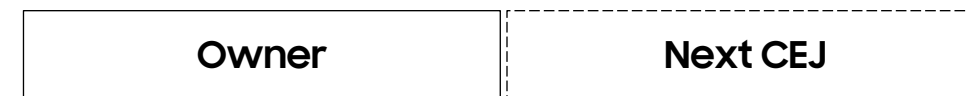
'Experiential Value'

When using BESPOKE, customers can experience utility differentiated in both design and function.

Non-product value

'Additional benefits/affiliate program rewards'

Shoppers* can earn additional benefits (gift certificates) based on their activity scores. There is a Wedding Book Review Event through which customers can earn Affiliate Points as well.



Feel satisfied with product experience

Customers share their experience and recommend the product to others

Personalization

* Shoffer: s.com's product testing group who shops, shows, and offers a product



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Is that value aligned with our brand value?

3. Align with the brand value

We make sure these differentiated values match our brand value.

Brand Purpose

Samsung was founded with a purpose of creating products that benefit mankind.

We exist to create human-driven innovations that defy barriers to progress.

We keep pushing boundaries no matter what. Complacency is the enemy of progress.

We strive to create products, services and technology that inspire human progress and contributes to a better society in a meaningful way.

* Source : Samsung Brand Playbook, Mar 2020, GMC Brand Strategy Group

3. Align with the brand value

For example, we can check whether the differentiated value we want to convey is in line with our brand value, by asking and answering questions that are relevant to our brand building blocks.

SEC's Brand Building Blocks*

Human Experience	Can our value deliver meaningful experiences to people's daily lives from the customer's perspective?
Defiant Optimism	Does our value provide opportunities for a better life by solving your customer's problems?
Progressive Innovation	Does our value drive innovation that gradually improves the lives of our customers?
Integrity & Transparency	Is our value honest?
Social Betterment	Does our values embody efforts to create a better society for a sustainable future?

* Source : Samsung Brand Playbook, Mar 2020, GMC Brand Strategy Group

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