

Best Translation of an Audience Insight Into How YouTube Was Used

Samsung/make

Samsung, R/GA, Edelman and Starcom

Background & context

With stiff competition from Apple, Samsung needed to reach the next generation of mobile consumers by shifting attention from the iPhone and encouraging reconsideration of Galaxy. But how do you connect with a generation who tunes out traditional advertising? Gen Z, more than other consumers, wants brands to make something closely aligned to their interests. Samsung saw an opportunity to break through to the Gen Z generation by creating value and tools to fuel these young consumers' passions.

Campaign objectives

The goal of "/make" was to build relationships with Gen Z creators to grow the brand and business through increases in brand perception, consideration, and brand loyalty. To demonstrate why Samsung has the best phones for creating, they shifted away from traditional ads and crafted an editorial series that teaches and inspires Gen Z creators. From there, Samsung needed to raise awareness of their "/make" initiative.

Creative strategy

Samsung showed consumers how the phone could be used to fuel their passions. Based on the insight that Gen Z doesn't just follow YouTube creators, they want to become them (Samsung), Samsung built relationships with creators by introducing an editorial series to demonstrate why its phone is the best for creating. Samsung brought together creators and up-and-comers for an entirely new kind of series that:

- ▶ Inspires and informs by peeling back the curtain on the creator's process.
- ▶ Relates to consumers' niches with a range of creative subjects.
- ▶ Shows how it's done with the Galaxy smartphone in their pocket.

What role did YouTube play?

Samsung leveraged **YouTube Mastheads** and **TrueView Primetime Blasts** as these tools aligned closely with the key objective of reaching the next generation of creators.

- ▶ **Mastheads** allowed Samsung to reach their audience at scale and better spread awareness for the program. They were also used to 'drop' an episode in a big way.



- ▶ **Trueview PrimeTime Blasts** supported multiple episodes simultaneously to efficiently target episodes based on creators and themes.

- ▶ **Reaching new audiences** increases a brand's salience which is a primary driver of decision making. Samsung used YouTube to effectively reach the next generation of mobile consumers who characteristically tunes out traditional advertising, and used an insight to fuel these young consumers' passions. 43% of finalists used YouTube to reach underserved or unique audiences in an effective and personalized manner.

Overall effectiveness

The campaign succeeded in shifting perceptions, driving purchase intent and amplifying to a broad audience base.

- ▶ Built an audience base, with 78% saying they wanted to see more episodes.
- ▶ 17% of consumers who were exposed to the episodes were more likely to purchase Samsung as next phone.
- ▶ Apple owners were 15% more likely to purchase Samsung as their next phone.

Why did this campaign win?

Samsung **gave their audience the mic** and let them co-create episodes, using these influencers in a unique and authentic way to build a strong synergistic relationship between Samsung and YouTube—and a more relevant connection with consumers.

Lessons learned

- ▶ **Making your brand part of culture** leads to faster, stronger brand growth/sales. Brands with high cultural traction grow nearly six times more than brands with low cultural traction (Source: BrandZ™ Top 100 Most Valuable Global Brands, 2017).

"They experimented with new formats, used creators in a different way, [used a] long format masthead, and had very quantifiable external results."

Hallie Johnston, Chief Client Officer, US, Initiative

"They used YouTube to not just get the influencers, but become the influencers."

Kevin Lilly, EVP Strategy Director, Leo Burnett