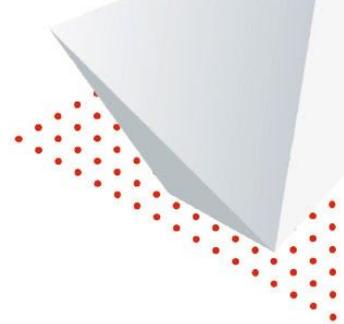


Samsung: The Next Level Hijack

Samsung, R/GA, Starcom, Digitas



BACKGROUND & CONTEXT

Samsung wanted to take a new approach when launching their latest phone to be more relevant with their audiences' passions. To do that, Samsung identified 3 target audiences for their new Note device: creators, gamers and entrepreneurs. They identified the "how to" content those audiences search for most on YouTube, and ran "Hijacked" videos with relevant director-mix produced content, telling the viewer that what would actually help them is the new Note device.

CAMPAIGN OBJECTIVES

Samsung's 2019 Note10 campaign ultimately set out to drive a +10% increase in sales of the Note10 over the previous year's model. Samsung's channel objective for YouTube was to drive a lift in consideration for those in the market for a new phone. Since the Director Mix tool had never been used by the brand before, a test was set up between a control asset and 36 personalized assets to assess the impact of personalization at scale. Success would ultimately be judged by whether the personalized asset group could deliver the highest lift in consideration.

CREATIVE STRATEGY

A fun, simple, and highly personalized creative campaign was developed that disguised the videos as the type of video the viewer was seeking. They created opening screens that mimicked the types of "how-to" and "tips and tricks" videos that consumers were already watching to draw each viewer into the ad within the first five seconds, before "hijacking" that opening screen with what they really needed: the Galaxy Note10. Using audience data and insights, we coupled each community's top passion points with the most relevant device feature benefit to each user, such as the cinematic infinity display, all-day battery, super speed processor, and more. The result was dozens of wildly personalized, dynamic, and contextually relevant pre-roll ads that effectively communicated how the Note10 would let the viewer take their passion to the next level.

WHAT ROLE DID YOUTUBE PLAY?

Director Mix was the perfect tool to help scale the campaign and efficiently deliver dozens of dynamic videos to our core audience groups. Audience Explorer helped establish the foundation of the campaign by uncovering the top passion points and video content each community was most likely

viewing, effectively enabling them to design a creative system that could deliver hyper-relevance.

OVERALL EFFECTIVENESS

- +557% lift in consideration when compared to non-personalized creative in the first week of the campaign
- 27% lift in consideration among non-Samsung owners when compared to non-personalized creative
- Influenced 871k store visits to a carrier/retail store after being exposed to our campaign
- Personalized creative drove the highest lift in consideration for Entrepreneurs (+624%) & Gamers (+606%) audiences, when compared to non-personalized creative

WHY DID THIS CAMPAIGN WIN?

Not only did Samsung innovate in terms of media planning and creativity with this campaign, but the use of strong insights as a foundation fed in to strengthen the creation and deployment of this idea. YouTube was uniquely positioned to house this campaign and enable an innovative change in strategy.

LESSONS LEARNED

- **Don't be Afraid to Explore New Territories, Experiment, Change Strategy with YouTube:** YouTube's dynamic and collaborative approach has a proven role in successful changes in brand or communication strategy - **53% of finalists used the platform for a change in strategy in 2020** - which goes hand in hand with **58% of finalists and 6 of 7 winners using YouTube to explore new territories.** A refreshed or refined view on messaging or targeting that have big impact - additionally YouTube allows for that experimentation ahead of jumping in to larger scale changes. For larger changes in strategy, it is key to tap into YouTube's unique powers, ideally with custom content, instead of using it as a TV-like platform in campaign planning.
- As part of exploration/experimentation, YouTube feature have a key role to play **84% of finalists used multiple YouTube features and/or using features that are unique to YouTube**

"Media, as it is today, is about data, and Samsung made the best, most YouTube relevant use of that."

SHERYL GOLDSTEIN, SVP MEMBER ENGAGEMENT AND DEVELOPMENT

