



Brand Strategy and Ideas for Samsung Galaxy

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Background

- Samsung launched its first smartphone, the Samsung GT 17500 Galaxy, in 2009, two years after the launch of Apple's iPhone
- Powered by Google's Android operating system, it is the most successful Android smartphone brand worldwide
- Each year Apple and Samsung go head-to-head with their new smartphone launches, the iPhone end summer/fall and Samsung S series smartphone in the spring of the same year, trying to get a head-start over its main competitor
- While the Samsung S Phone competes directly with Apple's iPhone, Samsung has several other smartphone models that all retail under the brand, Galaxy
- I think Samsung hasn't yet fully exploited the potential of the Galaxy brand, and its advertising, especially the full-page print adverts, are terribly dull and boring, as are Apple's iPhone adverts, I have to say
- Samsung dominates the market for semiconductors, with a 7.5% share in what was a US\$ 533 billion industry in 2023 according to [Statista](#), second only to Intel at around 10%
- Samsung also has an edge in display screen technology, which it keeps innovating and improving upon, year after year
- In the estimated US\$ 500 billion global smartphone industry for 2024 according to [Statista](#), Samsung has an 18.4% global market share by volume in Q2 of 2024, according to [IDC Tracker](#)
- I also think that Samsung is too focused on just Apple's iPhone as competition and needs to compete better with the Chinese smartphone brands such as Xiaomi, Redmi, Realme, Vivo and Oppo, that are flooding the Indian market and doing better than Samsung sometimes
- Finally, Samsung needs to build its Galaxy brand based on its technology strengths, product features and benefits that together give it a competitive advantage
- In this document, I share my thoughts and ideas on how Samsung can build a truly strong and long-term brand with Samsung Galaxy.

Competition

Like I said, while Apple and iPhone will remain the main competitor in smartphones, there are several other mobile handset brands notably from the Chinese, such as Xiaomi, Redmi, Realme, Vivo, Oppo and others.

Apple iPhone, as the world's first smartphone, brought the internet and touchscreen technology together to hugely enhance our mobile phone usage experience. Since then, it has been innovating mostly in better camera technology as well as security features, and in the initial decade most Apple iPhone consumers were happy to upgrade their mobile handsets every year.

Apple has also created a huge ecosystem of apps developers around the iPhone and has itself focused on services, such as iTunes, in more recent years.

Chinese smartphone brands also tend to focus a lot on their camera technology, with Oppo actually even positioning itself as the camera-phone. They offer most of the advanced features in terms of talk time, data storage, memory, battery power, etc. and are comparable with any other smartphone brand, at slightly more competitive prices. Many consumers, therefore, see better value for money in Chinese mobile brands.

Clearly, Samsung must have a superior brand offering to both iPhone and Chinese smartphone brands, and this must transcend product features and price.

Target audience

Samsung, with its wide product range in smartphones, will have to address several customer segments, just the way the Chinese brands navigate many segments and price points.

While the top end S Series Galaxy smartphones and the new Z series Fold Galaxy phones are targeted at the high-end customer who would otherwise choose an Apple iPhone, the rest of the Samsung Galaxy series target a wide section of smartphone users.

I would think that the high-end S and Z Phone customer would be interested in better camera technology and security features, while the larger mass of Samsung Galaxy customers would be happy with adequate processing power, data storage, battery power, etc.

There is a way that Samsung can appeal to all segments of customers, through leveraging its technology strengths and creating a competitive advantage for Samsung Galaxy. As I said, Samsung hasn't capitalized enough on Galaxy and there is a huge opportunity to do so.

What can Samsung Galaxy mean to consumers?

How Samsung should think about Samsung Galaxy

Samsung's greatest technology strengths are in chip/semiconductor technology, especially memory chips and in display screen technology. It is reported that even Apple iPhones use Samsung chips, and they are the world's second largest maker of semiconductors.

They ought to think bigger in innovations in chip technology – including in AI – and display screen technology and own the space as much as they can. Both these strengths – and any other – can be leveraged to build the Samsung Galaxy brand. More processing power, memory and the finest display screen technology come together in Samsung Galaxy.

What Samsung also ought to consider is letting the unique features of the S and Z series phones flow down to the other Samsung Galaxy smartphones, within a year or two. This will make the entire Samsung Galaxy smartphone range state-of-the-art across all segments and will spur greater and continuous innovation for the flagship models.

Now, it's also worth asking why Samsung Galaxy should be confined to smartphones. With strengths like processing power, greater memory and the best display screens, the Samsung Galaxy brand can be easily expanded to include tablets, notebooks and more importantly, smart TVs. After all, technologies are only converging, and content is also accessed via the internet on all devices.

Therefore, the company needs to think of Samsung Galaxy as their communication, computing, media and entertainment brand.

Brand positioning for Samsung Galaxy

Brilliant processing power meets scintillating visual display

Brand promise of Samsung Galaxy

Only in the Samsung Galaxy will you experience communication and media in the finest way possible.

Tone and manner

- State of the art and futuristic
- Accessible
- Enabling

How advertising and brand communications will build the brand, Samsung Galaxy

Until now, Samsung has branded its phone models as Galaxy followed by an alpha-numeric model name. This makes the products stars, as it were, in the galaxy.

Instead, if we now make Samsung Galaxy the brand for all smartphones, tablets, notebooks and smart TVs, it will be the first hugely important step in building the Samsung Galaxy brand. Advertising and other brand communication will highlight the importance of Samsung's strengths in chip and display screen technologies.

Communication will do this in a way that makes Samsung Galaxy an exclusive world inhabited by Samsung consumer electronics users. It will use state-of-the-art imagery and language that is from the world of sci-fi, space, and technology to attract consumers to this Samsung Galaxy world in an engaging, easily intelligible manner.

A new brand identity will have to be developed for Samsung Galaxy, with a visual symbol as well. I am not an art director or designer, but I have attempted to provide a certain direction with the branding options below. I have chosen to go with the third design option for now, in the Samsung campaign layouts I share in accompanying documents.





The branding of individual models of products can retain their alphanumeric character, with the same visual symbol. If these product names can be made to sound like something out of a sci-fi film, or like the names of recently discovered planets, even better. For example, R2D2 from Star Wars, or K2-293b and K2-294b exoplanets that were [discovered](#) in 2019.

The Samsung Galaxy branding with the visual symbol should appear each time the phone, computing device or smart TV is switched on.

Creative Idea

Use fantasy and hyperbole to create the futuristic Samsung Galaxy world, where people live, work and communicate in an enchanted way, thanks to Samsung's powerful microprocessors and display screen technology.

The strapline or sign-off line for Samsung Galaxy is **Nowhere more brilliantly beautiful**

In the TV adverts that lead the campaign, the attempt is to visually create a sense of life in the Samsung Galaxy, with visual surprises that suggest an encounter with our real world.

In the print campaign, we focus on each of the products that exemplify Samsung's strength in chips and display screens to communicate how advanced and reliable life is in the Samsung Galaxy.

Being a consumer technology brand, Samsung also ought to use digital media in a targeted manner, drawing readers to its website where the company can share valuable information on their products and their expertise.

TV adverts for Samsung Galaxy

TV advert #1 (Display Screens):

Film opens on a young woman in her early to mid-thirties getting ready to go to work in the morning. Caught between eating her breakfast and watching morning business news on the TV, she is interrupted by a notification on her Samsung mobile.

The day begins with screens fighting for her attention.

(Music is contemporary and full of suspense, as if from a sci-fi film)

She is driving to work on streets that look like from some futuristic city. And her car's navigation system displays an alert about a traffic situation ahead. She is about to get annoyed, but then her expression changes to one of relief.

We see morning rush hour with streams of cars driving bumper to bumper. As the lady drives through city streets with high-rise office buildings on either side, we pass giant screens on these buildings and wrapped around them, that keep beaming a constant flow of images and advertising messages.

Cut to her at the office in a meeting with colleagues. Once again in front of a large TV screen discussing work, a flurry of messages on mobile phones, people looking at their tablets, and the like.

Dissolve to her stepping into a restaurant for lunch. Buildings around her have such highly reflective glass surfaces that they almost turn into giant screens. Inside, the restaurant is walled with mirrors on all sides, creating a strange sense of being surrounded by screens.

Dissolve to her and her friends enjoying their lunch and chatting, while also taking photos of themselves and of the food.

Suddenly, she sees a man in his forties or so approaching her table and waving. She is not sure he is waving at her, so she tentatively waves back. The man breaks into a smile, as it turns out he was trying to catch the attention of the lady friend seated opposite her at lunch.

The lady friend meanwhile wonders who our lady is waving at. When she realises the mirror-trick and mix-up, she asks her male friend who has now reached their table, if the two of them have already met, or know each other. All in jest and good humour, of course.

A female voice over comes on.

FVO: Since there's no escaping screens, you might as well live enchanted with Samsung high definition.

End on the group of friends outside saying goodbye to each other.

Camera pulls away from them to high above the city and beyond, as if into space.

Super: Welcome to Samsung Galaxy

Sign-off: Nowhere more brilliantly beautiful

TV advert #2 (Processing power)

Film opens on a young woman seeing off her two kids outside their home in what looks like typical suburban America, as they go to school.

She realizes it's her friend's birthday and rushes off a birthday greeting to her from her Samsung mobile.

Camera suddenly zooms out in a manner to suggest that there is a force out there beyond her control.

(Music is contemporary and mysterious with a sense of foreboding about it)

We see her husband tightening his tie noose around his collar, as he remembers an important appointment and checks the planner on his mobile phone. Once again, we feel the tug of a craning out camera action from him at the table.

A group of executives are in an animated and lively discussion of work around a conference table. One of them has to access documents on her Samsung tablet. Expression of exasperation on her face turns to relief, when she finds them.

Camera zooms out again, with the same invisible force action.

Meanwhile mum and her kids are at home doing their school homework. The kids have their Samsung computers/notebooks on, while mum is busy leafing through a textbook. Suddenly, who should appear on one of the kid's computers, but one of their friends. And behind him, his father, who smiles and waves.

The first kid, a little boy pipes up and says, "**Mom, look who's here!**"

The mother looks up startled and surprised, when the friend's father says, "**Your mum and I went to school together... guess who?**"

Mum tries to recollect, when her other kid pipes up with "**Mom, someone saying hi to you!**"

We see a lady on the second computer screen, who says, “**Lizzie, how have you been? Don't remember me, do you?**”

After a moment's hesitation and suspended animation, there is great surprise, revelation and cheer all around.

FVO: All the processing power and memory you'll ever need, now on demand with Samsung.

Camera cranes out of the kids' room, their home, and the city, when the quietness of space descends on all earth.

Super: Welcome to Samsung Galaxy

Sign-off: Nowhere more brilliantly beautiful

TV advert #3 (Worth the wait)

Film opens on a busy city street, early morning during rush hour. Streams of office-goers fill the street's pavements as they purposefully stride towards their workplaces. Nearly all of them are looking at their mobile phones.

Quick cuts of people streaming out of subway/tube stations, buses, trams, cars and even disembarking from planes.

All this is seen from above, as if camera is an unseen observer.

Suddenly, this unseen observer begins to speak in a man's voice, noting strange idiosyncrasies about people, all of whom are Samsung users, and the way they use their mobile devices.

The scene keeps changing from pavements to subways to tram stations and airports, while the invisible observer continues his commentary. Substituting Samsung device names for each of the individuals, he rattles off:

MVO: Here comes J23, always streaming music... can tell by his walk.

And M46 keeps surfing...searching the net...

A33 here lives on social media...

And G26 is forever texting... flying fingers, fast keys... (chuckles)

Ooh, S21, does he like streaming movies...

As for Z Fold6, he likes nothing more than a football game.

With the loud whistle of the match referee, we realise that we've reached a busy street crossing where people stop for the motor traffic to pass. A female voice over comes on, as if interjecting.

FVO: Soon, they'll all inherit what the Samsung S and the Z have, because good things come to those who wait.

Camera pulls out and away high above the city and beyond, into space.

Super: Welcome to Samsung Galaxy

Sign-off: Nowhere more brilliantly beautiful

Samsung Galaxy Brand Campaign in print

While Samsung video/TV adverts will lead the relaunch campaign for the Samsung Galaxy brand, a print campaign showcasing Samsung's technology strengths would be very much required. The creative idea would remain the same, which is to portray Samsung Galaxy as that special world where Samsung device users enjoy the best of processing power and unmatched visual displays. However, in print we would get the opportunity to showcase many more Samsung products that power the Samsung Galaxy world and therefore bolster the argument for preferring Samsung to any other brand.

Print advert #1:

Headline: Your power-dressed passport and visa to the world of Samsung Galaxy.

Body copy:

Whether it is the Samsung S21 or the Z Fold6, Samsung ensures that you are equipped with the latest mobile phone technology to enjoy the world of Samsung Galaxy.

A world of unparalleled processing power, storage and memory thanks to Samsung's microprocessor technology. As well as brilliant viewing because of our continuous innovations in display screen technology.

Making sure your mobile communications and entertainment are always lightyears ahead.

Sign-off: Samsung Galaxy (logo)

Nowhere more brilliantly beautiful

Print advert #2:

Headline: So advanced, you could say the Samsung Galaxy is lightyears ahead.

Body copy:

The world's first foldable smartphone sits neatly in the palm of your hand. But with just a flip, it unfolds a display screen so much larger and vivid than any other.

And it isn't just the Samsung Z Fold 5 and 6 that the world is talking about. It's also our expertise in chip technology especially memory chips and now AI as well that pack so much power into your Samsung mobile device.

Really, it's computing, communications and entertainment taken to a whole new level in the Samsung Galaxy world.

Sign-off: Samsung Galaxy (logo)

Nowhere more brilliantly beautiful

Print advert #3:

Headline: So much memory in Samsung Galaxy that you're always in total recall mode.

Body copy:

Your smartphone is so much more than just a phone. It's a computer, a communications device, an internet browser and a media and entertainment channel. So much to do and keep track of.

This is where Samsung excels. In memory chips, data storage and easy access to it all, so you never have to worry about losing your media.

It also helps to know that Samsung SSDs (solid state drives) are the most reliable way to store and access your data on any device.

Little wonder, Samsung Galaxy puts you in total recall mode every single time.

Sign-off: Samsung Galaxy (logo)

Nowhere more brilliantly beautiful

Print advert #4:

Headline: A whole new planet of viewing with Samsung Galaxy high-definition displays.

Body copy:

We're delighted to tell you that Samsung makes some of the world's best display screens. That's because we're constantly innovating with new technologies and improving on existing ones.

There's a whole array of HD displays on our mobile and computing devices. And then, there's more in 4K and 8K display screens in Samsung smart TVs, outdoor as well as automotive screens.

Get ready for a whole new viewing experience in the Samsung Galaxy. All powered by Samsung's microprocessor technology, don't forget.

Sign-off: Samsung Galaxy (logo)

Nowhere more brilliantly beautiful

Print advert #5:

Headline: More power to your gaming in Samsung Galaxy.

Body copy:

In the high-jinks world of gaming, you can do with extra speed, stability, memory and storage. Enter Samsung SSD gaming that takes your gaming experience to a whole new level.

Whether you're a PC gamer, console gamer or a game streamer, Samsung SSDs offer lightning speeds, unmatched stability and the best flash memory there is on the planet.

You're always on a winning streak with Samsung by your side. Simply beam up to the world of Samsung Galaxy.

Sign-off: Samsung Galaxy (logo)

Nowhere more brilliantly beautiful

Print advert #6:

Headline: Storage on the go, anywhere in the Samsung Galaxy.

Body copy:

Samsung storage devices such as the SSD (solid state drive) are a boon to people who work with a lot of data and need reliable storage on demand.

Well, now you have it. The world has come to rely on Samsung SSDs for unmatched storage capacity, and their ability to work even when there's no power, thanks to our semiconductor technology and NAND Flash memory.

From computing to gaming, we've got you covered in the Samsung Galaxy.

Sign-off: Samsung Galaxy (logo)

Nowhere more brilliantly beautiful

Print advert #7:

Headline: New forms of intelligent TV viewing found in the Samsung Galaxy.

Body copy:

Your smart TV just got more intelligent, thanks to Samsung's pathbreaking new innovations in display screen technology and the use of AI microprocessors.

Explore the wide range of smart TVs, starting with UHD, UHD 4K and 8K all the way to QLED Neo 8K LED and finally the AI 8K TV, where the 8K resolution is upscaled by our AI microprocessor.

TV viewing is always getting bigger, better and more connected, so you can live enchanted in the Samsung Galaxy.

Sign-off: Samsung Galaxy (logo)

Nowhere more brilliantly beautiful

Samsung Galaxy Product launch adverts in print:

Every time that Samsung introduces a new S series phone or a Z series one, it will need to be advertised in print and on TV. I have created a set of print adverts that illustrate how a new Samsung smartphone, or indeed any other device, can be advertised within the same overarching brand strategy and idea of life in the Samsung Galaxy.

Each of these dramatize the main product feature which stems from Samsung's technological strengths, reinforcing the same benefit of life being better in the Samsung Galaxy. The products and features are hypothetical at the moment.

Product launch advert #1:

Headline: Screens with advanced luminosity in the new S26 from Samsung.

Subhead: Life in the Samsung Galaxy just got brighter.

Body copy:

The newest S series smartphone from Samsung that you have been waiting for.

The new Samsung S 26 features our latest innovation in LED display screen technology that enhances the luminosity of visual displays.

Images, videos and all of media never looked brighter and sharper. Putting all other smartphones in the shade.

Life in the Samsung Galaxy gets brighter with every innovation, every day.

Sign-off: Samsung Galaxy (logo)

Nowhere more brilliantly beautiful

Product launch advert #2:

Headline: The new Samsung M24 with never-before memory and storage.

Subhead: You're all powered to go in the Samsung Galaxy

Body copy:

Our latest M series smartphone features unmatched memory and storage.

Thanks to Samsung's leading microprocessor technology, the new Samsung M24 comes with 240 GB storage capacity and 180 GB memory.

All of it instantly available on demand. Making all other smartphones seem meek in comparison.

All the processing power you need, on the go in the Samsung Galaxy.

Sign-off: Samsung Galaxy (logo)

Nowhere more brilliantly beautiful

Product launch advert #3:

Headline: Watch life unfold in HD on the new Z Fold6 from Samsung.

Subhead: Life in the Samsung Galaxy just got bigger.

Body copy:

Samsung's new Z Fold6 is a marvel of technology.

The world's first foldable smartphone, it brings you larger screen viewing while fitting neatly in the palm of your hand.

Yet another innovation in display screen technology from Samsung. Making every other smartphone feel small.

Watch life unfold in HD as it gets bigger and better in the Samsung Galaxy.

Sign-off: Samsung Galaxy (logo)

Nowhere more brilliantly beautiful

Use of digital media for Samsung Galaxy

Being a consumer electronics brand and in the mobile, computing and entertainment devices space, Samsung ought to use digital and social media to launch the Samsung Galaxy brand and establish it clearly in consumers' minds.

The social or digital presence ought to be selective and well-targeted.

On video and streaming sites such as YouTube, Netflix, Disney+, etc Samsung can use the same TV adverts for Samsung Galaxy as shared in this document.

In addition, Samsung can use Twitter, sorry X, as well as Instagram for its digital advertising. These can be adaptations of the Samsung Galaxy brand campaign, sans the body copy, and ought to lead to the relevant pages on Samsung's website where more information on the particular Samsung product/technology is shared.

Alongside, Samsung should also try and build a customer database and begin a conversation with customers through email marketing/direct response. The Samsung Galaxy idea should be leveraged where customers become Galaxians, a select club of Samsung consumers who live life in the Samsung Galaxy.

In conclusion

To sum up, Samsung has great technological strengths which it needs to leverage and build the Samsung Galaxy brand of smartphones, tablets, notebooks and smart TVs. In doing so,

- Samsung Galaxy becomes Samsung's mobile, computing and entertainment devices brand
- Samsung's technological edge in chips and display screens is showcased to create the world of Samsung Galaxy
- Samsung Galaxy is a world inhabited by people who use Samsung products and live enchanted
- Samsung S and Z smartphone features trickle down to all Samsung models within a year or two, creating more room for further innovation at the high end
- Samsung product models can be branded more interestingly to suggest sci-fi or space-related ideas
- Samsung Galaxy brand becomes a way to showcase more of Samsung's technology and products beyond smartphones
- The idea of the Samsung Galaxy could even lead to a completely new product category in the future.

Here's hoping Samsung will find greater success in the future with the Samsung Galaxy world.

This brand strategy and ideas document and the ideas it contains have been conceptualized and written by Geeta Sundaram, advertising professional and blogger at www.peripateticperch.com who can be reached at geetasundaram08@gmail.com and via <https://www.linkedin.com/in/geeta-sundaram-aka-wise-owl>