

**Brand Purpose:** Samsung believes that innovation and growth are driven by an inclusive culture and diverse POVs. CSR initiative aims to empower the next generation to play a pioneering role in sparking positive social change.

**Challenge:** Tech companies and smartphone producers are often guilty members of the ecosystem. Samsung sees their responsibility to teach young people how to use smart phones in a non-violent way, and stand up against cyberbullying.

**Background:**

- UNICEF global survey says there are plenty of aggressors, around 150 million children aged 13-15 have experienced some form of bullying. Only in Hungary 60% of children have suffered from cyberbullying.
- There has been a notable increase in levels of cyberbullying due to homeschooling during Covid-19 lockdown: [Light](#) has identified a 70% uptick in instances of hate speech between kids and teens.
- And when the schoolyear ends summer vacation doesn't mean safety - bullying never takes a break.
- Bullies and bullied youngsters' mental health both looks grim.
- Bullied people often show signs of depression and they are twice as likely to commit suicide than others.
- Mental health practices & Assertive communication and are not part of the curriculum in Hungarian public schools.

**Target Audience:**

Young people between the ages of 13-25 • Open-minded, curious. They don't fear of learning about themselves • Open to take charge of their thoughts and actions • Interested in gaining self-esteem • They are keen to take action to create positive changes with more will than other generations • Tech-savvy, intelligent use of technology • Likely exchange personal information for personalized recommendations, advice • Monitoring their performance eg. fitness apps • Active on social media, on streaming platforms, eg. Facebook, Instagram, Snapchat, Tiktok, Netflix, Youtube.

**Customer Problem:** 2 out of 3 people have been cyberbullied at least once in their life. It means if you are not a victim, there's fat chance, that you are/were a bully or a witness at one point.

**Customer Insight:** *"Behind intimidating messages are simply people appealing to us to meet their needs."* (Marshall B. Rosenberg)

Sometimes when we don't know what to do with our feelings we "swallow" them. The more feelings we swallow, and the less we process what is already there, the pressure begins to build up. **Bullying happens after reaching the tipping point: emotional distress or anxiety urges us to start harming others** to ease our overwhelmed emotions. People bully others because they want to feel differently.

**Advantage /Opportunity:** Although cyberbullying can be invisible, there are specific observable behaviors that help predict these harmful patterns. Luckily, our Samsung smartphones know us well: they can **spot signs of emotional distress and predict bullying behavior** before the damage is done.

**Strategy:** By monitoring and reacting to data gathered by their smart devices, **Samsung teaches youngsters how to be assertive & how to earn respect from others.**

**Idea: Introducing Sam, your Assertive Assistant**

Assertive Assistant is a future application by Samsung, that will monitor and analyse data gathered by smart devices to understand the user's momentary state of mental health, identify aggressive intent and react before harmful content could be posted online.

The tool will use AI-based sentiment analysis on content consumed and created by the user to identify communication patterns as well as the user's momentary state of mental health. By combining these insights with real-time physiological data gathered by smart wearables, the application will recognise the user's intention to harm themselves or others, and will reacts accordingly by sending a push notification to the user. Statistics also help the user to track progress (e.g. daily number of toxic messages sent etc). The app will rephrase the user's message in an assertive way and gives tips on how to reduce emotional overload.

Planned launch: before end of 2022

**Platform extensions - Scalability:**

—in 2 years: extending the Assertive Assistant to Samsung smart TVs. Assertive Assistans monitors youngsters' content consumption on Youtube and on Netflix. If they watch too much violent content, the Assistant sends a notification and suggests educational videos about non-violent communication.

—in 5 years: Integrating the Assertive Assistant to the Home Assistant, which is able to observe verbal communication and give smart & assertive recommendations in case of violent or aggressive communication.

**Campaign Idea: Don't be an A\*\*, use Assertive Assistant**

A campaign that raises awareness to cyberbullying and introduces assertive communication as a tool for fighting against it.

**Objectives:**

1. Raise the Target Audience's awareness to cyberbullying
2. Educate the Target Audience about the assertive communication method
3. Introduce the Assertive Assistant concept to the Target Audience

Pre-campaign: Promote online survey (app development and research is managed by Samsung)

Channels: see Deliverables

**Communications Idea:**

We'll turn up where young people communicate online. Paid promotions with authentic partners like @melylevegoprojekt (IG). Sponsored campaign for the app launch with an inclusive selection of genZ influencers: **Lady Szomjas, Szilágyi Liliána as bullied & Pumped Gabo** as a bully.

Stunts in schools: Sponsoring ELTE's annual event, PSZINAPSZIS.

Paid promotions & Youtube videos with **Almási Kitti, Orvos-Tóth Noémi** as a psychologist targeting for parents.

**Tone:** Intelligent. Positive. Confident. Supportive, words of affirmations. Playful but not cheesy. Avoid violent and aggressive communication.

**Success:**

- Reach at least 500.000 relevant users on Samsung's social media (paid & organic) during the campaign
- Gain PR coverage: min. 1.000.000 OTS
- Acquire min. 10.000 subscribers for Assertive Assistant on [okostelefonokoshasznalat.hu](http://okostelefonokoshasznalat.hu) by 30 June 2022

**Mandatories:**

Samsung logo; Sam, the Assertive Assistant logo; #OkosTelefonOkosHasznalat #StopCyberbullyingDay @samsungmagyarorszag tags on social media.

**Deliverables:**

**Development:** Creating a landing page on "Okostelefonokoshasznalat.hu" where Samsung can collect data about the target audience (email subscription) and educate about the campaign

**PR:** Organizing an Announcement event & Press Release to relevant Journalist (Education & Tech & Health, Lifestyle)

**Art direction & copywriting:** Creating banners for the PPC campaign and social media posts • Platform message & tagline.

**Social media:** Short videos with Influencers while using the App for Facebook, Instagram, YouTube • Short video ads for Snapchat, Tiktok • Organic social media content plan for 10-30 June on Samsung's channels (FB, IG, Twitter) (deadline: 2022.06.03)

**Timing**

2022. 05. 05. Live Q&A session & Debrief with the client

2022. 06. 10-16. Online survey & Service Design Workshop

2022. 06. 10-30. Organic social media campaign & Paid promotions with influencers

2022. 06. 17. **Cyberbullying Day** -Live PR Event & Announcement the developments of 'Sam, the Assertive Assistant'

2022. 06. 17. Launch of the new website - Early subscription for the Assertive Assistant

2022. 06. 30. Results of the Service Design Workshop

2022. 07-08 Development of the Beta version of Sam, the Assertive Assistant

**Budget**

1st year: Production& agency fee: 26 500 EUR

Media: 26 500 EUR

2-5 years: Production& agency fee: 15 000 EUR/year

Media: 52 800 EUR/year