

TURN THE PAGE

for your peace of mind

SAMSUNG

ANTRACITSZÜRKE

TARGET AUDIENCE

WHO ARE THEY?

- Those who are **open to and seek technological innovations**
- Those who **prefer quality over price-sensitivity** in content consumption
- Those who **consider social interactions important**



Gen Y (people born between 1980-2000), educated, living in big cities.

HOW CAN WE EFFECTIVELY REACH THEM THROUGH PRINT MEDIA?

They have an **emotional connection to print** (as they had an offline childhood) and also **consider magazines to be status symbols**.

Our solution is to **build on an universal insight that is relatable** to the TA and would work in any magazine regardless the theme or type (lifestyle, news, economical, subcultural etc.)

BACKGROUND

In order to be able to find that insight we examined the **target audience's attitudes** towards technology and entertainment - and how those were affected by the events of the past two years.

TIME IS PRECIOUS

They are hypersensitive to time-wasting.

EXPERIENCES ARE MORE SPECIAL

They got used to the comfort of their homes and still go out less, but when they do, those occasions have a higher significance.

TECHNOLOGY IS FRIEND...

Technology has helped them through hard times, so they want to be able to take it with them and enjoy the new forms of high quality entertainment they got used to.

...BUT CAN QUICKLY TURN INTO AN ENEMY

They move on quickly to the next technological innovation if they had a bad experience with one.

INSIGHT

The Media Equation is a communication theory stating that **people tend to treat media and their technological devices like people**. Meaning, they unconsciously assign them human characteristics and **react to them in a way they would to another person**.

When technological devices malfunction or do not bring about the expected results users experience real, physical feelings of frustration, anger, sadness and betrayal.

Error messages increase cortisol (stress hormone) levels, meanwhile the opposite is also true, the fulfillment of their expectations towards devices and technology **increases dopamine and decreases cortisol levels, making them calmer and happier**.

ROLE OF THE BRAND

The One Samsung ecosystem **is the solution to the problem** as it **provides a seamless user experience** and **fights barriers that can stand in the way of the happiness of the user.**

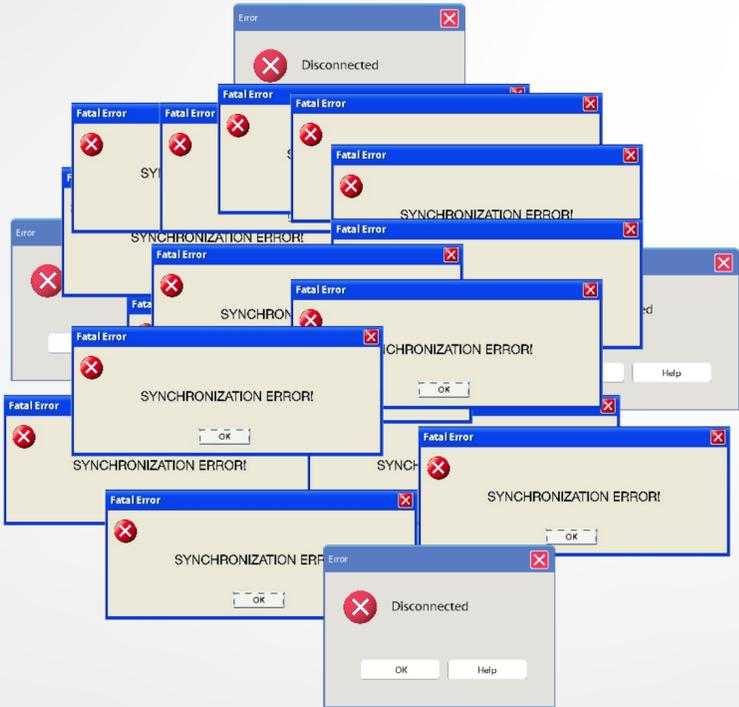
OUR IDEA

We **provoke the TA** and show them how this **subconscious frustration can be awakened** by an error message, and then **show them the solution** with a calming visual execution. At the same time showing them that **they, themselves hold the power to turn over to better technological experiences** and leave frustration behind.

OUR EXECUTION

- We aimed to be **in alignment with the visual identity of the brand**
- we aimed to **utilize the unique opportunities print advertising offers**

If this picture
makes you anxious...



...It's time to turn the page!

SAMSUNG ONE UI

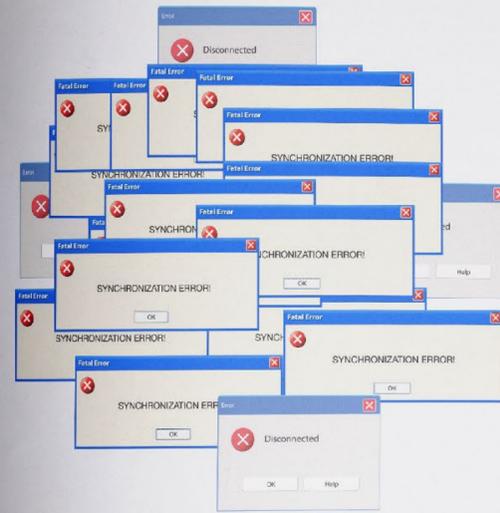


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THANK YOU!

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