**PROJECT NAME: #SeeClearlyWithSamsung**

**BACKGROUND OF THE COMPANY**

Samsung is one of the leading multinational technology companies. Based on the Interbrand 2021 ranking it is the 5th most valuable brand in the world. The company’s main purpose is to create human-centered innovations that enable people to overcome challenges to build a better world for all.

The „Együtt a holnapért! Együtt az emberekért” CSR initiative’s goal is to enable the future generations to fully embrace their potential so they can play a pioneer role in driving positive changes in society.

**CHALLENGE/PROBLEM**

Cyberbullying is one of the most steadily growing societal problems of the 21st century. Victims of cyberbullying often experience much lower self-esteem, greater social anxiety, depression, and many experience suicidal thoughts.

Despite the severe consequences, the awareness is still not high enough and the knowledge of what to do against it remains unclear for many.Nobody is safe from cyberbullying, but teenagers are the most affected by it.

**COMMUNICATION OBJECTIVE**

The campaign’s communication objective is to:

1. raise awareness on cyberbullying and on the „Stop Cyberbullying Day” initiative
2. educate stakeholders on how to combat it successfully.

**BUSINESS OBJECTIVE**

Our busines goal is to strengthen Samsung’s brand image as a purposeful, socially responsible and innovative company.

**TARGET GROUP**

1. primary: Parents of 12-17 year old teenagers, all genders, digitally affine, 35-50 year old.
2. secondary: 12-17 year old teenagers

WHY THEM? Teenagers are often scared to open up to their parents, this way the problem might stay unresolved. Therefore our primary target group are the parents who can understand the problem more and initiate a conversation with their children.

We keep the teenagers as a secondary target group to help them realise that they are not alone with their problems and their voices can be heard.

We are targeting the parents and the teenagers as well to show them how to handle the situation and promote dialogue between them.

**INSIGHT**

A parent of a teenager about cyberbullying would state the following:

*“I am concerned about the digital presence of my child but I am uncertain how to provide security in the social media world. I want to understand this world better to have the necessary knowledge to protect my child. I find it difficult to talk about this topic with my child.”*

**THE CAMPAIGN/IDEA: Uncover new angles! #SeeClearlyWithSamsung #OkostelefonOkosHasználat**

Raise awareness of cyberbullying in an educative, eye-opening way what both target groups can relate with:

1. **CREATIVE IDEA:** The heart of the campaign is a creative idea **where we show a twisted world where successful adult influencers are the victims of cyberbullying. We show what happens when the most desirable characteristics become the least desirable ones.**

* **Example for parents:** an actor (Nagy Ervin) is bullied because of being too white
* **Example for teenagers:** heterosexual influencer (Istenes Bence) is bullied for being too heterosexual.

We ensure the message of the campaign will received by both parents and children by selecting the relevant influencers. All influencers would use the #SeeMoreWithSamsung and #OkostelefonOkosHasználathashtags. We would introduce the ‘Uncover new angles!’ headline and the new ‘See clearly’ hashtag to show how absurd is to bully somebody for being different.

1. **EDUCATION:** From PR articles and from the social media we will drive traffic to [www.okostelefonhasznalat.hu](http://www.okostelefonhasznalat.hu) where we would show the followings:
   * + - Facts about what is cyberbullying and how it grows steadily
       - Facts about the severe mental and other consequences of cyberbullying
       - A guide how to protect yourself/your child from cyberbullying
2. **LIVE SUPPORT:** Every influencer will visit their own alma mater high school and share stories about bullying.

**CAMPAIGN EXECUTION**

* Find the best use-cases to show the twisted bully situations and find the best fit influencers
* Redesign [www.okostelefonhasznalat.hu](http://www.okostelefonhasznalat.hu) web page with this campaign’s messages.
* Organize school visits with the influencersand publishPRstatement of the initiative
* Use owned social media pages with the main headline (‘Uncover new angles!’) and the hashtags.UseSamsung Magyarország Facebook, Instagram, YouTube and Twitter. Promote influencers’ videos with paid media on TikTok.
* Distribute Samsung S22 Ultras to the influencers to ensure the best quality of the created photos and videos. This way they can also use the #withGalaxy hashtag.

**TIMING** (June 1st- 31st)

* **Awareness building, 2022.06.01 – 2022.06.16.** Publishing landing page, organizing influencer videos, posting on owned social media, PR statement (with details about which schools will be visited by the influencers).
* **Cyberbullying day, 2022.06.17**. Creating the most buzz in social media platforms.
* **Post cyber bulling day; 2022.09.05-10.01.** Organizing the school visits for the new academic year.

**BUDGET** (Total Budget: 45.000.000 HUF + VAT)

**HOW WE MEASURE SUCCESS:**

1. 500 k people reached by digital communication channels
2. 100 k unique visitors at [www.okostelefonhasznalat.hu](http://www.okostelefonhasznalat.hu) of the campaign
3. Engagement rate: 20% avg. on social media posts