

Question

Approach

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How do we raise awareness of the foldable smartphone?

Message

Samsung has launched a new smartphone: the Galaxy Z Fold3. This smartphone has the functionalities of a regular phone, is foldable and offers many novelties. Everything you do with this phone - filming, photographing, working or presenting - becomes more creative, fun, flexible, efficient and productive!

SAMSUNG

Objectives

- Increase awareness of Samsung's foldable category.
- Improve the image of the Samsung Mobile brand and the Galaxy Z Fold3 smartphone.

How

A content campaign positions the foldable phone as an innovation, perfectly aligned with the target audience's lifestyle and daily activities.

Target groups

- Millennials in the 25 - 41 age group
- Mass, focus on the 25 - 55+ age group

Three different experts test the Galaxy Z Fold3



"It's still something for early adopters now, but in 10 years, the foldable screen will be everywhere."

Claudia Rahanmetan
Editor-in-chief Androidworld



"The folding screen is definitely in my top three. Super cool and an innovation that at least really benefits you."

Willem Visser
VP Mobile Samsung Benelux



"A user can link phones, tablets and smartwatches. And yes, that creates order out of chaos at work."

Stefan Popa
Author in techjournalist

Content promise

How can a foldable screen make your daily tasks and lifestyle easier? Three experts with knowledge of the tech world test the Galaxy Z Fold3: the new smartphone from Samsung.

Concept

Three supplementary content editions

- Central role for product.
- Provided with quality label XTR branded content.
- In line with current events.
- Experts with content knowledge test the product and provide explanations.
- Cross-pollination of stories.

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Online partnerpage



Print with QR code to online stories



Online stories



Organic boosting



Banner boosting

Resources

Digital & print



3 x article page on nrc.nl



3 x spread in NRC Magazine



5 x 1/10 page boost in NRC Dooreweeks



Campaign booster via banner pack on nrc.nl

XTR branded content

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A/B-test on banner set

STORY 1

STORY 2

XTR branded content

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Trend in mobiel?

De vouwbare telefoon is een high-end toestel dat je kunt gebruiken als smartphone én tablet. "Alles klopt aan deze innovatie."

Meer weten, klik hier!

0,24% CTR

XTR branded content

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Efficiënt multitasken

Dat kan met de Samsung Galaxy Z Fold3. Van filmen, fotograferen, werken, presenteren tot gamen: alles wordt creatiever, leuker en productiever.

Klik hier!

0,07% CTR

XTR branded content

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High end toestel

Hoofdredacteur van Androidworld Claudia Rahanmetan over de vouwbare telefoon. "Eindelijk! Deze smartphone staat al jaren op mijn wensenlijstje."

Lees er alles over!

0,46% CTR

XTR branded content

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Test: vouwbaar scherm

Wat als je een week de nieuwste gadget mag uitproberen: een vouwbare telefoon? "Het vergemakkelijkt je werk en biedt oneindig veel plezier."

Lees er meer over!

0,26% CTR

Campaign booster

Online bannering

- For each story, we compared different booster banners on nrc.nl.
- We varied the headline and intro and saw significant growth in CTR.
- We then deployed the best scoring variant.

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Increase top-of-mind brand awareness



Index 122

Increase in brand consideration



Index 118

Increase in brand preference



Index 110

Samsung is associated by readers with **innovation and quality. They feel that by introducing the 'foldable', Samsung contributes to user productivity.**

Branded content

Impact measurement

- To measure the impact of the campaign, pre- and post-campaign measures were taken. The results of the confronted group were compared with those of the non-confronted group.
- The index figures shown show how the confronted group developed compared to the group that was not confronted with the campaign.
- The results show that Samsung is by far the most dominant cell phone player.
- The exposed group is positive about the Samsung Z Fold3's contribution to productivity and multitasking.

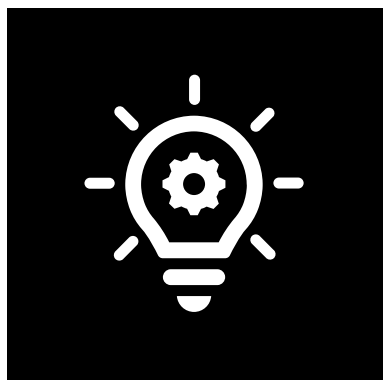
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Messages convey something new



Index 120
vs. benchmark



Average rating
7,2

Messages prompt action



Index 130
vs. benchmark

Branded content

Impact measurement

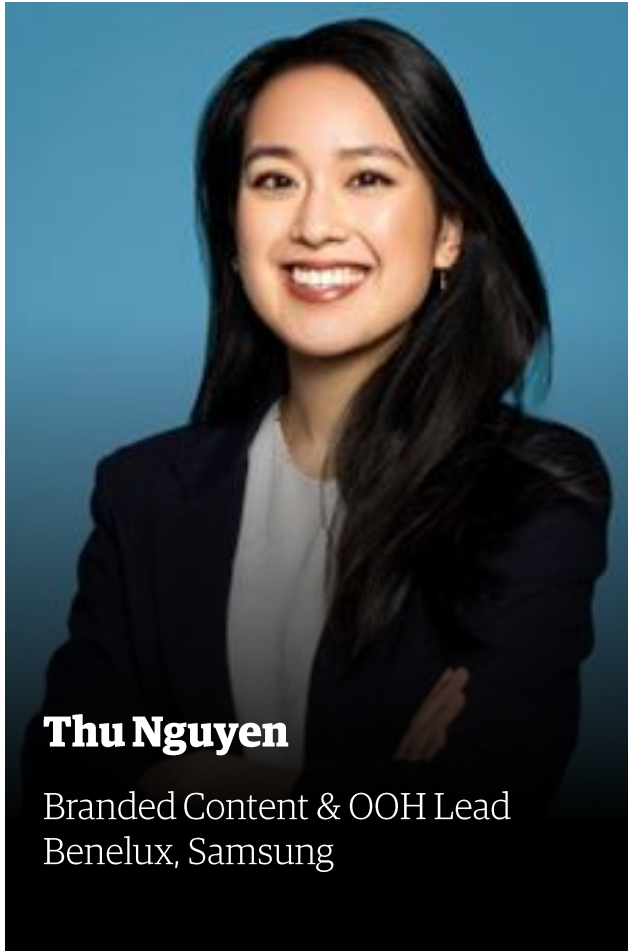
- Within the measurement, all three articles were assessed on various factors such as newsworthiness, credibility and prompting action.
- The articles scored at or above benchmark on many of the factors, which fit Samsung's objectives.
- The target audience rated the articles with report marks. In all cases, these were higher than the benchmark. This shows that the innovative design of the Samsung Z Fold3 offers many opportunities to create content that NRC readers find very interesting.

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Thu Nguyen

Branded Content & OOH Lead
Benelux, Samsung

Collaboration

Customer response

'For me, NRC stands for quality journalism. NRC's branded content team also works with an editorial approach, creating interesting content without losing sight of the commercial angle.'

'NRC's target audience is critical and likes to consume content with depth. We deliberately looked at this in our campaign, asking experts from different backgrounds to test our (at the time) new Galaxy Z Fold3. The branded content was not intrusive but rather engaging to read. Thereby, the USPs of the product were highlighted in a clear and logical way.'

'In terms of KPIs, we comfortably met the benchmark, we are very satisfied with that. In addition, we were judged on quality view; these objectives were also nicely achieved!'

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**Articles highly
rated**

Index 146
vs. benchmark

The items align well with
Samsung's **innovative
nature.**

XTR branded content

Tailor-made advice and inspiration

We look forward to inspiring and informing you so that you can discover the possibilities of NRC. Call or email us for a personal consultation.

We will be happy to give you tailored advice.



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