

# **Rewriting the Rules: How Innovation is Reshaping (PR) Success for Samsung**

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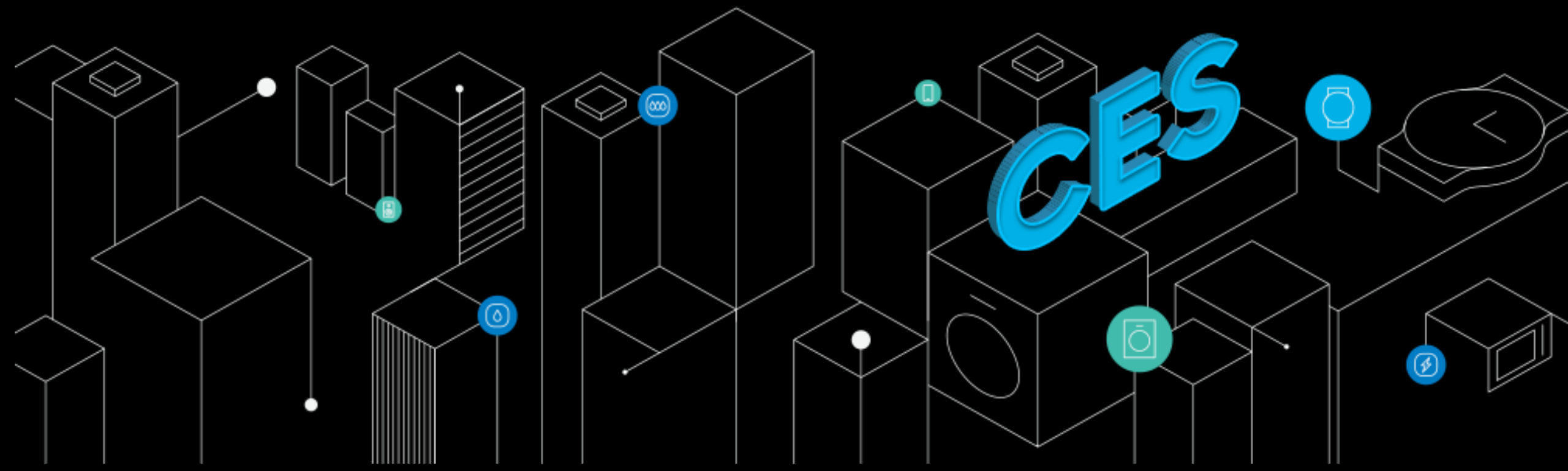
## Personal success



# AI for All

Connectivity in the Age of AI

# Society # Devices # Experiences



# SAMSUNG



Galaxy AI ✨ is here



**THE TARGET AUDIENCE: GEN Z, WITH 0 BULLSHIT TOLERANCE**



# Product insight



# Gen Z insight



**BIG IDEA:**

**Don't just follow, #BeTheTrend**



# Harness the power of AI to make life better for all

## AI for People

Life is meant to get easier with AI. That is why Samsung is infusing it into everything we do. Samsung's AI technologies are creating enabling better ways of living in the home, at the office or on the go.

## AI for Technology

The AI people experience every day is powered by small yet mighty innovations that many never see. Samsung is helping usher in a new wave of innovation in mobile devices, chips, PCs, automotive, display technologies and home appliances.

## AI for Society

- Samsung is committed to responsible AI development guided by our AI ethics principles.

**Unlock new experiences and innovations across our businesses.**

# Samsung's brand challenges in 2025:

## The DIFFERENTIATION BATTLE

*Driven by coolness  
& Camera & AI*

## Ai is here to stay

*Leading our narrative in both  
corporate & product comms*

## Premium is our major battle

*Year-long focus to increase  
differentiation & meaningfulness*

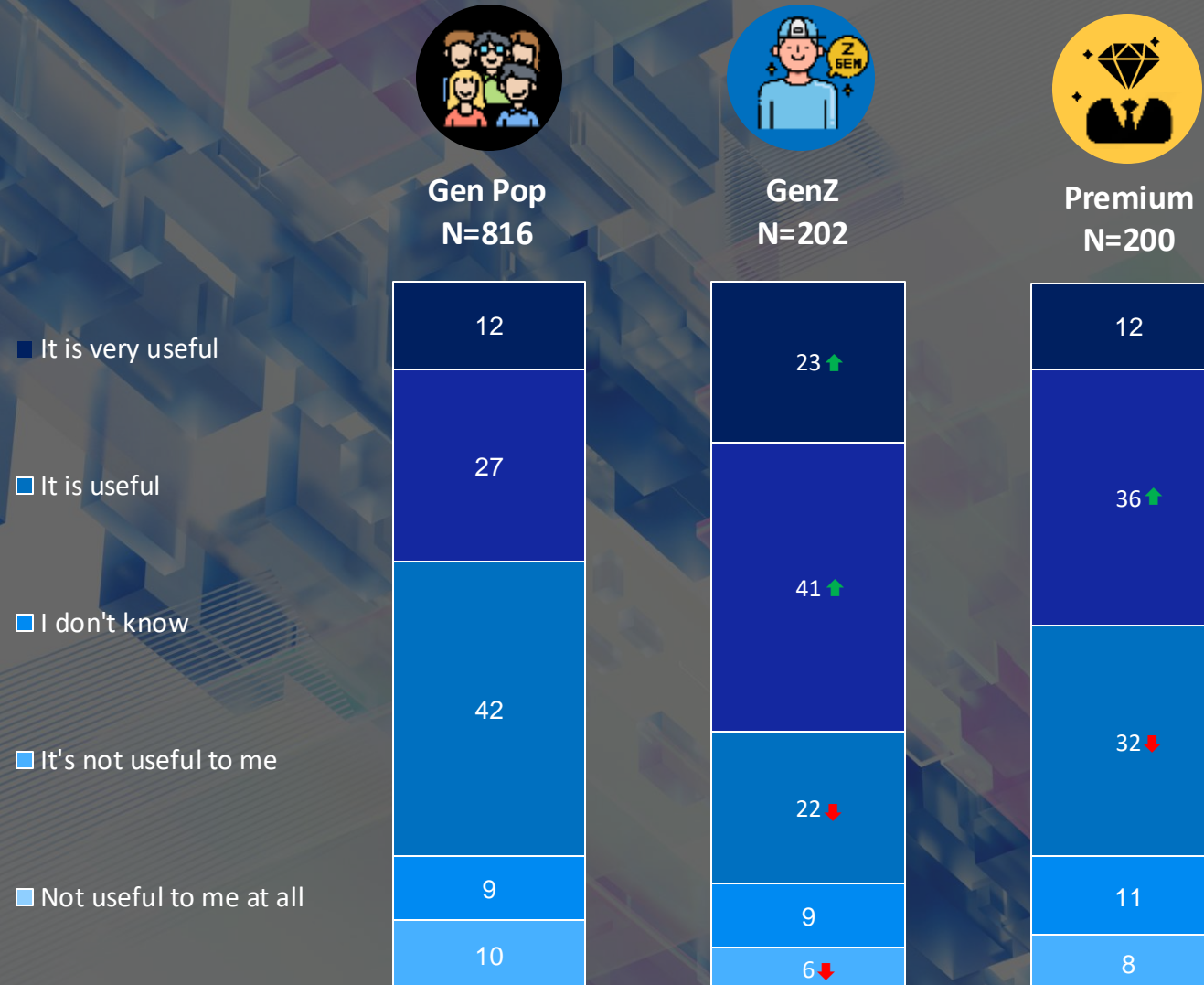
## GenZ is won with very targeted activities

*Community & digital driven  
via content creators*

**From AI FOR ALL to  
AI USEFULNES**

# AI Usefulness: 4/10 people agree still don't know if AI is useful or not

Data presented as %



↓ ↑ Significant differences towards Gen Pop

# The greatest luxury in today's world?

## Free time

We are all convinced that  
one extra hour a day

**25** hours

will make the difference for our **families, hobbies, health** and **relaxation**.

# Step 2

## Make AI meaningful

Make AI features clear  
by placing them in a relatable, real-life context  
& mix them with product drivers

Showcase how using AI in our day-to-day life, helps you save time so you get to do more of what you want.

Highlight the emotional benefit  
In a personal & relatable manner

# S25 Series launch event: an immersive experience

1

More organized,  
More inspired

2

Efficient  
More Time  
for me

3

Easy to find  
More relaxed

4

Easier to edit  
& post, More  
peace of  
mind



O zi de 3x mAI wow!