

The background is a dark blue gradient with a complex pattern of glowing blue circuit lines and small white and blue particles, creating a high-tech, digital atmosphere. The text is centered and rendered in a clean, sans-serif font.

SAMSUNG

Showcase 2016

The Task

A large Samsung advertisement is displayed on a wall in a modern building. The background of the advertisement is a vibrant blue and purple space scene with a nebula and numerous white stars. The Samsung logo is prominently displayed in the center in a bold, white, sans-serif font. The building's interior is visible in the foreground, showing a dark, modern design with a glass railing and people walking on a lower level.

SAMSUNG

The Task

When Samsung Egypt nominated Digitree on January 1st, 2016, as its new digital agency, we found several problems and obstacles that we decided to solve:

- Lack of creativity: having one direction, which is showing products USP, with only one objective, which is driving sales, there was no attention to what fans want to see on social media, their interests, or what should be done to attract them to the brand.
- Low-quality visuals on all social media platforms
- Low engagement rates on all social media platforms
- lack of contests, on-ground activations, and digital activations on social media.
- There are tonnes of complaints on social media, which distract fans from engaging with posts.

2015 Artworks Sample



Objectives

In order to solve Samsung Egypt's social media problems, we made a plan with clear objectives and started with new creative content directions, engagement tactics, and a community management plan to improve Samsung Egypt's social media presence, engagement rates, and uplift the brand to the next level.

- Reach Samsung's audience with a new type of content.
- Create an online and continuous conversation between Samsung and the audience.
- Build a strong relationship between Samsung and the audience.
- Position Samsung digitally based on the company's mission, vision, and value proposition (the reason why and RTBs).
- Enhance the brand image, increase sales, and increase revenue.
- Significant increase in engagement rates and fans/followers growth.
- Decrease negative feedback and increase positive word of mouth.

Each piece has
a specific purpose



Creative Concepts

Product: Samsung Galaxy Gear VR.

Product line: HHP- Accessories.

Objective: Engagement.

Post Insights on Instagram:

Reach: 44,800 “Organically”

Likes: 962.

Comments:15.



Creative Concepts

Product: Samsung Galaxy S7 Edge.

Product line: HHP.

Objective: Awareness.

Post Insights Across All Social Media:

Reach: 101,328 “Organically”

Likes: 1,252.

Comments: 1,102.

Shares: 27.

Click: 3,061.

SAMSUNG
Galaxy S7 edge

WHAT'S INSIDE



WILL BLOW YOUR MIND

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Creative Concepts

Product: Samsung Vacuum cleaner.

Product line: Home Appliances.

Objective: Product positioning.

Post Insights Across All Social Media:

Reach: 3,091,000

Likes: 29,500.

Comments: 409.

Shares: 230.

Clicks: 75,000.



Creative Concepts

Product: Samsung SUHD Quantum Dot TV.

Product Line: Samsung Smart Curved TV's.

Objective: Awareness.

Post Insights Across All Social Media:

Reach: 75,560 "Organically"

Likes: 742.

Comments: 72.

Shares: 21.

Clicks: 9,130.

SAMSUNG
SUHD TV
Quantum dot



— أقرب الي الحقيقة —

Creative Concepts

Product: Samsung Gear S2.

Product line: HHP – Accessories.

Objective: Engagement.

Post insights across on Twitter & Instagram:

Reach: 50,000 “Organically”

Interactions: 2,335.

Comments: 10.

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Creative Concepts

Product: Samsung Galaxy Gear VR.

Product line: HHP- accessories.

Objective: Engagement.

Post Insights Across All Social Media:

Reach: 105,961 “Organically”

Likes: 1,060.

Comments: 837.

Shares: 7.

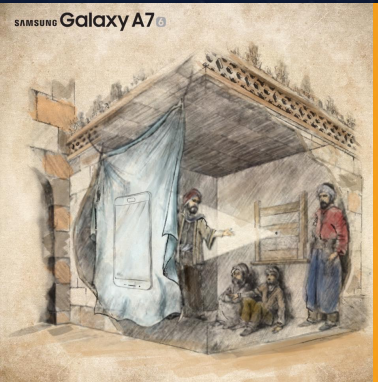
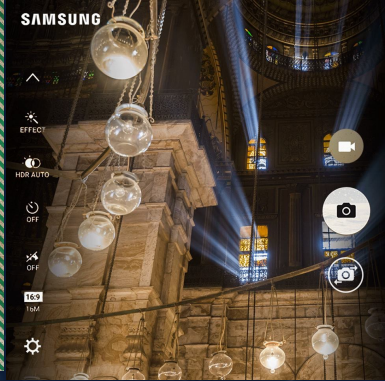
Clicks: 2,322.

SAMSUNG
Gear VR
Powered by  oculus

**BRING
FICTION
TO LIFE**



Newsjacking 2016



How It Works!



Samsung 2016 Growth

Facebook Fans

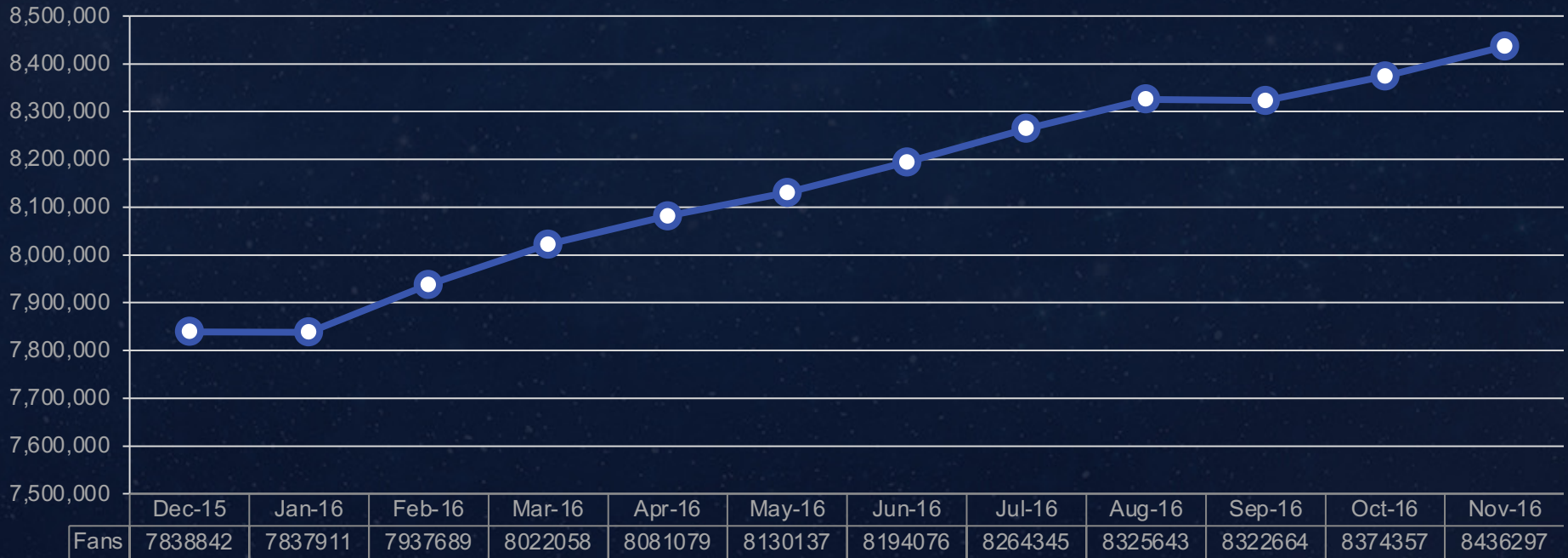
- Total page Fans: 8,437,910
- Number of Fan page growth: 597,347
- Avg Growth of Fan page per day: 1,800

Facebook Interactions

- Total Interactions: 4,953,540
- Reactions: 4,573,323
- Comments: 307,698
- Shares: 72,519

Samsung 2016 Growth

Samsung Facebook 2016 – Fans Growth



Samsung 2016 Growth

Twitter Followers

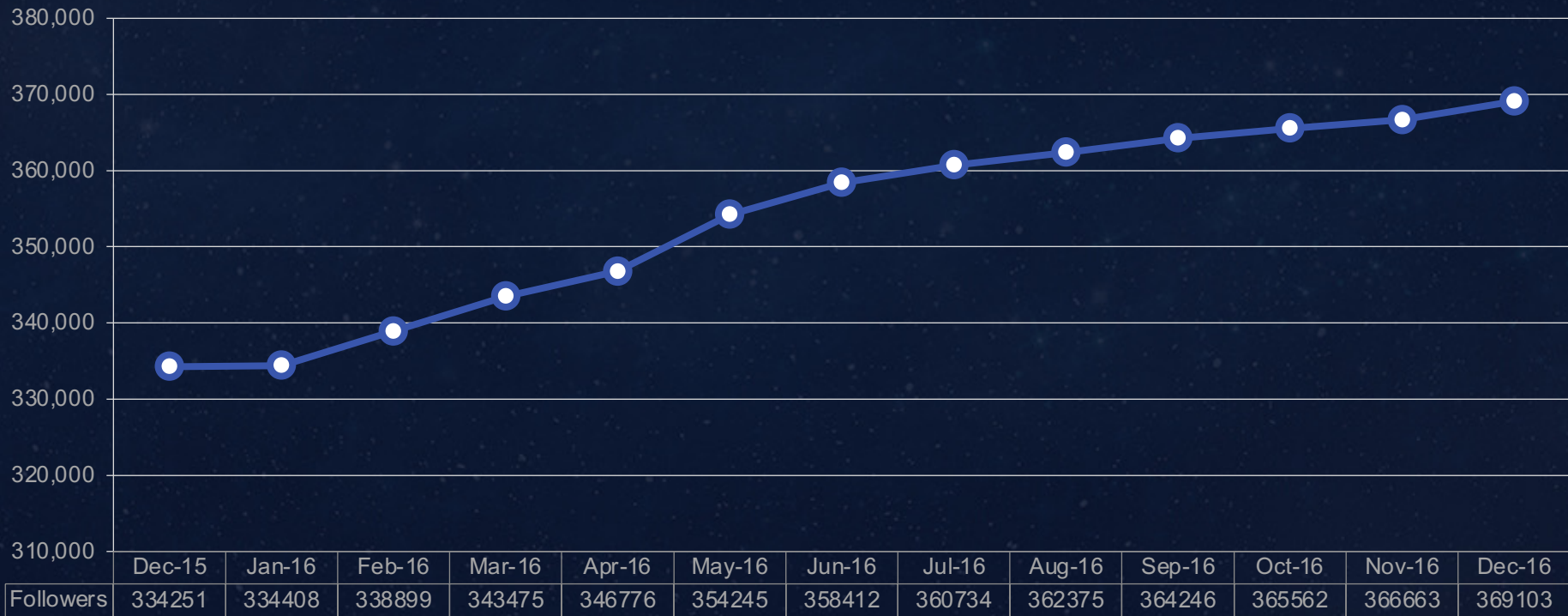
- Total followers: 369,103
- Number of Followers Growth: 34,852
- Avg Growth in Followers per day: 104

Twitter Interactions

- Total Interactions: 29,767
- Likes: 24,271
- Replies: 3,114
- Retweets: 2,382
- Mentions: 4,979

Samsung 2016 Growth

Samsung Twitter 2016 – Followers Growth



Samsung 2016 Growth



Instagram Followers

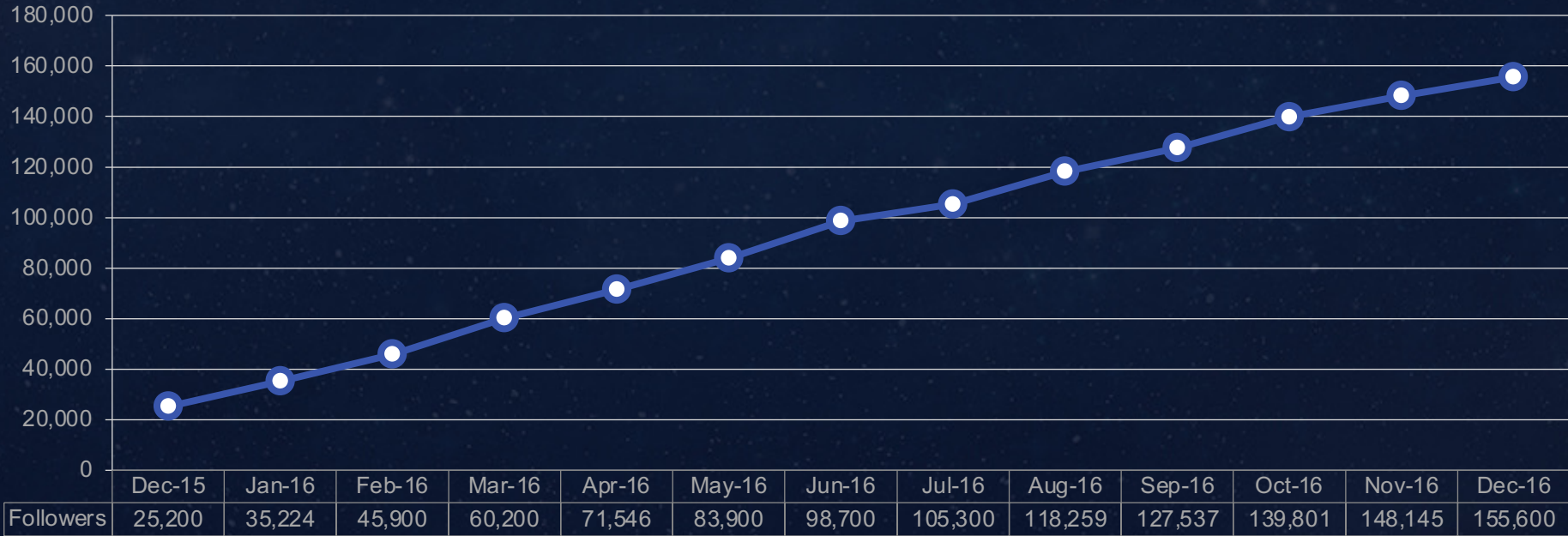
- Total followers: 145,444
- Number of Followers Growth: 110,000

Instagram Interactions

- Total Interactions: 178,217
- Likes: 172,185
- Comments: 4,569

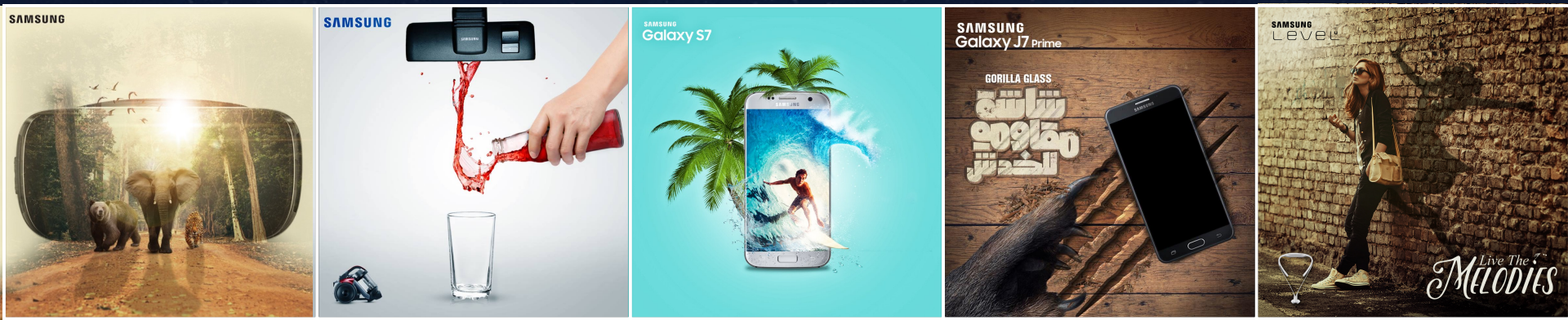
Samsung 2016 Growth

Samsung Instagram 2016 – Followers Growth



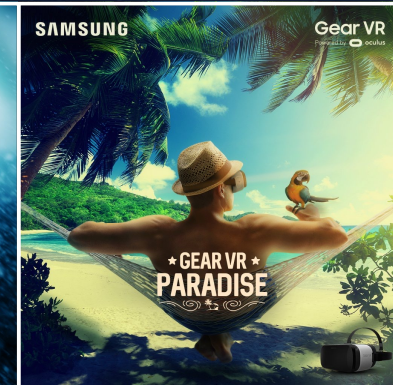
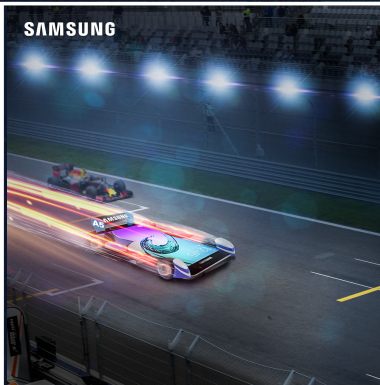


Committed To Quality





Committed To Quality



Client testimonial

Digitree started managing our social media platform in 2016 and with that have provided us with an opportunity to better communicate with our customers online through the use of exciting visuals and engaging content. We've witnessed a significant increase in reach and engagement, especially on Facebook and Instagram. What really stands out to me when it comes to working with Digitree is that they proactively strive to provide new and innovative ideas while listening to what is important to our customers online.

Shereen Amayem
Digital Marketing Manager
Samsung Electronics Egypt

Thank You !