

Post Campaign Analysis

Samsung - F12



OVERVIEW



OVERVIEW

Intro

Samsung recently hosted a campaign on **HTDS websites** (HT,LM,HT Tech, LH and HT Bangla) along with partnered vernacular websites to create a buzz around the launch of **Samsung Galaxy F12**.

To understand how well the campaign has worked and its impact on the TG, HT conducted a post-evaluation survey

Campaign Details

- Platforms
 - HTDS Websites
 - Partnered vernacular websites
- Campaign & Survey Duration
 - Apr'21 – May'21
- Total Survey Reposes – 510+
 - Analyzed Responses - 494

CREATIVES USED



Demographic Profile of Respondents



AUDIENCE OVERVIEW



494 Survey Respondents

“ People in the Age-Group 25-40 Years actively took part in the survey with 43% respondents belonging to this Age-Group

Out of 494 respondents who took the survey, 66% were Male ”

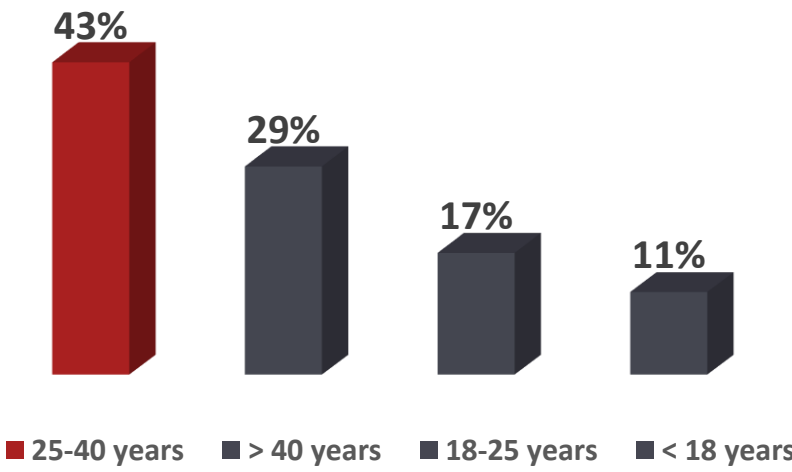


Male



Female

Audience Age Group



AUDIENCE OVERVIEW



Metro



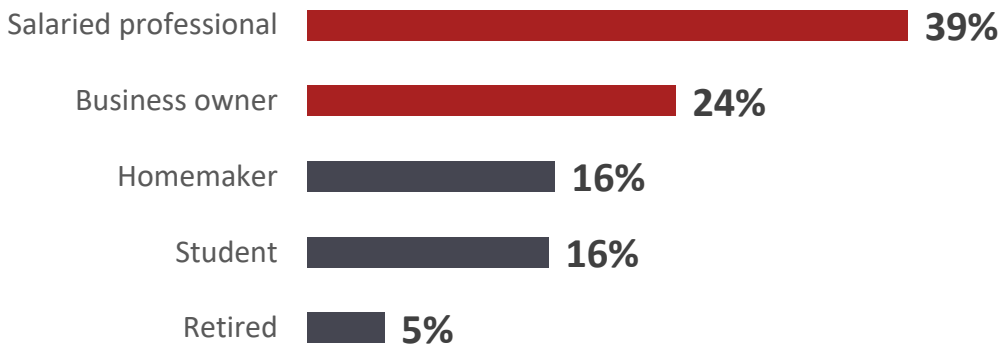
Non - Metro



“ 65% of the respondents were from Metro Cities which is Inline with Indian Internet Penetration Numbers ”



Audience Profession



“ Working class i.e. Salaried Professional & Business owners forms a major part of the audience with 63% respondents ”

Smartphone Industry Trends



INDUSTRY OVERVIEW

1 Brand Awareness & Brand Owned

“Samsung” takes 1st spot on both parameters i.e. Brand Awareness & Brand Owned followed by “Apple”

Samsung

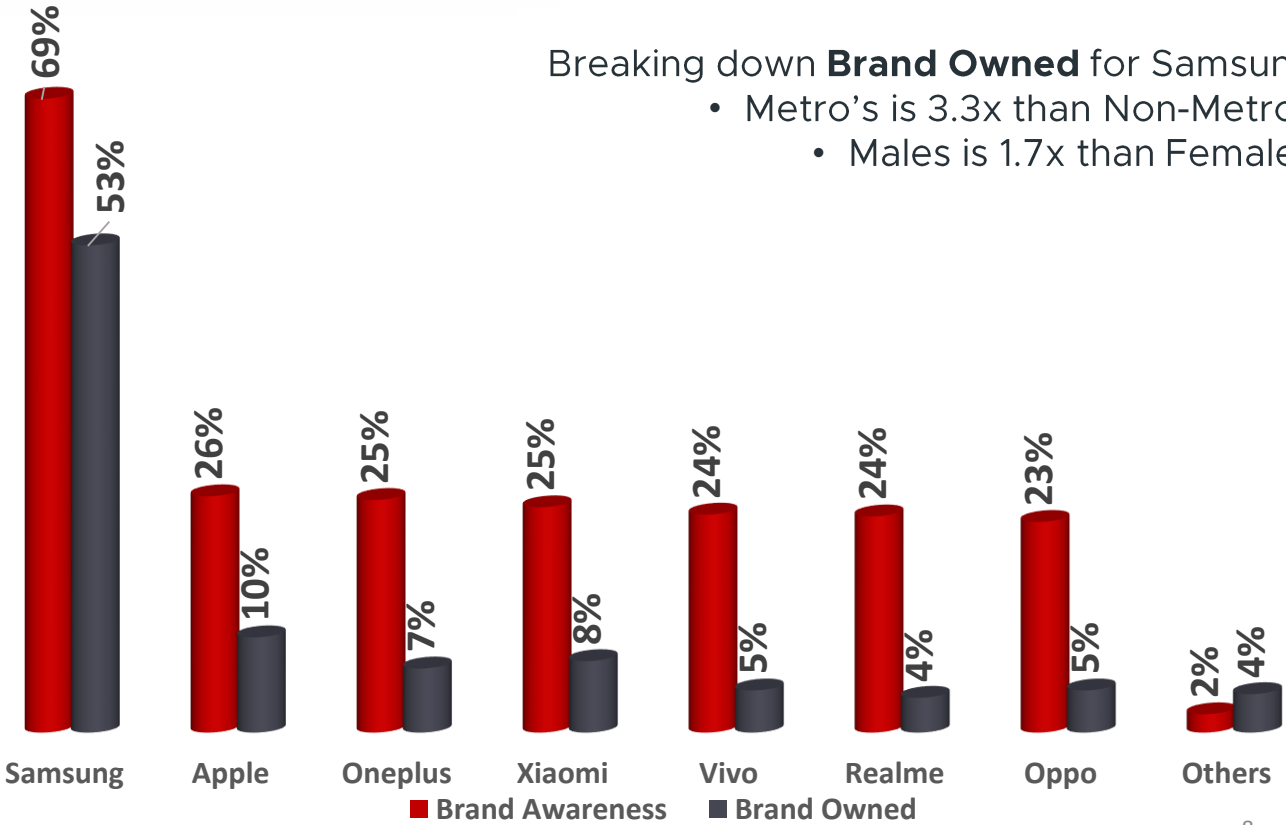
69% Brand Awareness

53% Brand Owned

25-40 Years Age-Group has the highest Brand awareness & Brand Ownership for Samsung i.e. ~40%

- Breaking down **Awareness** for Samsung
- Metro’s is 3.6x than Non-Metros
 - Males is 2x than Females

- Breaking down **Brand Owned** for Samsung
- Metro’s is 3.3x than Non-Metros
 - Males is 1.7x than Females



*Multiple answers for single question resulted in total % > 100%

People consider multiple features and take a holistic decision to buy any smartphone not biased with any specific feature

Breaking down further, “**Brand**” is the most Important feature followed by “**Camera**”, “**Price**” etc. as per respondents

70%

- **Brand**

59%-64%

- **Camera**
- **Price**
- **Processor**
- **Battery Life**
- **Display**

Ownership wise - Top Feature Preference

- Samsung - Brand
- Apple - Brand
- Xiaomi - Processor
- One Plus - Camera
- Vivo - Price
- Oppo – Battery Life
- RealMe - Price

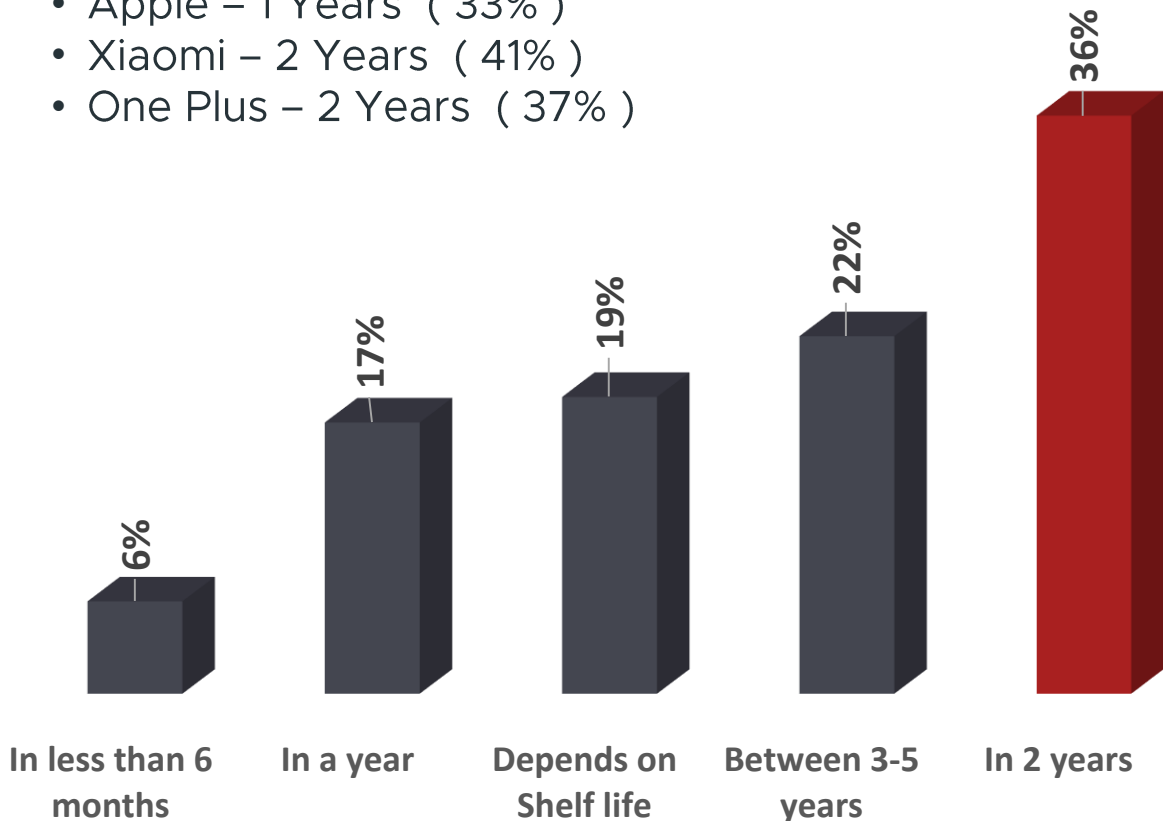


3

Smartphone Change Frequency

36% of the respondents consider changing their smartphones “in 2 years” followed by 22% who change their phones “after 3 years”

- **59% of Retired** people said they **don't change their phones unless it wear's out**
- **Ownership wise Change Frequency (Highest Response Rate)**
 - Samsung – 2 Years (40%)
 - Apple – 1 Years (33%)
 - Xiaomi – 2 Years (41%)
 - One Plus – 2 Years (37%)



Campaign Analysis



Out of all the people surveyed , 51% of the People successfully recalled the Campaign – Out of which 53% already owned Samsung Brand

Out of total people who recalled the ad (i.e.51%)



Are Males



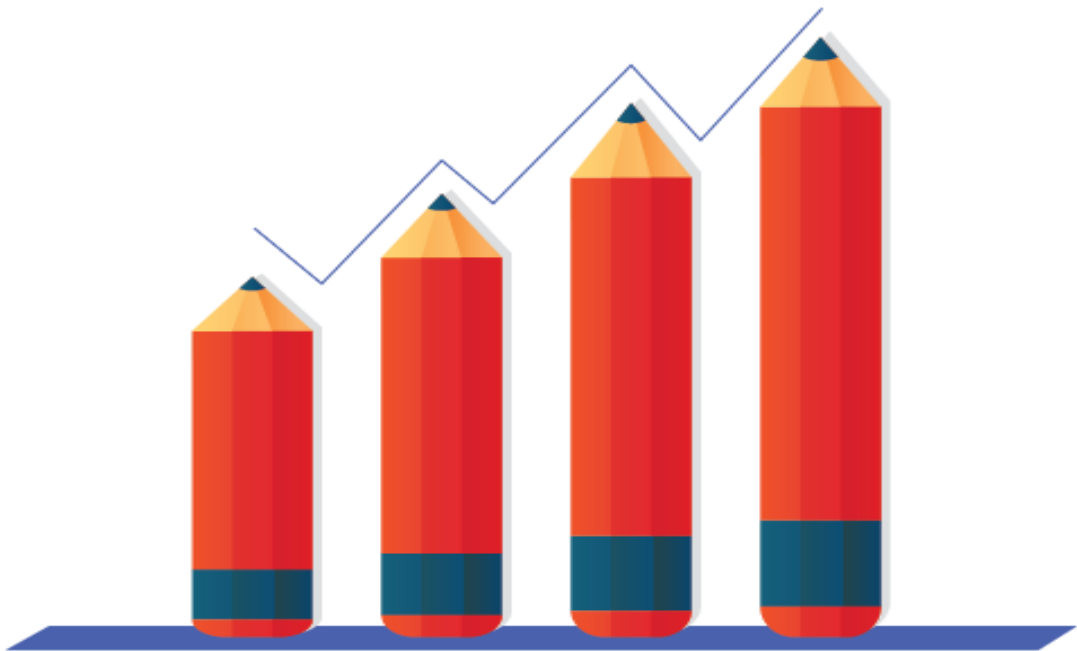
Are From Metro Cities



Are from Age group 25-40 Years

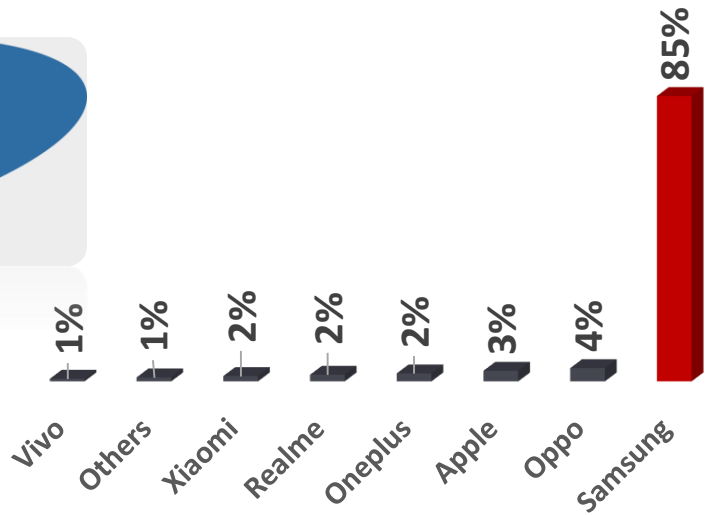


Are Service Professional

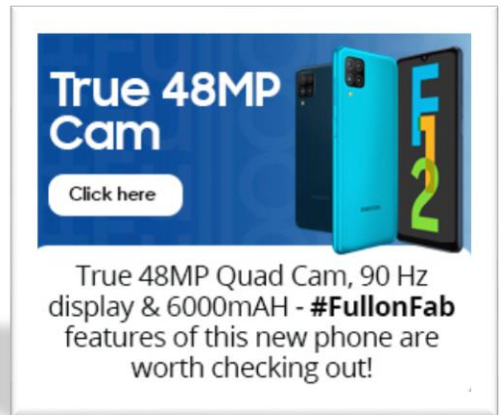
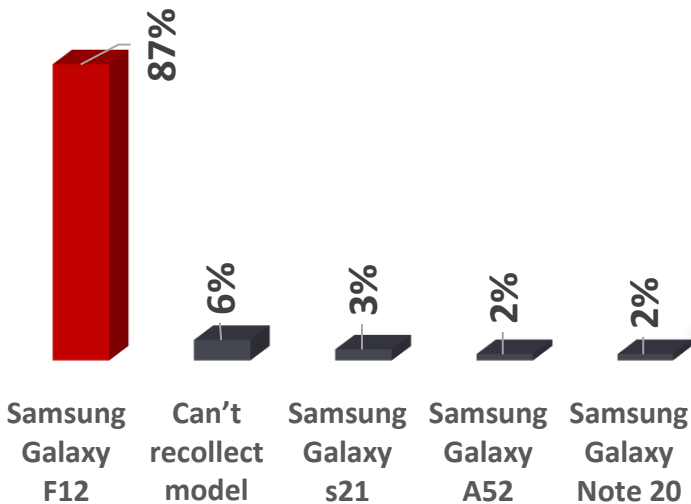


CAMPAIGN ANALYSIS

Out of all the people who recalled seeing the Campaign (251 Respondents) , **85% of the People successfully associated it with Samsung Brand**



Out of all the people who successfully associated the campaign with Samsung Brand (213 Respondents), **87% Correctly associated with Samsung Galaxy F12**



Thank You

