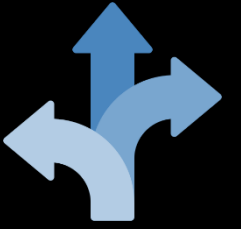


SAMSUNG



Guiding the Way

Effective Insight Communication
At Samsung



Samsung European CMI Team



Kevin Macdonald

Head of Market Insight



Tim Jude

Head of Brand Operations &
MX Category Insights



Ikram Ladjali

Social Insights Degree
Apprentice



Dan Wheeler

Consumer & Market Insights
Placement

1

Insight into the challenges we've had at Samsung to cut through to stakeholders

2

Inform on our 'Effective Insight Communication' workstream we've introduced to drive impact

3

Give you free tips and tricks – we want you to use them too!





Effective Insight Communication

65

Insight Professionals

in 41 Markets

Taskforce

2022

2023

2024

2025

Taskforce

- Resources & Best Practice
- Agency training (storytelling)

- Awards
- Agency training (visual comms)

- Podcasts
- AI
- Formal training

2022

2023

2024

2025

Taskforce

- Resources & Best Practice
- Agency training (storytelling)

- Awards
- Agency training (visual comms)

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- Formal training

2022

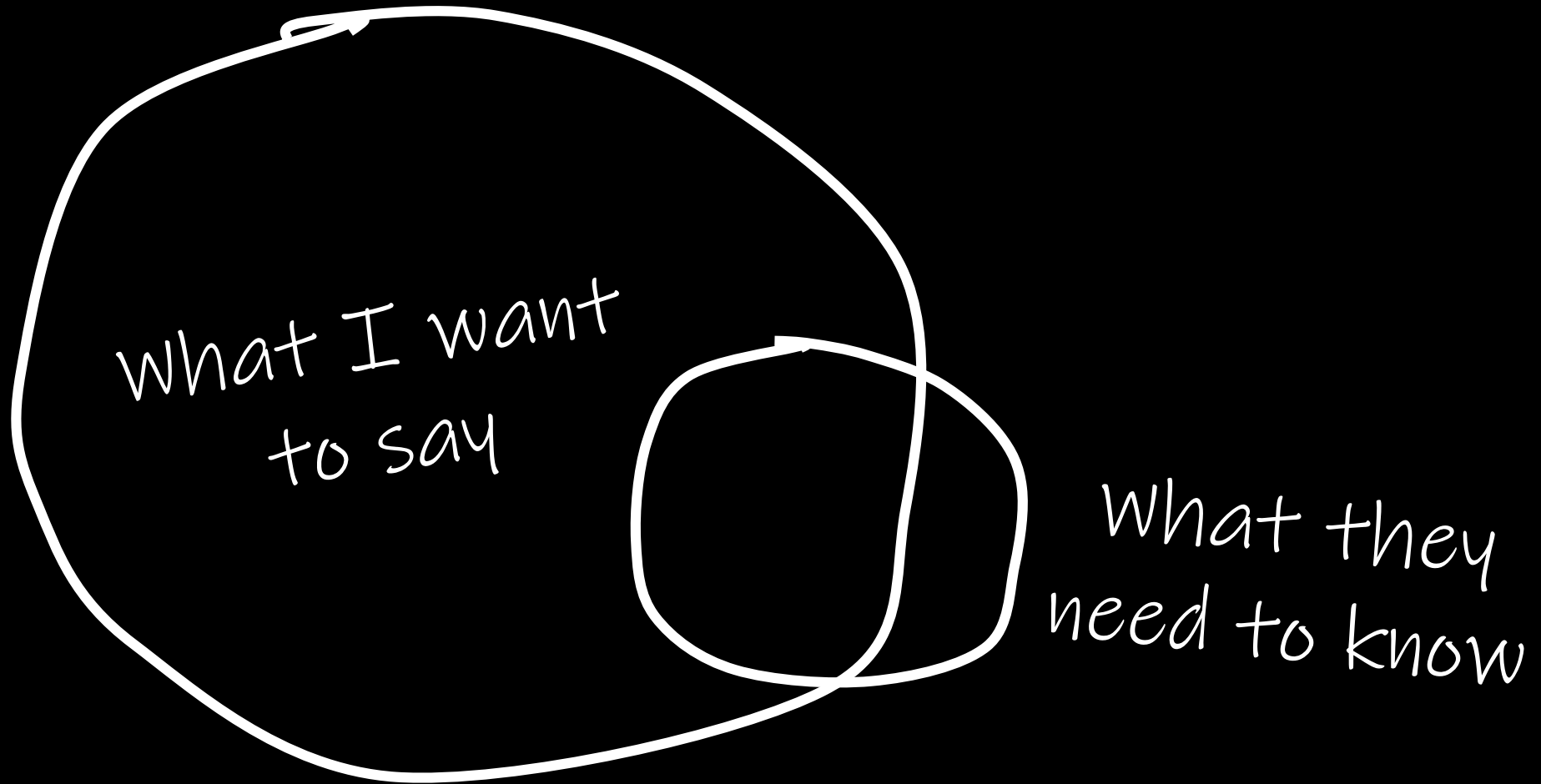
2023

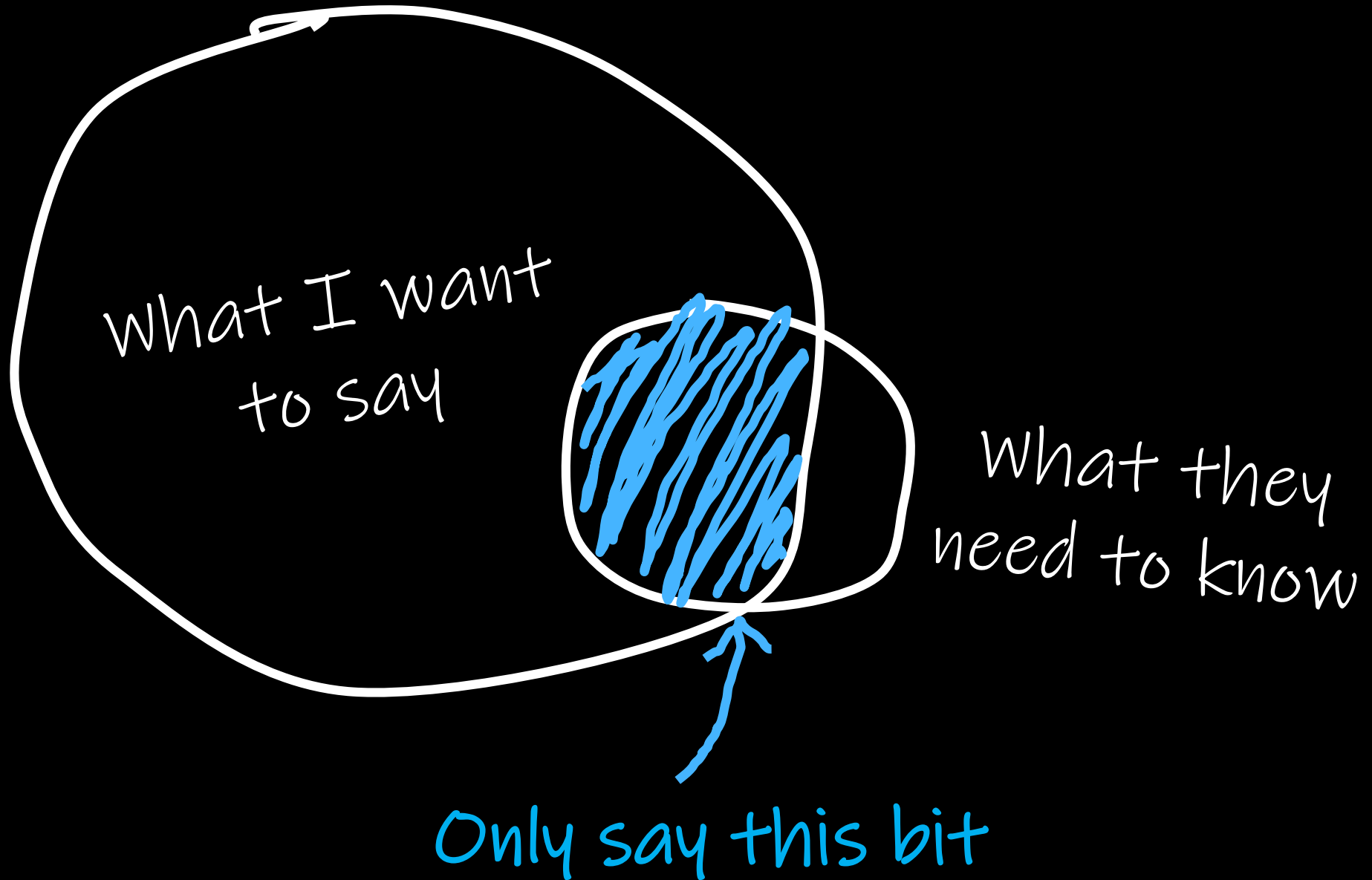
2024

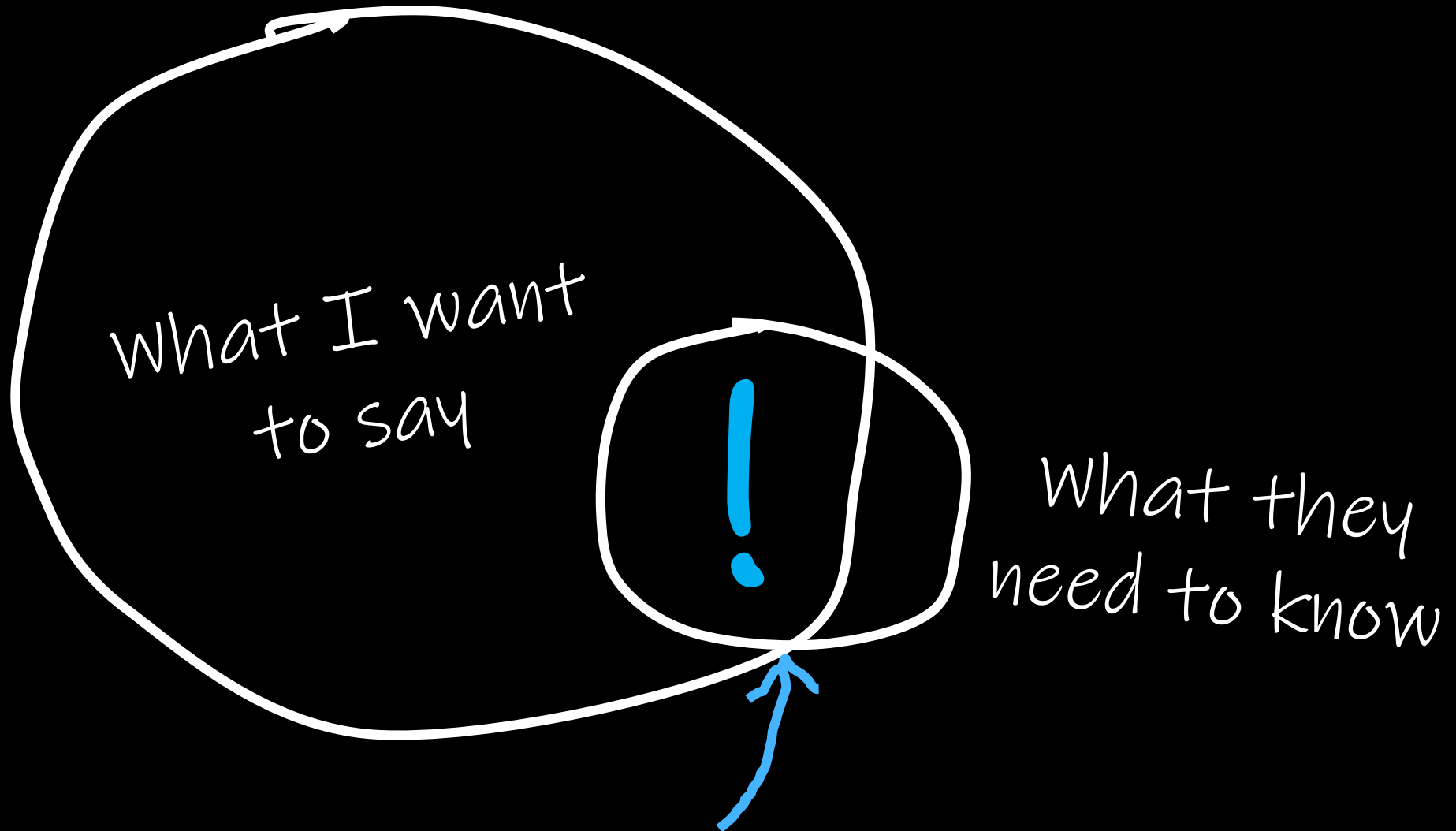
2025

WhatsApp / Support Board / Induction

What I want
to say

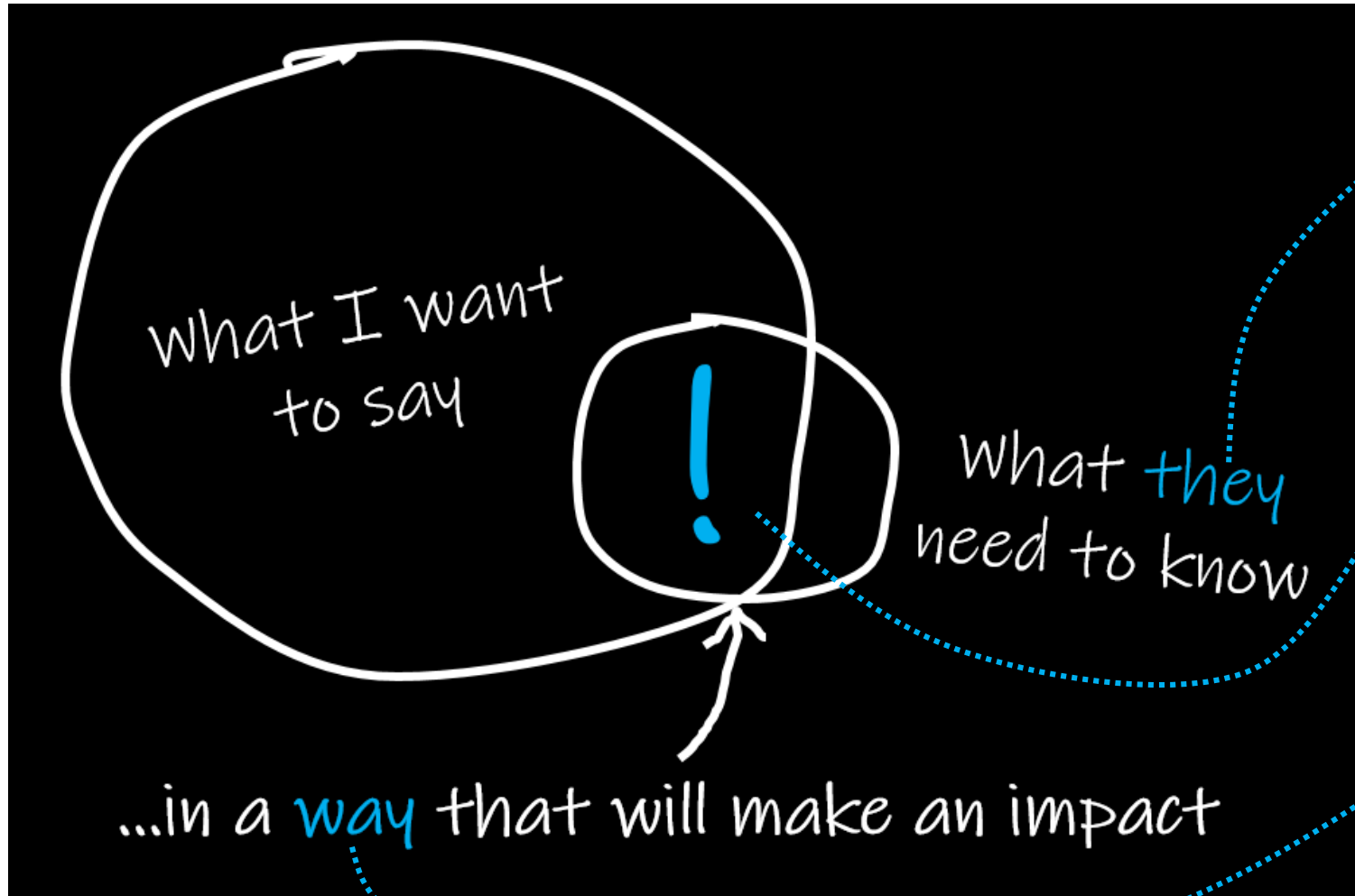






...in a way that will make an impact

Three core questions



1. Who?

Appropriate

2. What?

Storytelling

3. How?

Visual / verbal

Who?

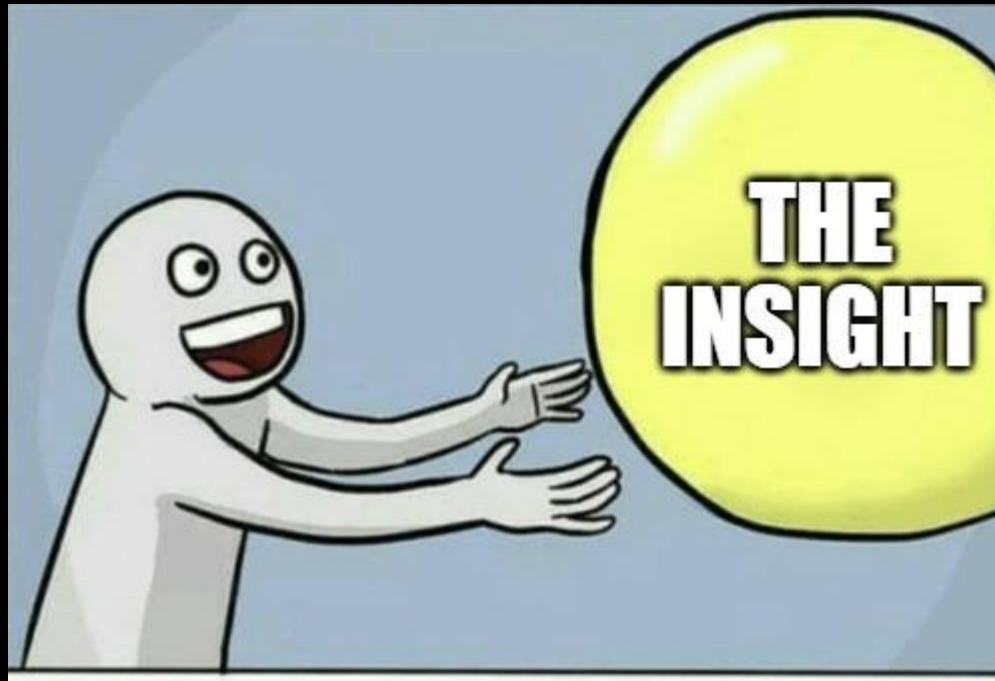
Commit.

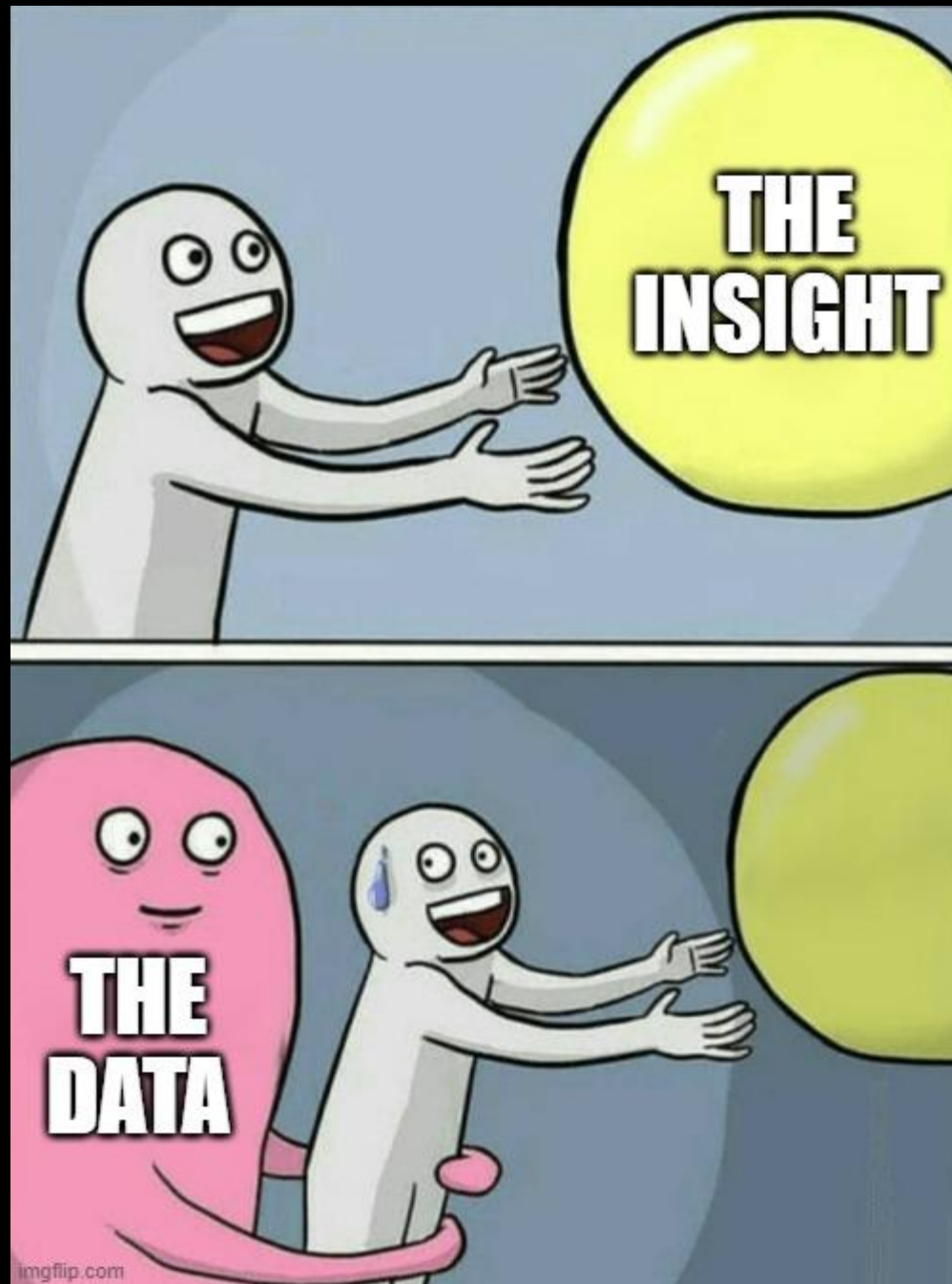


There is no single solution

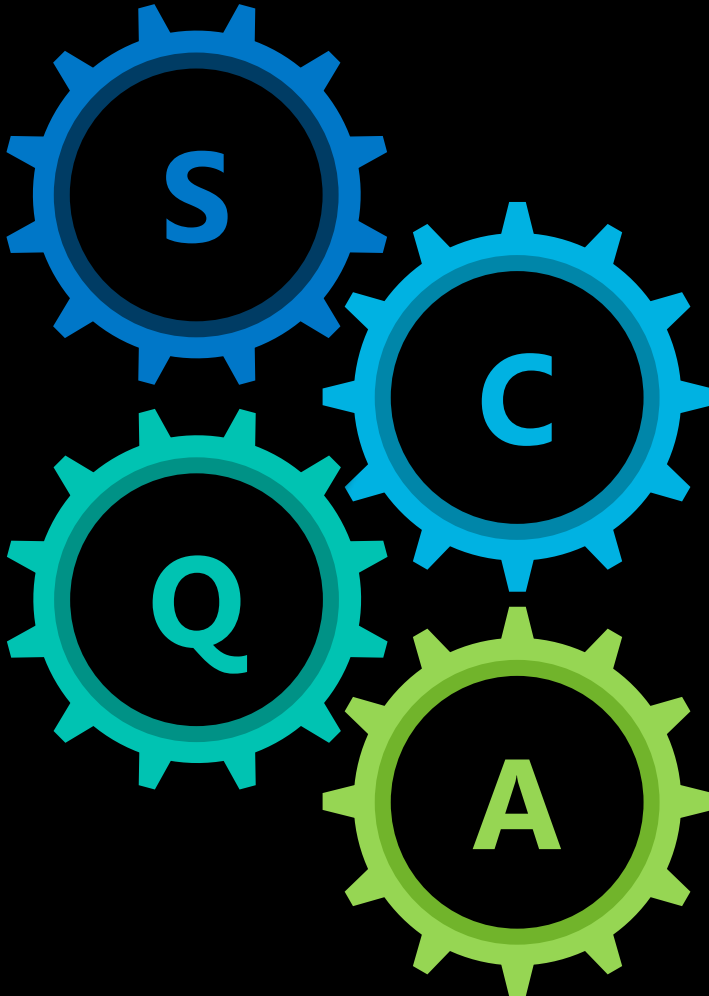


What they need to know...





So, how do we stay on track?



Situation

- The stable state of the world
- (Most likely...) What is the commercial background?

Complication

- The change in the stable situation
- What's the current problem from our stakeholder's perspective?

Question

- The question raised by the complication
- Commercially grounded, consumer first

Answer

- Directly answer the question
- Use minimum necessary evidence
- Recommend action

How?



Keep it stupidly simple

Chocolate is the favourite ice cream flavor by overwhelming majority (98%)



2% of children preferred strawberry

Chocolate

Strawberry

Space to breathe

£16,800,000

A green line graph with an upward arrow, indicating a positive trend or increase.

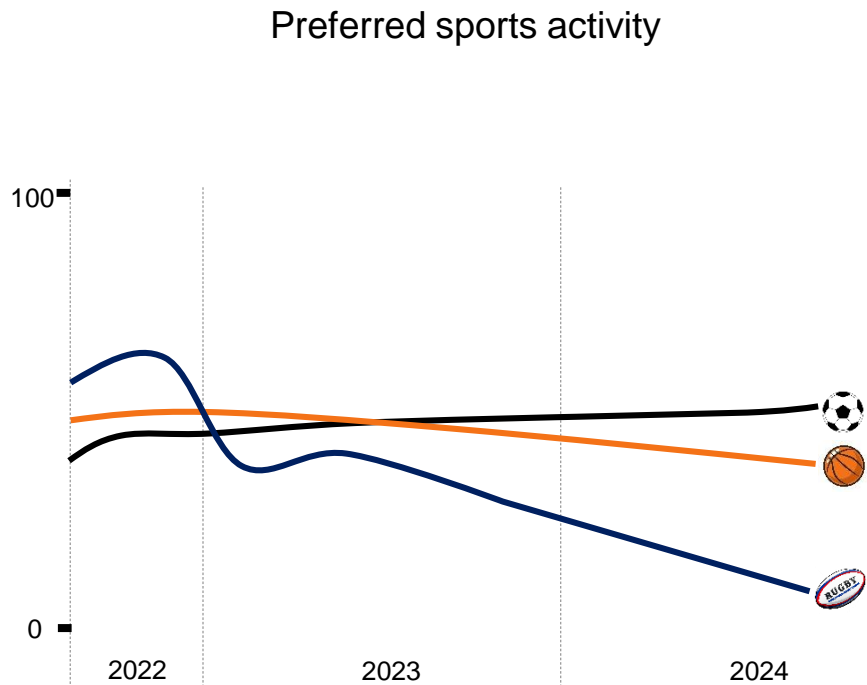
Increase in sales compared to 2024

Take numbers away until
someone asks

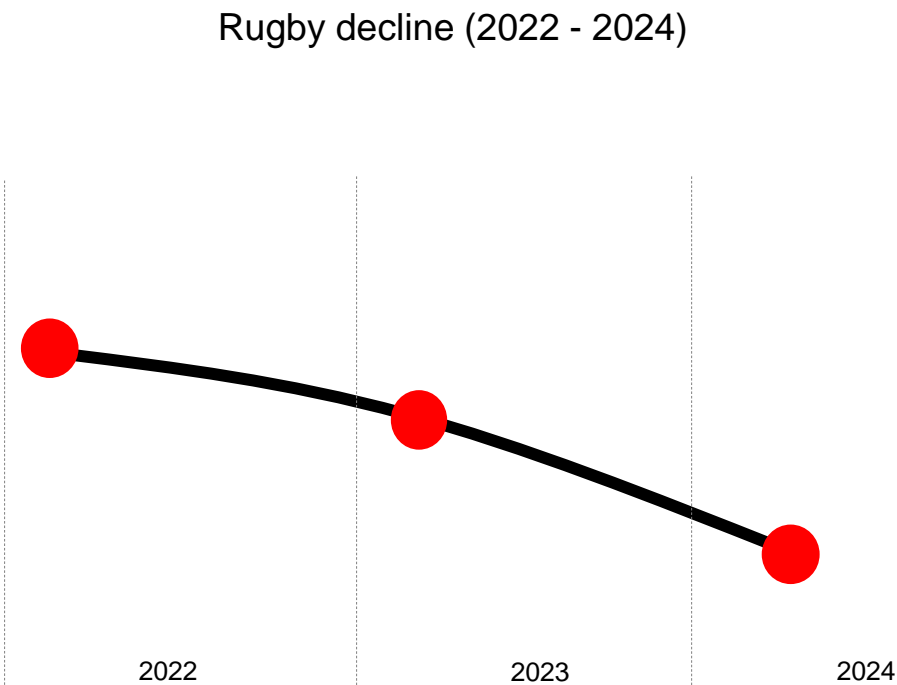
Rugby as a sport is declining while football is growing



Football popularity is set to keep growing

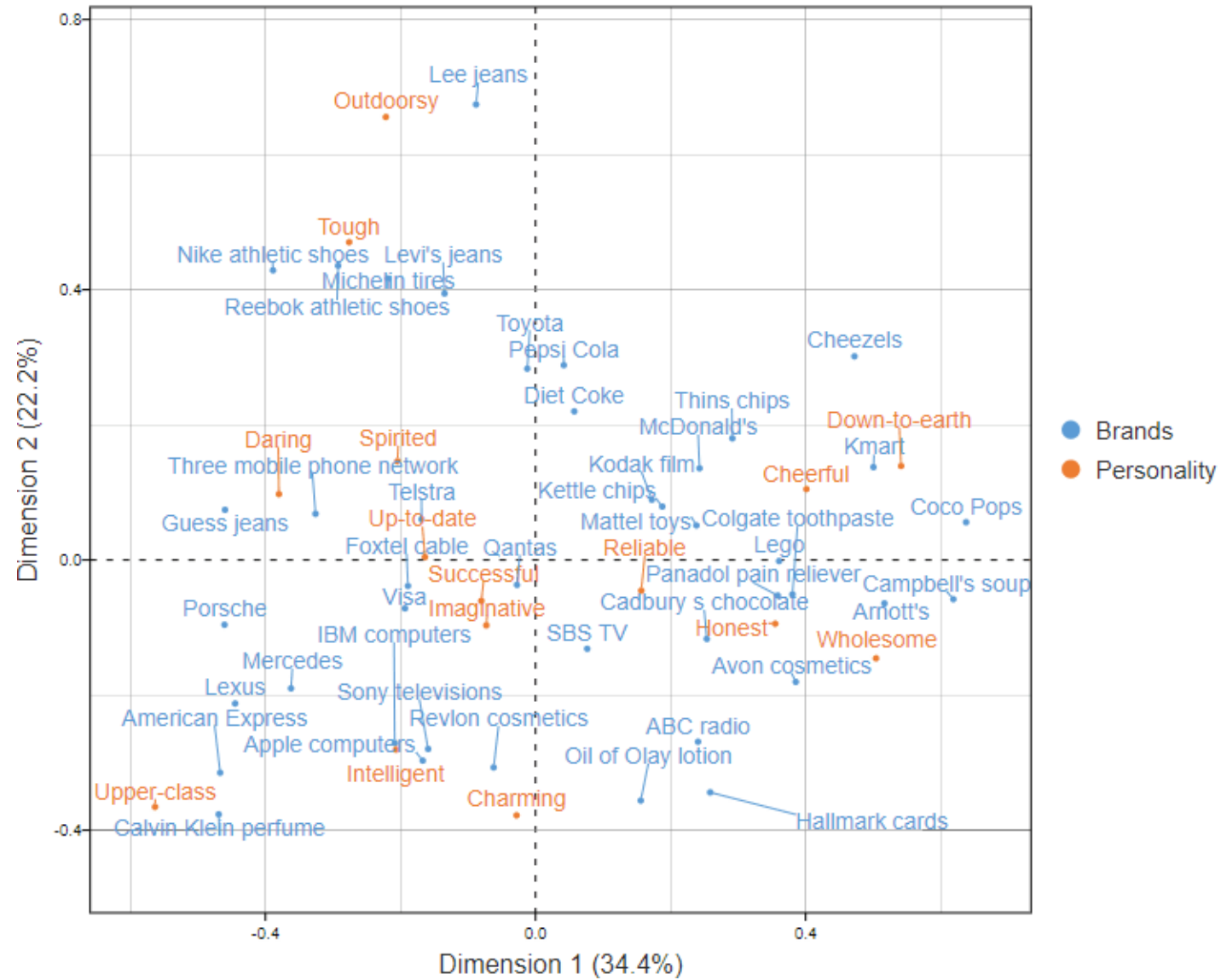


Rugby decline is increasing



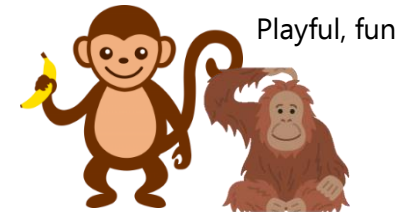
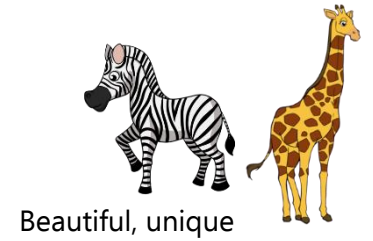
Break the rules

Correspondence analysis of brand personalities



Birds in a zoo are most liable to fly away

Zoo Animal Perception Map



This perception map shows that animals of the same family are the most alike

Be direct

Can we get the point across more economically?

Poor understanding of specific models and ranges hampers recognition of car features

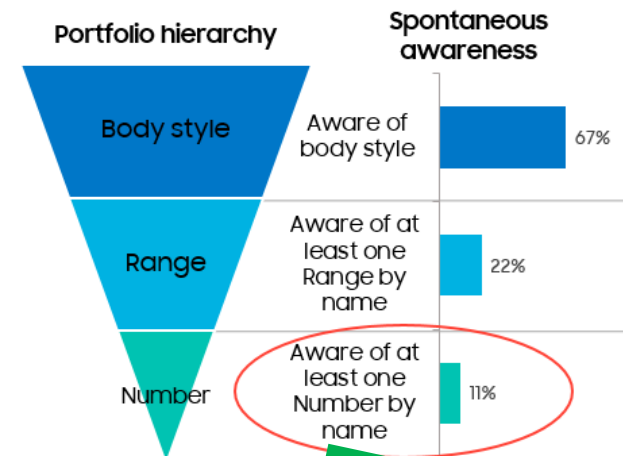
9 in 10 consumers know nothing!

89%

of consumers **couldn't spontaneously name** a specific Audi car

"I don't know the names... I only know the newest ones like the sports one.."
France

Familiarity is based on car appearance



9 in 10 consumers cannot name a specific Audi model

Cannot spontaneously name any specific Audi model

89%

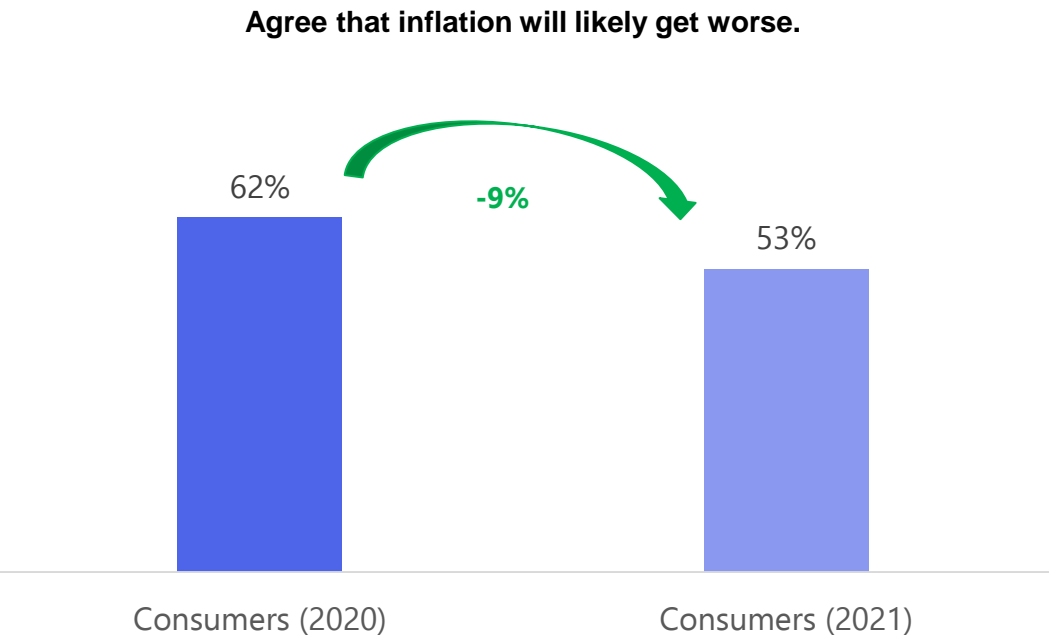


Those who could were aware of the range too

Get off the fence

Most people are still worried about inflation, but are less worried than last year.

Perceived Inflation Worries

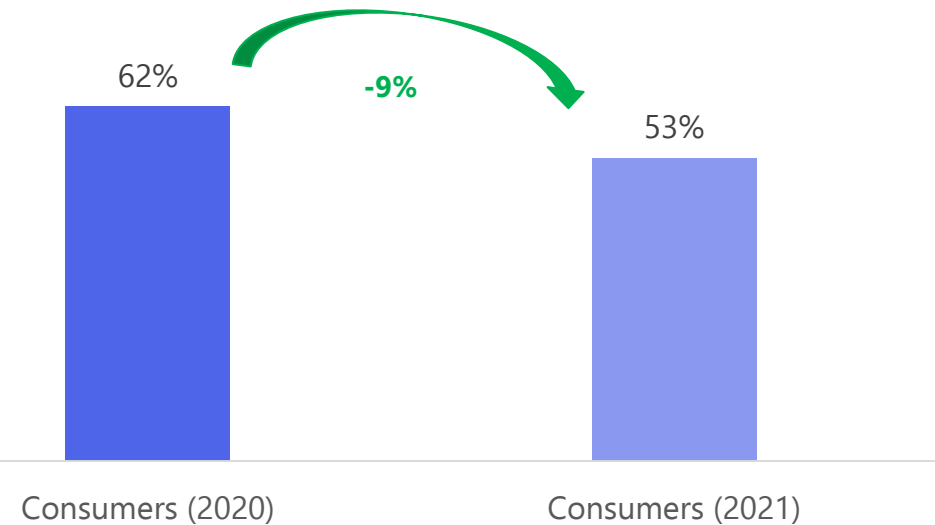


The majority of consumers are still worried about inflation. We need to work on increasing their confidence.

Perceived Inflation Worries

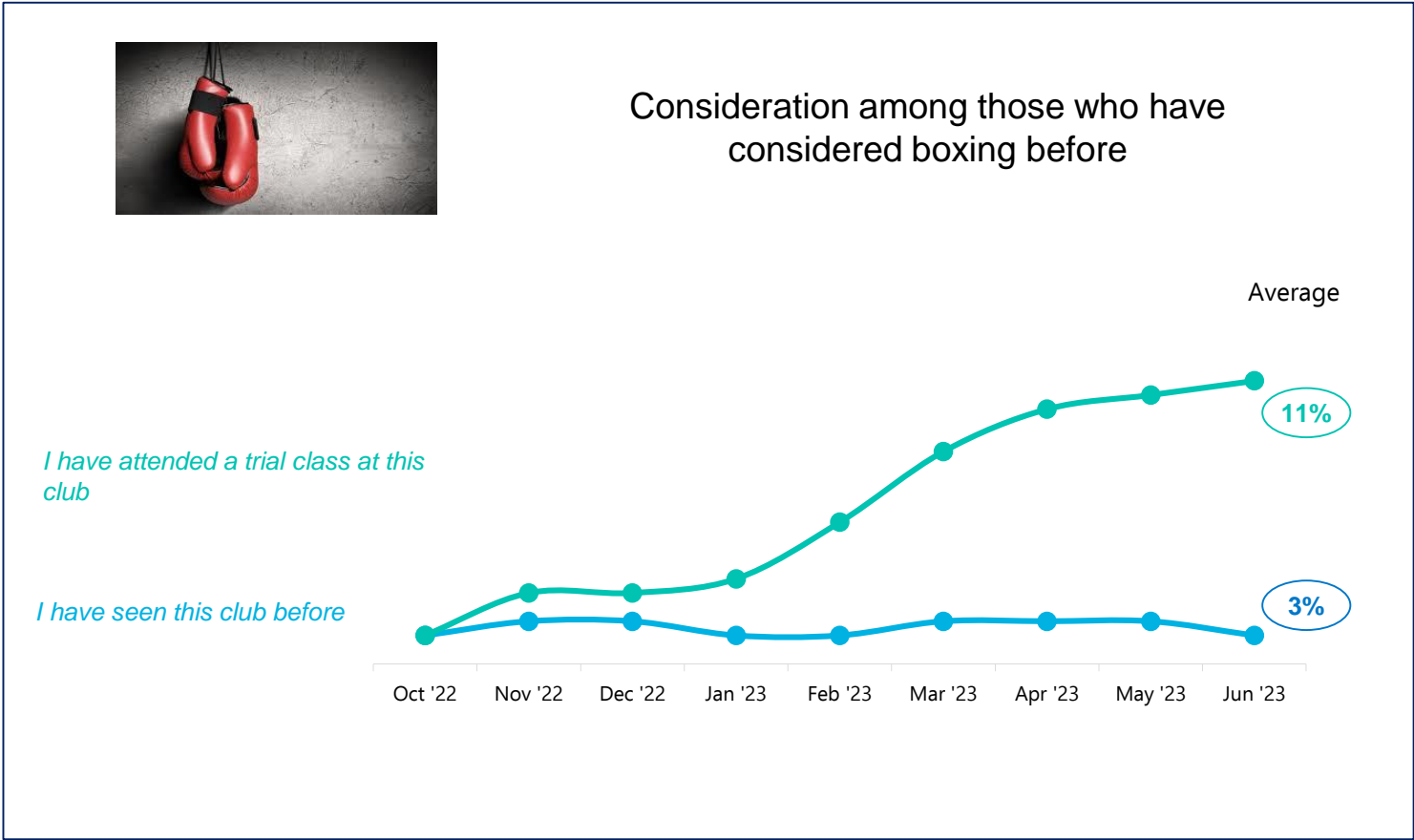


Agree that inflation will likely get worse.



Active implications

Consideration is 8pt higher among participants who have tried a trial session of boxing. 40% had never tried boxing before.



‘Seeing’ Vs. “Trying”



Is there a way to introduce more trial sessions at the boxing club to increase consideration amongst customers?

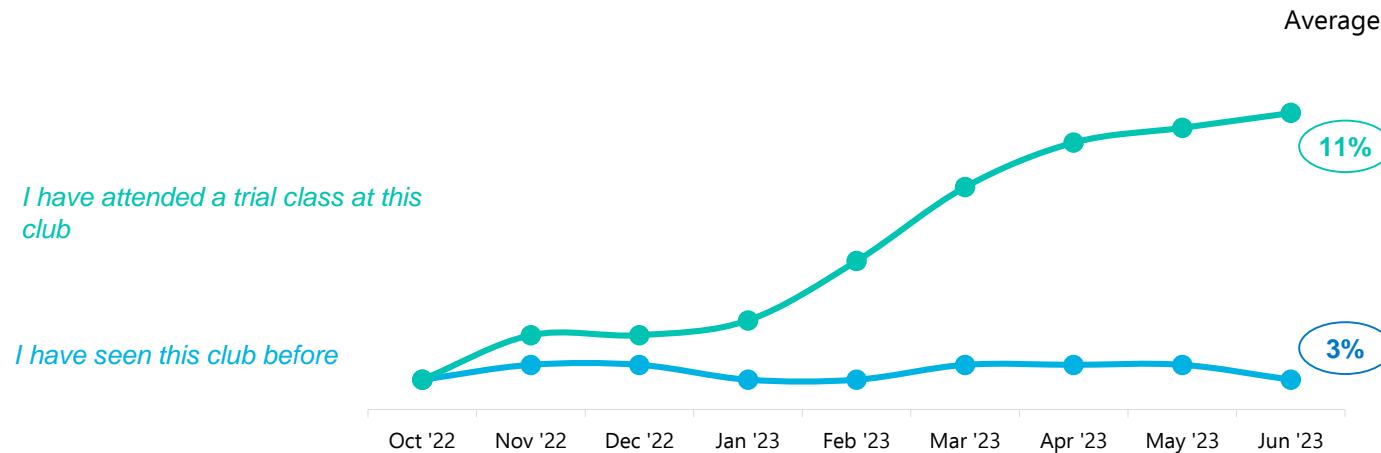
E.g., 2-3 daily trial classes every 2 days

“Ever wondered what it’s like to really be in the ring?”

We should implement daily trial classes. Those who attended a boxing trial class are nearly 4x more likely to consider a membership at the club.



Consideration among those who have considered boxing before



‘Seeing’

Vs. “Trying”



Is there a way to introduce more trial sessions at the boxing club to increase consideration amongst customers?

E.g., 2-3 daily trial classes every 2 days

“Ever wondered what it’s like to really be in the ring?”

What tools do we use to help us?

The Canva logo is written in a stylized, cursive font. The word "Canva" is in a light blue color, with the "a" transitioning into a purple color.The D-iD logo features the text "D-iD" in a bold, white, sans-serif font. To the right of the text is a stylized orange bracket shape with three small dots above it.

D-iD
Presenters

The Samsung Gauss logo consists of the word "Samsung" in a white, sans-serif font, positioned above the word "Gauss" in a larger, bold, white, sans-serif font.The logo for The noun Project features three white geometric shapes: a circle, a cross, and a square, arranged horizontally.

The noun
Project



Flaticon



mailchimp



Power User

The Unsplash logo features a white icon of a camera shutter or a similar geometric shape above the word "Unsplash" in a white, sans-serif font.

Unsplash



INTUIT
mailchimp



Get More: World of Samsung. Meet the release and bring 17 features

It's a great idea to have a good idea of what you want to do and how to do it. It's a good idea to have a good idea of what you want to do and how to do it. It's a good idea to have a good idea of what you want to do and how to do it.

There's a lot of things you can do with your phone. You can use it to take pictures, make calls, send text messages, and more. You can also use it to browse the internet, watch videos, and play games.

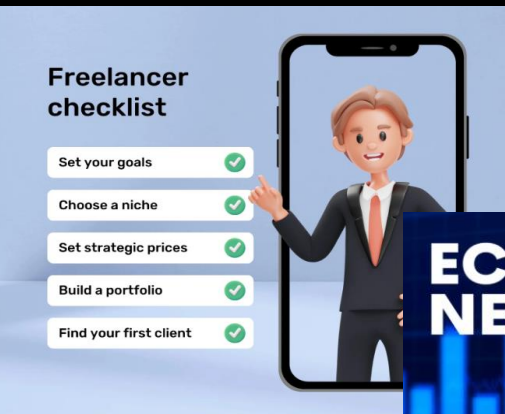


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Canva



Canva x D-ID





*Made with AI



Country comparison 2



LOREM IPSUM

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LOREM IPSUM

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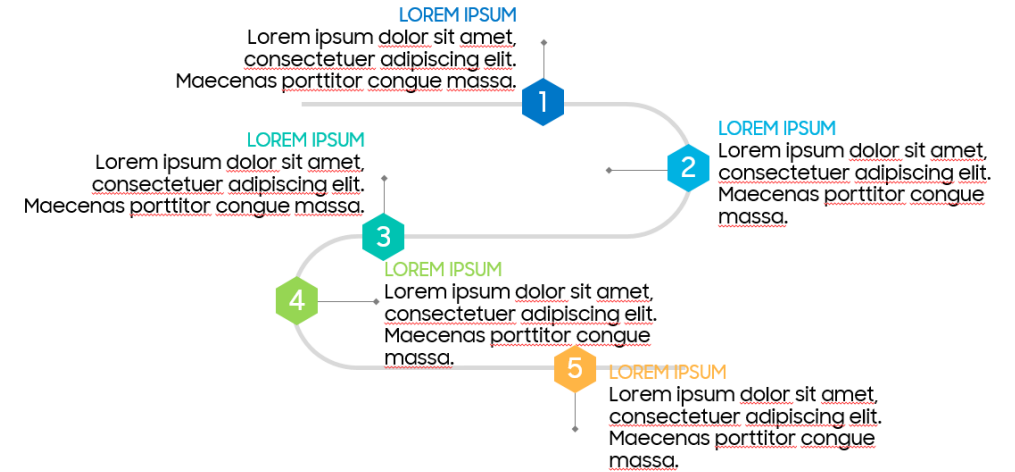


LOREM IPSUM

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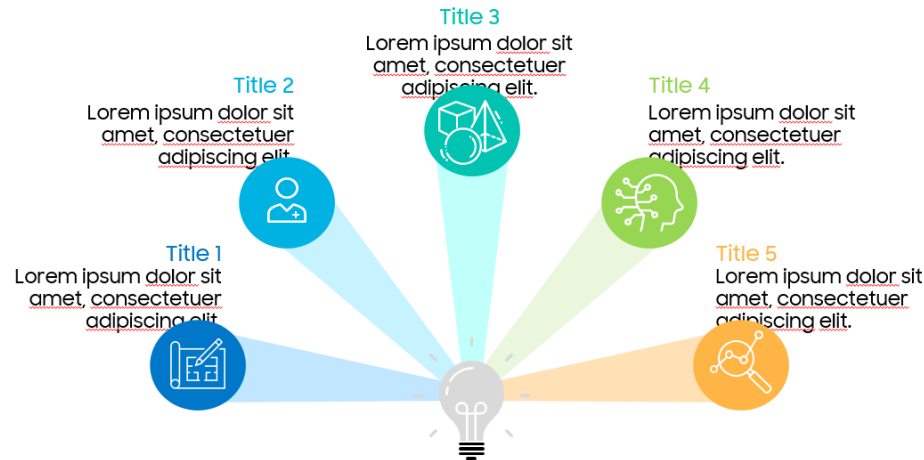
Proprietary and confidential 52

Customer journey 05



Proprietary and confidential 52

Circles 17



Proprietary and confidential 52

Doughnut with icons 4



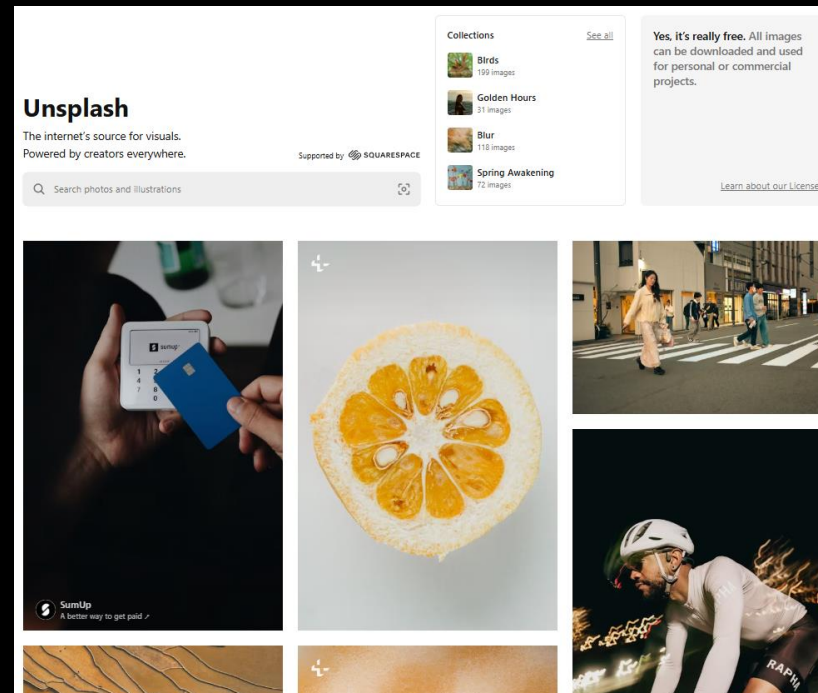
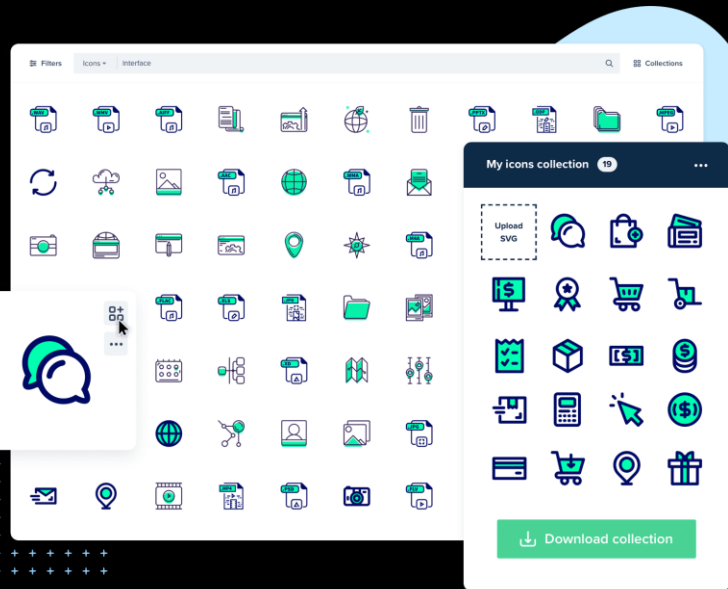
Proprietary and confidential 52



FlatIcon



The noun Project



Key Takeaways

Thank you!

Any Questions?