

Samsung: Sparking the next generation of safe drivers in Australia

Natalie Skovron, Russ Mitchinson and Luke Atkinson

Source: Account Planning Group Australia, Silver, Creative Strategy Awards 2014

Downloaded from WARC



This case study explains how technology company Samsung repositioned its brand in Australia by focusing on local and emotional connections.

- Previously, Samsung was a liked, but not loved, brand in Australia with a lack of consistently locally relevant communications.
- This campaign focused on a societal problem: concerns over the number of young Australian drivers involved in car crashes were running high.
- Collaborating with local road safety groups, Samsung created S-Drive, with activity focusing on an app that used GPS to monitor driving, giving out points which could be used to redeem rewards for safe driving behaviour.

Natalie Skovron, Russ Mitchinson and Luke Atkinson
Leo Burnett Sydney

Synopsis

What you are about to read is a journey of a consumer electronics brand that originated in Korea but desires to be truly relevant in Australia. A brand that often relied on its innovation and smart products to differentiate itself. Consequently, a brand that had not been acting in ways to truly bond with people.

This case study reveals how you can be both the cause and resolution to an alarming societal problem. That through planning, you can turn your weakness into your biggest strength... and even help save Australian lives in the process.



Now be honest...Samsung or Apple?

Samsung is a brand people like, but don't love in Australia¹. It's like that clever cousin that comes on over for dinner and you have a good chat about the latest technology for 15 minutes, but you just can't seem to really connect with him any deeper. You don't really know what he values, you don't feel that you need him as a close friend, and you feel that he's more focused on himself than trying to genuinely relate with you.

This portrays the hurdle we faced: creating local, emotional connection that showed where the heart of the Samsung brand lies, what it cares about, what it believes in, beyond just launching innovative technology with functional features and benefits.

A dreamy brand with ads, not acts

What we identified as clearly challenging was that Samsung had been a dreamy brand for many years. It had approached relationships with Australians in a passive way. It had grand goals for success and had always been a great talker – announcing consumer electronic discoveries, to rival the most innovative competitors. Yet what we recognised and had to be honest about, was that overall the brand lacked consistent locally relevant action. No action, therefore meant a low chance of developing authentic connections; never mind love.

Thus, how could we act in a way that could use our Samsung technology to connect with Australians on a more emotional level?

Going down a misleading global rabbit hole

We began in a predictable way that many would: we looked to what the brand had already done globally. Could we leverage an existing global idea and mold it for Australia? Or could we utilise charity partners we had relationships with to spark more of an emotional connection? Too worthy, I hear you say? But admittedly we were looking in the wrong direction; the easy place multi-national brands can often look to. Instead, we needed to look inside Australia, not out.

Uncovering a powerful cultural tension with clear room for Samsung to play a game-changing human role

A country woefully losing its youth

At the time of this challenge, we detected that there were rising concerns around P-plate drivers in Australia², with 1 in 3 under 25 crashing within their first year of driving, and worse still, 2 dying on our roads every week. From frequent news coverage to traditional Government scare and penalty campaigns this was falling on deaf ears.

On the surface, it seemed like a common social issue that had been addressed time and time again. But when looking deeper, not only were the statistics alarming, but more significantly mobile phones were becoming one of the key causes of distraction³ and even death amongst youth; a key product category Samsung was providing people with.



A brand losing out with the youth market

Samsung had also been struggling to capture the youth audience as it had not actively engaged this audience in a way that authentically connected with their passion points. But this younger generation would be a significant long-term growth opportunity for Samsung, as they move through life stages and income streams. This is because we knew from research that this audience is hungry for new technology and aspires to own the latest⁴.

Thus, in a country with one of the highest smartphone penetrations in the world⁵, from talking, texting or keeping up with social media, mobile phones are a key social connection point and is Samsung's strongest connection point to the young.

Being the cause and the relief led to the opportunity

We unlocked a crucial tension – that our technology can be a great enabler of people, but at the same time can contribute to damaging social issues. But what if our technology could play a meaningful role to change unsafe driving behavior instead of contribute to it?

Driving the creative forward

This was not your everyday brief. Armed with not only a potent and contextually relevant cultural tension, together with Samsung's guiding purpose of 'accelerating discoveries and possibilities', the process was also

largely inspired by multiple interviews with youth affected by road tragedies and personal stories⁶, and the invaluable consultation of the NSW Centre for Road Safety, the NSW Police Commissioner and Highway Patrol. These helped to lead the way. Hence, the rich and specific focus was on launching people not just products or sales; that Samsung together with Australians can help to create positive social change.

The creative solution

The creative teams honed in on how Samsung's technology and our phones' inbuilt features could change behavior. They re-thought the role of the medium itself and transformed one of the biggest distractions on the road, smartphones, into life-saving tools that rewarded young people for driving safely. Together with inspiration from the story of a young local, Jarrad Ingram whose life was changed forever by a road tragedy... S-Drive was born.



Based in behavioural economics and gamification research, we knew that it wasn't enough to simply make people put their phones away; instead smartphones had to actively play a part in making driving safer. At the heart of the program was an app that used GPS to monitor driving, giving out points which could be used to redeem rewards for safe driving behavior.

Impact on people and on the Samsung brand

S-Drive reframed driver education in a new way through an integrated campaign (pop-up stores, print, online, digital, social, radio, film) anchored in using incentives rather than penalties. From creating customised phone cradles with NFC technology to launch the app to safe driving mode in cars and partnering with major brands to provide incentives, to encouraging people to team-up in 'drive teams' to spread the word, motivate each other and earn team rewards, S-Drive:

- Demonstrated the positive and active human role the Samsung brand played in Australian society
- Positioned Samsung as a true market leader
- Connected and involved people about the breadth of our technology and experiential offering
- Most importantly, it helped to save lives and make Australian roads safer, launching a new generation of safe young drivers, with crashes in the S-Drive Newcastle region where the program was launched, going down by 25%.

The industry and client seemed to like it too. With awards from the Cannes Lions Festival (3 silver, 2 bronze, including a Mobile Lion), S-Drive was acknowledged as "a terrific piece of innovation using Samsung technology, which has a strong social purpose. It has been so well received that other Samsung offices globally are knocking down our door to roll it out in their local markets."⁷

What planning can learn?

It became evident along the S-Drive journey that:

- looking deeper into the role features of your products can play, beyond just a selling point, can make all the difference to the direction you drive down.
- building the local relevance of a global brand develops through genuine emotional connection with, and understanding of local people.
- acts, not just ads change behaviour.



Footnotes

¹ Samsung Australia, Brand Love research, 2013 & 2014.

² Young Driver Factbase, 2014; [Drive.com.au](http://www.drive.com.au), 2012.

³ [Accidentinjury.com.au](http://www.accidentinjury.com.au), 2013; [Drive.com.au](http://www.drive.com.au), 2014, Available at: <<http://www.drive.com.au/motor-news/phone-use-overtakes-not-wearing-seatbelts-as-cause-of-fatal-car-accidents-20140213-32n27.html>>. Findings from the Newcastle Herald, 2013, Were also a contributing factor in the selection of the S-Drive region.

⁴ YMC target audience, Samsung research and insights, 2013 & 2014.

⁵ [Mashable.com](http://mashable.com), The 15 Countries with the highest smartphone penetration, 2013. Available at: <http://mashable.com/2013/08/27/global-smartphone-penetration>.

⁶ Jarrad Ingram and his story played a key role in both inspiration and execution.

⁷ Arno Lenior, Samsung's Australia's Chief Marketing Officer.

© Copyright Account Planning Group Australia 2014

Account Planning Group Australia

Level 11, 89 York Street, Sydney NSW 2000, Australia

Tel: +61 2 8297 3800, Fax: +61 2 8297 3801

www.warc.com

All rights reserved including database rights. This electronic file is for the personal use of authorised users based at the subscribing company's office location. It may not be reproduced, posted on intranets, extranets or the internet, e-mailed, archived or shared electronically either within the purchaser's organisation or externally without express written permission from Warc.

WARC
AN ASCENTIAL COMPANY

