

PORTFOLIO: BRAND DEVELOPMENT



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Brand Vision

MedSam is Samsung’s new healthcare brand created to make medical care smarter, simpler and more connected.

The brand aims to improve how hospitals and patients use technology by offering

STP Analysis

- ❑ Segmentation: Hospitals and clinics needing digital medical equipment, and patients who require home monitoring devices.
- ❑ Targeting: Medical professionals who rely on accurate data and patients with chronic conditions who want convenient daily health tracking (Katsikeas et al., 2020).
- ❑ Positioning: MedSam is positioned as a trusted and modern healthcare partner that connects hospital care with home care through secure, continuous and clear health information.

Marketing Mix Strategy (4Ps)



Product: High-quality imaging systems, patient monitors and home health devices that are simple and accurate (Kingsnorth, 2025).



Price: Flexible options, with premium pricing for hospitals and affordable pricing for home users (Rosário and Raimundo, 2021).



Place: Distributed through hospital suppliers, Samsung healthcare teams and online platforms.



Promotion: Clear and simple messages, medical demonstrations and digital campaigns to build trust and awareness.

Value Proposition



MedSam delivers smarter, connected medical solutions that improve care, save time and make health management easier. It offers strong growth potential for investors in the expanding digital health market.

Reference

- Katsikeas, C., Leonidou, L. and Zeriti, A., 2020. Revisiting international marketing strategy in a digital era: Opportunities, challenges, and research directions. *International marketing review*, 37(3), pp.405-424.
- Kingsnorth, S., 2025. *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers.
- Rosário, A. and Raimundo, R., 2021. Consumer marketing strategy and E-commerce in the last decade: a literature review. *Journal of theoretical and applied electronic commerce research*, 16(7), pp.3003-3024.