



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



MBA LCBM7024

MARKETING MANAGEMENT

BRAND EXTENSION PORTFOLIO

SAMSUNG



COMPANY: SAMSUNG

PRODUCT: DRONE

PURPOSE: DELIVERY SERVICE

LECTURER:

DR JAYALAKSHMI GOPALKRISHNAN

WORD COUNT:

2501

SUBMITTED BY:

NAME: MEHEDI HASAN

STUDENT ID: 2427252





Table of Contents

1. Introduction.....	3
2. Brand Extension Concept	4
3. Segmentation, Targeting and Positioning (STP).....	6
3.1 Segmentation.....	6
3.2 Targeting	7
3.3 Positioning	7
3.3.1 Positioning Statement	7
3.3.2 Perceptual Map	8
3.3.2.1 Technology Adoption Lifecycle and Samsung AirDrop	9
4. Customer Persona	10
4.1 Customer Persona Reflection using Diffusion of Innovation Theory	11
5. Marketing Mix (7Ps).....	12
5.1 Product	12
5.1.1 Core Product Features of Samsung AirDrop	12
5.1.2 Augmented Product Benefits of Samsung AirDrop	12
5.2 Price	13
5.2.1 Samsung AirDrop – Value-Based Pricing Tiers	13
5.2.3 Samsung AirDrop – Bundled Pricing Options.....	13
5.3 Place.....	13
5.4 Promotion.....	13
5.4.1 Samsung AirDrop – Promotional Mix Channels	13
5.4.2 Samsung AirDrop – Promotional Messaging Themes.....	15
5.5 People.....	15



5.6 Process	16
5.7 Physical Evidence	16
6. Strategic Fit and Analysis	17
6.1 Adding PLC Strategy	17
7. Conclusion and Recommendations	17
8. References	19



1. Introduction

When well-known companies use brand extension strategies, they can give new products or services while still making money off of their current market image, their customers' trust, and how good they are thought to be (Rildwan Olaleye et al., 2025). Multinational companies often use this approach to lower the risk of introducing new goods and speed up the rate at which customers accept them. The attached paper has a detailed brand extension plan for Samsung. Samsung AirDrop is the name of the drone-based shipping service that will be used as part of this plan. Samsung is a global company with headquarters in South Korea. It is known for making innovative products in smart technology, home appliances, and consumer gadgets. The company can get into logistics and delivery options because it has a long-term view of how devices and services will work together.



Image 1: Samsung AirDrop (Source: Self Elaborated).

Customer profiling, segmentation, targeting, and placement (STP), as well as 7Ps-based marketing mix tactics are also analysed here. To make a complete plan, it uses ideas from many areas of marketing theory as well as examples from outside the classroom. The market for drone delivery is growing at an incredible rate. People want delivery services that come faster, which is fueling this growth. Fortune Business Insights expected that the market would grow to more than \$54.81 billion by 2030, which shows that it has a lot of potential (Jahani et al., 2024). Samsung



wants to strengthen its place as a leader in innovation with AirDrop. The company also wants to improve its customers' experiences and tap into a growing market that is linked to global trends in smart transport and sustainability.

2. Brand Extension Concept

When people use Samsung AirDrop, their packages will be delivered by self-driving drones. This is possible because Samsung is very good at AI, mobile technology, and the internet of things. The service will be made in a way that meets customers' ever-rising standards for speed, ease of use, and environmental kindness.



Image 2: Samsung AirDrop (Source: Self Elaborated).

In every part of the world, Samsung already has a large amount of brand value in the consumer goods industry. The smart environment that Samsung has created includes smartphones, mobile payment systems (Samsung Pay), and smart home devices (SmartThings). Adding a technology-based service like drone transportation makes sense and is the right thing to do. The growth of the brand will be helped by this combined infrastructure, which will give users a better experience throughout the whole process.

When the drone delivery service starts up, it will mostly focus on cities and suburbs, which have a lot of traffic, need faster delivery for the last mile, and have a lot of transportation problems



(Ricardo et al., 2024). Samsung AirDrop will mainly serve two types of customers, who are these:

- **Consumer:** People who buy expensive or important things like electronics, food, or medications and need fast, contactless delivery.
- **Businesses:** Small and medium-sized businesses, online shops, pharmacies, and electronics stores that want to offer their customers better delivery options are the ones that are interested in this possibility.

The robotic aerial vehicles (drones) will have electric motors that will power them and will be able to fly on their own. Besides that, they will have sensors that can find objects, sensors that can check the weather, and locks that can keep goods safe (Cohen et al., 2021). There will be many features available to users, such as the ability to set delivery windows, confirm arrival through biometric proof or personal identification numbers, and keep an eye on the drone at all times.



Image 3: Samsung AirDrop (Source: Self Elaborated).



Samsung can join a new market by providing a high-end delivery service, which is made possible by technology. It can also strengthen its place in the areas of AI, automation, and smart innovations that are good for the environment.

The name "Samsung AirDrop" was picked for business reasons because it includes both speed and wireless technology, which are two things that make Samsung what it is. For some reason, the name of the business also makes you think of technologically advanced aerial delivery. It is a strategic fit that creates chances for new areas like medical drones, industrial supply delivery, and smart city operations. This addition is also a strategic fit.

3. Segmentation, Targeting and Positioning (STP)

3.1 Segmentation

Samsung AirDrop will use four main ways to divide files into groups, which are as follows:

- **Demographic:** For people between the ages of 18 and 45 with middling to high incomes, this program is especially helpful for workers, students, and families in cities who know a lot about technology.
- **Geographic:** Urban and suburban areas in highly advanced countries like the UK, South Korea, Japan, and Germany are examples of places that fall into this group. There is a lot of digital connectivity and legal readiness in these places (Dolnicar et al., 2018).
- **Psychographic:** Customers who care a lot about doing things that are good for the earth. People who are looking for ways to make their daily tasks easier because their lives are too busy.
- **Behavioral:** People who regularly buy things online, people who are quick to accept new technologies, and people who use smart delivery or mobility services like Uber Eats, Amazon Prime, or Starship Robots.



3.2 Targeting

Samsung wants to use a variety of marketing strategies. These will include sending personalized messages and offering packages of services to different groups.

- **Primary Segment:** People from the Millennial and Gen Z groups who are professionals and lives in cities make up the main population. Smart tools and web shopping are common activities for these people. These people are on the cutting edge of technology and are looking for service options that save time, don't require touch, and are controlled by apps.
- **Secondary Segment:** People who care about the earth and want to have less of an impact on it make up the secondary market industry. As drones produce less pollution and are powered by electricity, it's possible that these customers would choose drone delivery over the more common van-based transportation methods.

Samsung will also explore B2B opportunities, targeting:

- Local pharmacies offering emergency delivery.
- Consumer electronics retailers (including Samsung's own stores) wanting rapid fulfillment.
- E-commerce startups seeking competitive differentiation.

3.3 Positioning

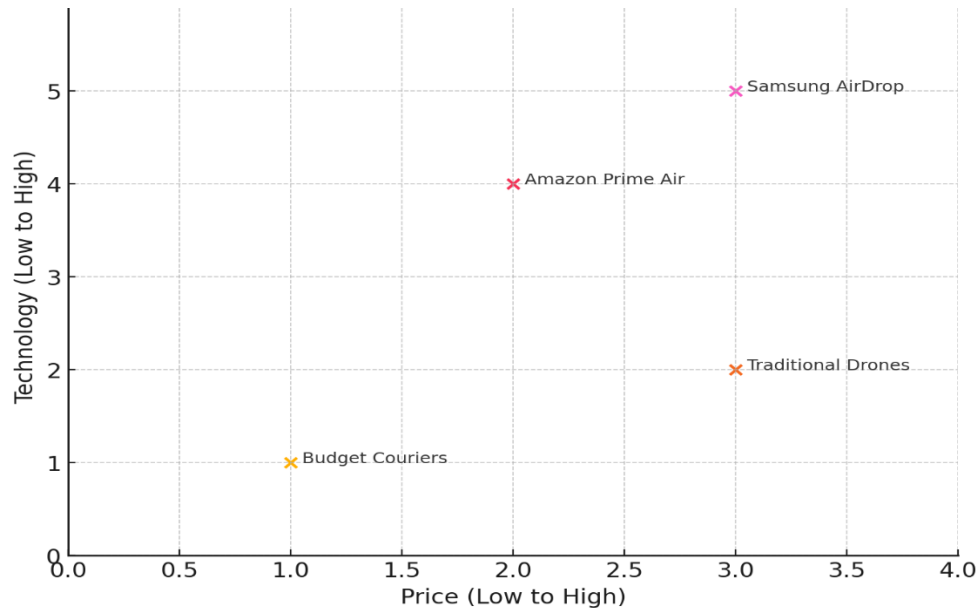
Samsung AirDrop represents itself to customers as a high-end, quick, and eco-friendly option to traditional delivery methods, based on Samsung's advanced technology.

3.3.1 Positioning Statement

“A faster, smarter, and greener way to receive and send packages — seamlessly integrated with your Samsung ecosystem.”



3.3.2 Perceptual Map



Brand/Service	Price	Technology Level	Explanation
Budget Couriers	Low	Low	Basic traditional couriers; no automation or drone use. Focus on affordability over tech.
Traditional Drones	High	Low–Medium	Legacy drone operators with limited automation and ecosystem integration.
Amazon Prime Air	Medium	High	Advanced drone tech in limited rollout; leverages AI but lacks broader integration.
Samsung AirDrop	High	Very High	Positioned as premium and highly tech-integrated. Utilizes AI, SmartThings ecosystem, and mobile compatibility for a seamless user experience.

3.3.2.1 Technology Adoption Lifecycle and Samsung AirDrop

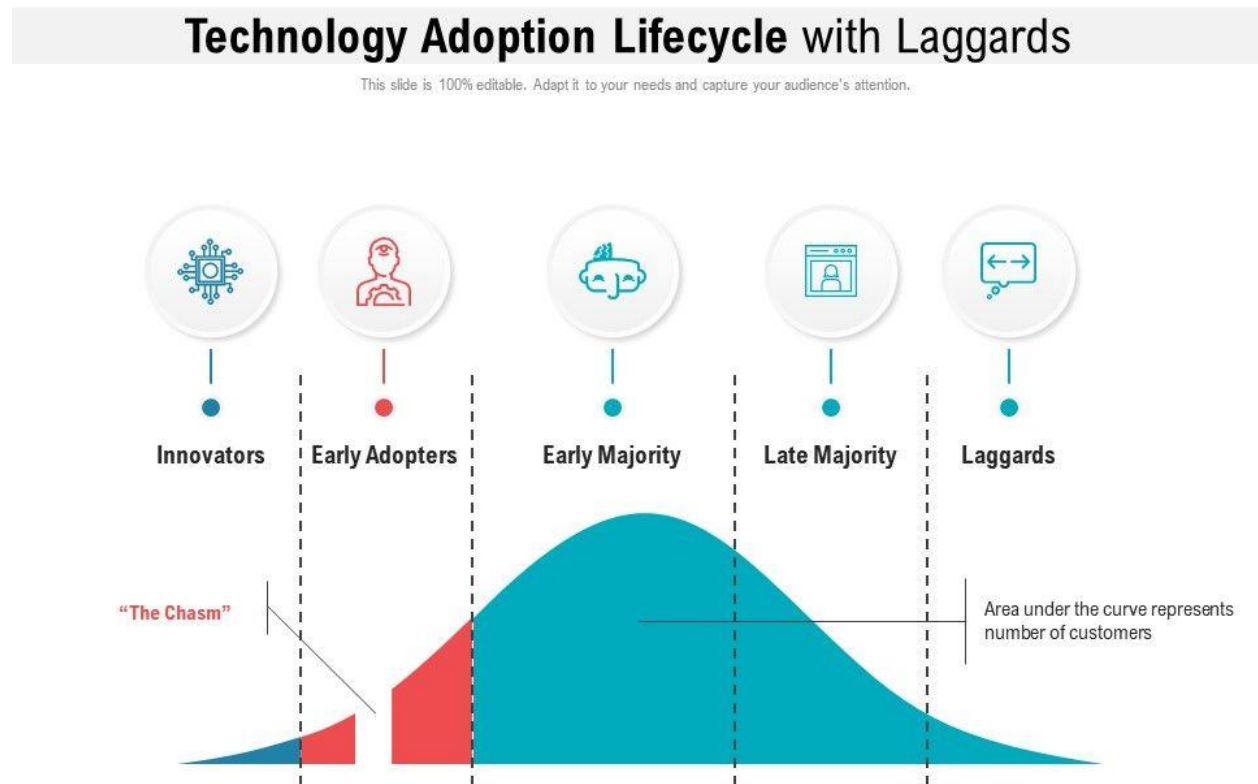


Image 4: Technology Adoption Lifecycle (Straub, 2017).

Model	Application
Technology Adoption Lifecycle and Samsung AirDrop	Technology Adoption Lifecycle, Samsung AirDrop is positioned between the “Early Adopters” and “Early Majority” stages. As drone-based deliveries are gaining acceptance but are not yet mainstream, Samsung’s AirDrop service is strategically timed. Early adopters like Ayesha Khan (the Customer Persona) are crucial, as they influence later segments by promoting tech-savvy and sustainable solutions. A graphical



	representation of the lifecycle shows that Samsung AirDrop aims to cross the "chasm" by leveraging its trusted brand and integrated smart ecosystem.
--	--

4. Customer Persona

Creating a customer persona humanizes the target market and ensures all marketing efforts remain customer-centric (Salminen et al., 2019). Below is a detailed profile:

Attribute	Profile Description
Name	Ayesha Khan
Age	29
Location	Central London
Occupation	Digital Marketing Manager
Income	£45,000 per year
Lifestyle	Urban, always connected, works remotely part-time
Education	Postgraduate
Values	Sustainability, innovation, efficiency
Pain Points	Delayed deliveries, missed slots, crowded stores
Goals	Reduce time spent on errands, use technology to simplify life
Shopping Habits	Orders frequently via mobile apps; prefers contactless delivery
Technology Use	Uses Samsung Galaxy Flip, Galaxy Watch, SmartThings hub at home

Ayesha is part of a group of people who really value integrated experiences. She helps companies that invest in technology that is good for the environment whenever they can because she cares about the environment.

4.1 Customer Persona Reflection using Diffusion of Innovation Theory

DIFFUSION OF INNOVATION MODEL

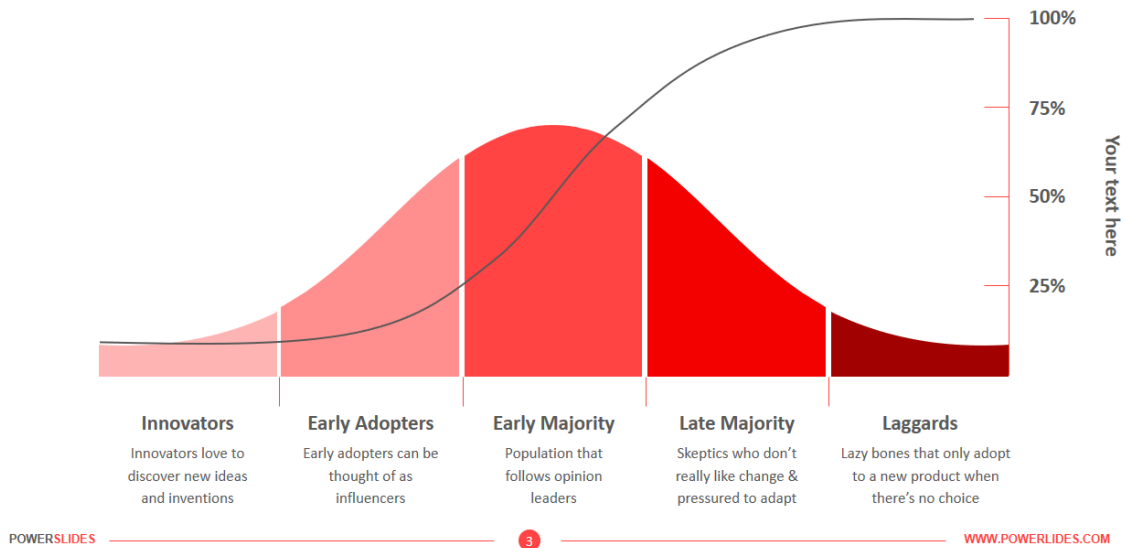


Image 5: Diffusion of Innovation Theory (Rogers, 2003).

Model	Application
Customer Persona Reflection using Diffusion of Innovation Theory	Ayesha Khan exemplifies the traits of an “early adopter”. Her comfort with integrating multiple smart devices and preference for sustainable solutions makes her highly receptive to novel offerings like Samsung AirDrop. Early adopters are pivotal because they actively spread awareness within their communities, thus reducing perceived risk for later consumers (Turner, 2007).



5. Marketing Mix (7Ps)

5.1 Product

5.1.1 Core Product Features of Samsung AirDrop

Feature Category	Details
Product Type	Drone-based delivery service
Drone Specifications	Small, electric-powered drones capable of carrying packages up to 5 kg
Delivery Range	Operational radius of 10–15 km
Navigation Technology	Autonomous navigation with AI-powered obstacle detection
Tracking Capability	Real-time GPS tracking for package location
Device Compatibility	Fully compatible with Samsung smart devices
Delivery Verification	Biometric recognition or QR code scanning at point of receipt

5.1.2 Augmented Product Benefits of Samsung AirDrop

Benefit Category	Details
Ecosystem Integration	Seamless integration with SmartThings and Samsung Pay
Security & Assurance	Optional insurance coverage for high-value items
Customer Support	24/7 support via AI chatbot and live human agents
Brand Synergy	Enhances Samsung's smart home product ecosystem



5.2 Price

5.2.1 Samsung AirDrop – Value-Based Pricing Tiers

Delivery Type	Delivery Timeframe	Price
Standard	3–4 hour delivery	£3.99
Premium	Under 1 hour	£6.99
Emergency	Immediate delivery (e.g., medications, first aid)	£9.99

5.2.3 Samsung AirDrop – Bundled Pricing Options

Bundle Type	Details
Free Trial	3-month free trial for Samsung Galaxy owners
Samsung One Subscription	£19.99/month for unlimited standard deliveries
Pricing Strategy Note	Balances affordability with premium value perception
Market Position Advantage	Offers early-mover advantage over competitors like Amazon Air (in pilot phase)

5.3 Place

The service will launch in metropolitan areas like London, Seoul, and Berlin. Samsung's existing retail stores and authorized partners will serve as:

- **Drone Hubs** for take-off and landing.
- **Pick-up Points** for undelivered items.

5.4 Promotion

5.4.1 Samsung AirDrop – Promotional Mix Channels

Promotion Channel	Target Segment	Objective	Key Message Theme	Format/Medium	Expected Impact
-------------------	----------------	-----------	-------------------	---------------	-----------------



TikTok Influencers & Reels	Gen Z and Millennials.	Build awareness and emotional engagement.	“Delivery just got smarter.”	Short-form branded videos via influencers demonstrating drone deliveries.	Viral reach, engagement, and user-generated content potential.
Google Display & YouTube Ads	Urban professionals, existing Samsung users.	Inform and drive app downloads.	“Faster, smarter, greener.”	Display banners and skippable video ads linked to Samsung ecosystem.	High conversion intent; measurable click-through and install rates.
Tech and Sustainability Events (e.g. CES, Eco Fairs)	Early adopters, green consumers, businesses.	Showcase innovation and environmental value.	“Zero emissions. Full power.”	Live drone demos, booths, VR walkthroughs.	High perceived credibility and press coverage potential (Patro et al., 2024).
In-app Push Notifications (Samsung Galaxy App, SmartThings)	Existing Samsung customers.	Drive first-time use, offer incentives.	“Experience the future of delivery – on us.”	Personalized notifications with trial links.	High retention and trial activation from engaged users.
Referral	Price-	Increase	“Share	App-based	Cost-



Campaign (“Invite & Earn”)	conscious users, frequent e-commerce buyers.	adoption via network effect.	speed. Earn rewards.”	referral tracking with credits or free deliveries.	effective acquisition and peer endorsement .
LinkedIn Ads & Webinars	B2B clients – e-commerce, pharmacies.	Generate qualified leads.	“Rethink your logistics strategy.”	Sponsored content, video demos, and thought leadership webinars.	Lead generation with direct business conversion potential.

5.4.2 Samsung AirDrop – Promotional Messaging Themes

Theme	Key Message
• Speed	“What you want. When you want it.”
• Smart Tech	“Delivery just got smarter.”
• Eco-Friendly	“Zero emissions. Full power.”

5.5 People

Employees and partners are critical to service delivery:

Role / Team	Function / Contribution
Drone Pilots & Technicians	Operate and maintain drone fleets during the initial rollout phase.



AI Support Specialists	Manage automated systems, troubleshoot drone AI functions.
Customer Service Teams	Provide user support via chatbot and live agents.
Delivery Consultants (B2B)	Liaise with business partners using Samsung AirDrop for logistics needs.
Training Focus for All Staff	Regulatory compliance, AI system operations, and sustainability practices.

5.6 Process

Customer experience will be seamless:

Step	Action
1	Order is placed via the Samsung AirDrop app or using the Bixby voice assistant.
2	Payment is completed through Samsung Pay or authorized partner platforms.
3	AI system schedules the drone launch and optimizes delivery routing.
4	Customer tracks the delivery in real-time using the app.
5	Package is received and verified using a secure code or facial recognition.
Core Experience Principle: Simplicity and transparency define the process	

5.7 Physical Evidence

Touchpoint	Description
Drone Design	Sleek and modern appearance, branded with Samsung logo and eco-conscious messaging.
Packaging	Recyclable, minimalist design with secure anti-tamper seals..
Digital Interfaces	Clean, user-friendly UI consistent with Samsung’s visual identity and app standards (Nguyen et al., 2025).
Branding Outcome	All physical and digital elements reinforce Samsung’s image as premium and innovative.



6. Strategic Fit and Analysis

The goal of this project is to "shape the future with transformative ideas and technologies" and Samsung AirDrop fits right in with this goal. By adding this addition, the value that is given to customers goes up, uniqueness is encouraged, and steps are taken toward achieving sustainable goals. This is a smart move for the SmartThings platform because it fits with Samsung's ecosystem plan to turn drones into smart products (Bungaran, 2024). Amazon and new companies are rivals, but Samsung is very different from the others in the industry because of its integration edge, brand loyalty, and store infrastructure.

6.1 Adding PLC Strategy

Product Life Cycle (PLC) Strategy for Samsung AirDrop

Samsung AirDrop is currently in the Introduction stage of the Product Life Cycle (PLC). At this phase, the primary objectives are to generate awareness, encourage early trials, and build trust around the drone delivery concept. Heavy promotional activities, strategic partnerships with pharmacies and tech retailers, and introductory offers will be critical. A simple PLC curve can be used to illustrate the service moving from Introduction to Growth, emphasizing investment in education and regulation compliance (Golder and Tellis, 2004).

7. Conclusion and Recommendations

Samsung has a big chance to get into the drone delivery business with the brand growth called Samsung AirDrop, which is currently being thought about. Companies like Samsung are able to make shipping faster, smarter, and better for the environment than the old ways of doing things because they use their technical ecosystem and customers trust Samsung.

Here are some very important suggestions:

- For the goal of getting feedback, pilot projects should be started in cities with lots of people.



- It's important to get people who already use Samsung devices to use the tools that come with connectivity.
- Work with local companies to get things done, like pharmacies, shops, and other local places of business.



8. References

- Bungaran, H. (2024). Strategy Studies Tiered Value Chain By Samsung In The Era of Global Competition. *Deleted Journal*, [online] 3(2), pp.19–27. doi:<https://doi.org/10.32734/jba.v3i2.17789>.
- Cohen, A.P., Shaheen, S.A. and Farrar, E.M. (2021). Urban Air Mobility: History, Ecosystem, Market Potential, and Challenges. *IEEE Transactions on Intelligent Transportation Systems*, 22(9), pp.6074–6087. doi:<https://doi.org/10.1109/tits.2021.3082767>.
- Dolnicar, S., Grün, B. and Leisch, F. (2018). What is Market Segmentation? In: *Market Segmentation Analysis: Understanding It, Doing It, and Making It Useful*. Singapore: Springer, pp.1–14. doi:https://doi.org/10.1007/978-981-10-8818-6_1.
- Golder, P.N. and Tellis, G.J. (2004). Growing, Growing, Gone: Cascades, Diffusion, and Turning Points in the Product Life Cycle. *Marketing Science*, 23(2), pp.207–218. doi:<https://doi.org/10.1287/mksc.1040.0057>.
- Jahani, H., Khosravi, Y., Kargar, B., Ong, K.-L. and Arisian, S. (2024). Exploring the role of drones and UAVs in logistics and supply chain management: a novel text-based literature review. *International journal of production research*, pp.1–25. doi:<https://doi.org/10.1080/00207543.2024.2373425>.
- Nguyen, K.M., Thi, L., Ngo, T.T., Thi, T., Dinh, P., Pham, H. and Nguyen, N.T. (2025). The Impact of 7Ps Green Marketing Mix on Customer Commitment and Willingness to Pay a Premium Price: Evidence from Vietnam. *Journal of Promotion Management*, pp.1–42. doi:<https://doi.org/10.1080/10496491.2025.2484712>.
- Patro, R.K., Chandra, S. and Patro, J.P. (2024). Drone Integration in Last-Mile Delivery Operations. *International Journal of Supply Chain and Logistics*, 8(2), pp.109–122. doi:<https://doi.org/10.47941/ijscsl.2286>.



Rafiq, M. and Ahmed, P.K. (1995). Using the 7Ps as a Generic Marketing Mix. *Marketing Intelligence & Planning*, 13(9), pp.4–15.

Ricardo Costa Climent, Haftor, D.M. and Staniewski, M.W. (2024). AI-enabled business models for competitive advantage. *Journal of Innovation & Knowledge*, 9(3), pp.100532–100532. doi:<https://doi.org/10.1016/j.jik.2024.100532>.

Rildwan Olaleye, B., Joseph Sekhampu, T., Nembo Lekunze, J. and Khumalo, N. (2025). Brand extension strategies and customer loyalty: Empirical evidence from fast-moving consumer goods companies. *Innovative Marketing*, 21(1), pp.270–280. doi:[https://doi.org/10.21511/im.21\(1\).2025.22](https://doi.org/10.21511/im.21(1).2025.22).

Salminen, J., Santos, J.M., Jung, S.-G., Eslami, M. and Jansen, B.J. (2019). Persona Transparency: Analyzing the Impact of Explanations on Perceptions of Data-Driven Personas. *International Journal of Human–Computer Interaction*, [online] 36(8), pp.788–800. doi:<https://doi.org/10.1080/10447318.2019.1688946>.

Straub, E.T. (2017). Understanding Technology Adoption: Theory and Future Directions for Informal Learning. *Review of Educational Research*, 79(2), pp.625–649. doi:<https://doi.org/10.3102/0034654308325896>.

Turner, R.J. (2007). Diffusion of Innovations. *Journal of Minimally Invasive Gynecology*, [online] 14(6), p.776. doi:<https://doi.org/10.1016/j.jmig.2007.07.001>.