

Prifysgol Cymru

Y Drindod Dewi Sant

University of Wales

Trinity Saint David

Student Name: Asma Begum

Student ID: 2503534

Module Code : LCMB7024

Lecturer's Name: Dr Laila Maazouz

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Samsung Smart Bag Spooky – Brand Development Portfolio

INTRODUCTION

Smart Bag Spooky is a new lifestyle technology brand created to meet the growing consumer demand for mobility, digital connectivity and personal security. Modern work trends favor hybrid systems and remote travel is becoming more frequent, so individuals rely heavily on multiple digital devices every day (Kotler et al., 2022). These behavioral changes require accessories that not only provide effective storage but also provide powerful support for productivity and security. Smart Bags meet this demand by integrating advanced features such as automatic device charging, GPS tracking, smart organization capabilities and app-based security alerts. By providing this premium, user-centric solution alongside technological innovation, the brand aims to deliver a product that is fully compatible with contemporary lifestyle trends and improves the efficiency of everyday digital interactions (Armstrong & Kotler, 2023).

ELEMENT 1: STDP ANALYSIS

Samsung is a globally recognized leader in electronics technology, renowned for its smartphones, wearables, smart home devices, and digital accessories (Kotler & Keller, 2022). Due to the growing trend of mobile lifestyles, today's consumers are increasingly looking for intelligent products that combine mobility, security, and seamless connectivity for everyday use. This shift presents an ideal opportunity for Samsung to expand its reach into lifestyle accessories, with the introduction of the Samsung Smart Bag 'Spooky', a product specifically designed to integrate technology into everyday commutes and travel. To successfully understand and access its potential customer base, Samsung needs to use the STDP model – segmentation, targeting, differentiation, and positioning – a key strategic marketing tool that facilitates customer-centric decision-making (Dibb & Simkin, 2020).

1.1: Segmentation

Market segmentation requires dividing the overall market into smaller customer groups identified by comparable needs, behaviors, or characteristics (Kotler et al., 2021). For Samsung Spooky, this segmentation relies on demographic, psychographic, behavioral, and geographic variables, which enable Samsung to gain insights into different consumer needs.

Demographic segmentation

Demographic factors, including age, occupation, and income, are of significant relevance to this product. The smart bag is primarily appealing to three groups: students aged 15 to 25, young professionals aged 25 to 40, and frequent travelers. These consumers typically use multiple electronic devices and require features such as mobile charging capabilities, secure storage

solutions, and ease of movement. Furthermore, high-income professionals may appreciate premium integrations such as wireless charging and smart-lock security (Kotler et al., 2021).

Psychographic segmentation

The Samsung Spooky is designed for tech-savvy consumers whose lifestyles, personalities, and values prioritize convenience, seamless digital integration, and modern design. These users appreciate innovation, high-level organization, and a "smart living" concept—all of which are strongly reinforced by Samsung's integrated ecosystem of connected devices (Lee & Trimi, 2018).

Behavioural segmentation

Behavioral segmentation examines how customers use products, what benefits they want to receive, and their level of brand loyalty. Customers who travel frequently, commute regularly, or study away from home typically face issues such as reduced battery life, security vulnerabilities, and the difficulty of efficient storage. Samsung Spooky addresses these issues by offering features such as GPS tracking, smart-lock security, USB charging ports, and ample storage space. Furthermore, behavioral research indicates that many existing Samsung smartphone users prefer accessories that integrate seamlessly with the larger Galaxy ecosystem (Kotler et al., 2021).

Geographic segmentation

Geographic segmentation is a basic marketing strategy that divides markets based on location, recognizing that consumer needs and product usage often vary by region, city size, or climate. This approach is crucial for high-tech products like the Spooky smart bag because it ensures that the product is launched in areas where the necessary digital infrastructure and consumer readiness for smart accessories are already well-established. The highest demand for smart lifestyle accessories is found in urban centers, technology-centric cities, and countries with high rates of smartphone adoption. Markets such as South Korea, the UK, the US, and the UAE provide favorable conditions for product launches due to their strong consumer purchasing power and well-established digital lifestyles (Euromonitor, 2023).

1.2 : Targeting

The smart bag is positioned to serve three primary target market segments, each segment distinguished by specific lifestyle needs and expectations regarding technologically advanced accessories. The most important segment includes urban professionals aged 25-40, whose fast-paced careers and constant reliance on digital devices require features that support productivity and mobility (e.g., continuous mobile charging, advanced security alerts, and smart organizational compartments) (Kotler et al., 2021). The second group includes students and young adults aged 18-24, who are receptive to innovative lifestyle products because they actively seek accessories that combine style, functionality, and modern technology (Jobber & Ellis-Chadwick, 2021). Finally, the third segment includes travelers and digital nomads, who prioritize features that enhance safety and efficiency during long trips, such as GPS tracking, anti-theft alerts, durable materials, and overall convenience (Statista, 2025). Collectively, urban professionals and frequent travelers are identified

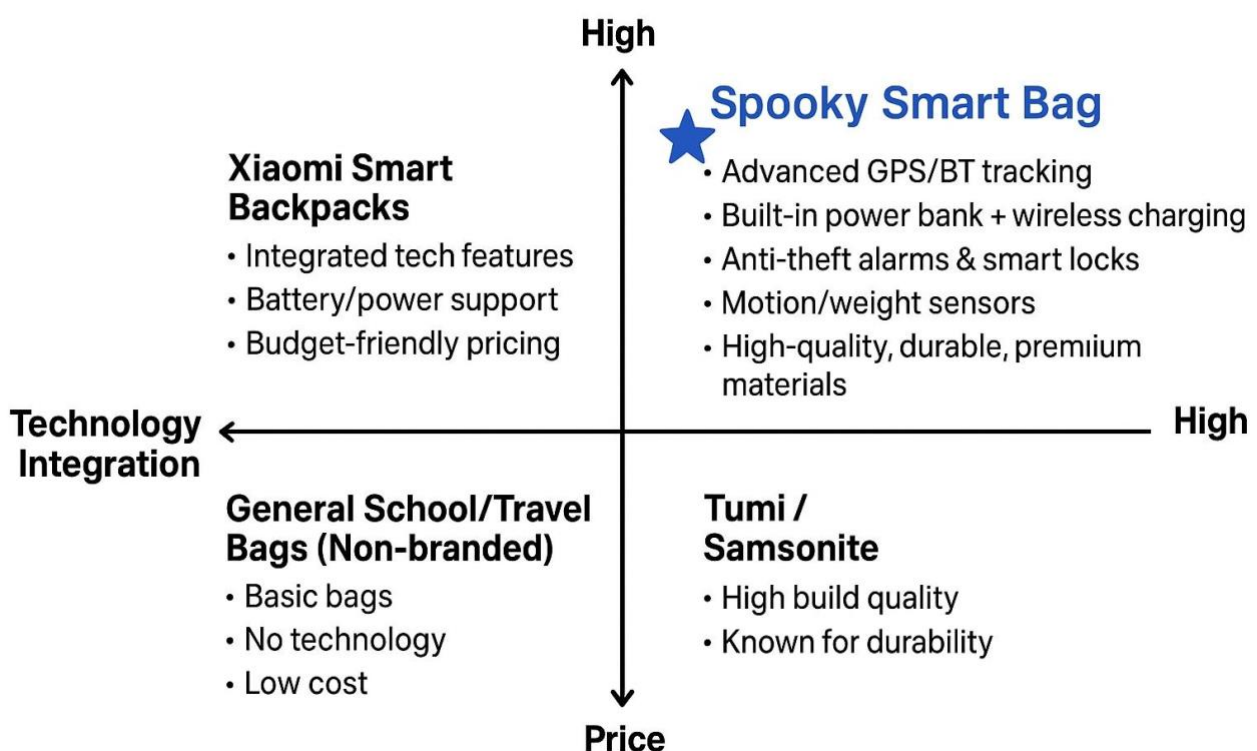
as key target audiences due to their high disposable income, intense demand for mobile technology, and established preference for smart solutions (Grant, 2021).

1.3 : Differentiation

The Smart Bag Spooky achieves strong differentiation by combining advanced functional design with technological innovation. Its seamless integration with the wider Samsung digital ecosystem enables real-time tracking, device charging, and connectivity, offering a unified user experience that is rare among smart bags (Kotler et al., 2021). A key distinguishing feature is its seamless integration with the broader Samsung digital ecosystem. This connectivity facilitates essential services such as real-time tracking, device charging capabilities, and continuous data exchange, providing a comprehensive and unified user experience rarely found in smart luggage (Kotler et al., 2021). The product strategically addresses the growing consumer demand for versatile and secure lifestyle tools (Statista, 2025) through a suite of intelligent features including precise GPS tracking, active anti-theft alerts, and optimized smart storage compartments.

Beyond technology, the bag prioritizes user confidence and comfort. The use of premium materials combined with an ergonomic design enhances both durability and wearability. Importantly, the implementation of Knox-grade security provides industry-leading data protection, which directly appeals to privacy-conscious consumers (Grant, 2021; Armstrong and Kotler, 2023). Finally, by offering sustainable material options, Smart Bag Spooky strengthens its market position by resonating with the values of ethical and environmentally conscious shoppers (Chaffey and Ellis-Chadwick, 2022).

1.4 : Positioning



ELEMENT 2: MARKETING MIX

2.1: Product Strategy (P1)

The Smart Bag Spooky is designed as a premium, technology-integrated backpack that enhances mobility, productivity, and personal security for modern users. Built as an extension of Samsung's innovative product ecosystem, the backpack features advanced smart features such as **automatic device charging, GPS tracking, anti-theft alerts, and intelligent storage compartments, which are accessible and controlled through the Samsung SmartThings app** (Kotler and Keller, 2022). This creates a seamless digital experience, allowing users to monitor battery status, track the bag's real-time location, and receive security notifications directly to their Samsung devices.

For its physical design, the backpack uses waterproof and lightweight materials, ensuring the durability and protection of valuable electronics while the user travels. Ergonomic shoulder straps and back padding are included to enhance comfort, meaning users can carry the bag for long periods of time without any strain (Grant, 2021). These features make the product suitable for commuting, business trips, university use, and digital nomad lifestyles.

A key element of the product strategy is sustainability. The Smart Bag Spooky incorporates recycled, eco-friendly fabrics, reflecting growing consumer expectations for environmentally responsible products and aligning with global sustainability trends (Chaffey & Ellis-Chadwick, 2022). This positions the backpack as socially conscious but also technologically advanced.

Additionally, the Smart Bag Spooky integrates Samsung Knox Security, a trusted data security platform that ensures that all digital interactions – including GPS data and device connections – are encrypted and secure (Armstrong & Kotler, 2023). The Smart Bag Spooky offers a unique, high-value product that strengthens Samsung's brand identity within the lifestyle and mobility segment through a combination of smart functionality, premium design, durability, and strong data security.

2.2: Price Strategy (P2)

For innovative features, high-quality materials and integration with the wider Samsung ecosystem, Samsung is adopting a premium pricing strategy for the Smart Bag Spooky. The pricing structure includes £300 for the standard model and £500 for the Pro model, which enables clear differentiation based on advanced functionality such as increased battery capacity, enhanced GPS accuracy and additional security features. This tiered approach enables Samsung to target both mid-range technology users and premium lifestyle consumers.

The premium pricing signals quality, reliability, and brand value, thereby aligning with Samsung's positioning as a leader in smart lifestyle products (Grant, 2021). Samsung reinforces its reputation for innovation and technology-driven design by pricing the Smart Bag Spooky above generic smart backpacks. The perception of exclusivity also strengthens the emotional and functional appeal for professionals, students, travellers, and digital nomads.

To increase market appeal and reduce price sensitivity, Samsung will introduce bundle discounts when customers purchase a backpack with a Samsung smartphone, tablet, or wearable. This strategy encourages ecosystem adoption, which improves customer lifetime value. Seasonal promotions,

trade-in events, and Samsung Rewards loyalty points provide flexible incentives without diminishing the brand's premium identity (Statista, 2025).

Overall, the pricing strategy balances profitability, competitive positioning, and customer engagement while simultaneously reinforcing Samsung's premium market reputation.

2.3: Place Strategy (P3)

To maximise reach and ensure accessibility for diverse consumer groups, which includes commuters, students, professionals, and frequent travellers, Samsung applies an integrated multichannel distribution strategy. The company strengthens market coverage and enhances customer convenience by combining online and offline channels (Chaffey & Ellis-Chadwick, 2022). This omnichannel approach also supports Samsung's brand visibility and aligns with shifting consumer purchasing behaviours toward hybrid shopping journeys (Kotler & Keller, 2022).

A central distribution point remains the Samsung Experience Stores, offering hands-on product demonstrations and personalised support. Customers can test features such as wireless charging, GPS tracking, and anti-theft notifications, which helps reduce purchase uncertainty while building brand trust (Grant, 2021). Physical stores also reinforce Samsung's premium brand identity using curated product displays and expert consultations (Kotler et al., 2021).

Samsung's online store provides detailed specifications, product comparisons, financing, and exclusive bundles, which cater to the needs of digitally-savvy consumers and helps it reach globally through consistent pricing and promotions (Jobber and Ellis-Chadwick, 2021).

Samsung further expands its reach through major e-commerce platforms like Amazon and eBay, which attract customers looking for fast delivery, verified reviews, and alternative pricing options (Statista, 2025). These platforms significantly increase visibility, especially among young, tech-savvy shoppers.

Samsung partners with well-known retailers including Currys and Best Buy to increase physical accessibility, which allowing customers to explore the Smart Bag Spooky alongside other Samsung devices. Such partnerships strengthen distribution efficiency and access to high-traffic retail environments (Chaffey & Ellis-Chadwick, 2022).

Airport pop-up stores are finally targeting frequent travelers and business users who prioritize mobility, charging convenience, and security. This location-based strategy supports emotional purchasing and is directly aligned with travel-related demand (Statista, 2025).

2.4: Promotion Strategy (P4)

The promotional strategy of Samsung for the Smart Bag Spooky integrates a mix of digital marketing, influencer partnerships, and experiential campaigns to effectively reach tech-savvy consumers and frequent travelers. This blended approach ensures high visibility across multiple touchpoints and aligns with modern communication trends that favor interactive and engaging content (Jobber & Ellis-Chadwick, 2021). Digital promotion is central, leveraging platforms such as TikTok, Instagram, YouTube, and LinkedIn to showcase the bag's smart capabilities. Short-form videos demonstrate

features such as automatic charging, GPS tracking, and anti-theft alerts, appealing particularly to younger audiences and mobile professionals (Kotler & Keller, 2022).

Influencer collaborations further strengthen promotional impact, as Samsung partners with technology reviewers, travel vloggers, and lifestyle content creators. These influencers provide authentic demonstrations and hands-on reviews, which increasing credibility and encouraging purchase consideration among their followers (Chaffey & Ellis-Chadwick, 2022). Targeted communication to individuals who prioritise mobility, convenience, and secure storage is also ensured by partnering with travel influencers.

Experiential marketing supports Smart Bag Spooky through live demonstrations in Samsung Experience stores, helping customers test features and increase perceived value (Grant, 2021). Airport pop-up stores target frequent travelers and digital nomads who rely on GPS tracking and security alerts for convenience and security (Statista, 2025).

Overall, Samsung's promotional strategy highlights the core value propositions of the Smart Bag Spooky - mobility, innovation and security. The campaign strengthens the brand's positioning and supports broad market engagement across digital, physical and travel-related environments through integrated communication channels (Kotler & Keller, 2022).

ELEMENT 3: MARKETING STRATEGY PITCH

SMART BAG SPOOKY

SAMSUNG

NEW BRAND DEVELOPMENT

Samsung will include spooky Smart Bags:

- Automatic device charging
- GPS tracking
- Smart storage management
- Security alerts via mobile app

(Kotler et al., 2022)



ALIGNING WITH CUSTOMER TRENDS

Smart Bag Spooky meets evolving consumer preference by :

- Growth of Mobile/ remote work (Statista,2025)
- Demand for smart lifestyle accessories (Kotler &Keller,2025)
- Growing interest in travel & digital mobility (Jobber & Eills-Chadwick,2021)
- Preference for secure, connected devices (Jobber & Eills-Chadwick,2021)



MARKET SEGMENTATION



Targeted segments:

1. Urban Professionals- Age 25-40, need portable tech solutions for commuting(Kotler et al.,2022)
2. Students & Young Adults- Age 18-24, value style and tech integration(Jobber & Ellis - Chadwick,2021).
3. Travelers & Digital Nomads - Require smart security and convenience features(Statista,2025)

MARKETING MIX

1. Product Strategy

- Premium materials + tech integration
- Customisable smart compartments
- App-based notifications & tracking

2. Promotion Strategy

- Social media campaigns (Instagram, TikTok, LinkedIn)
- Influencer partnerships
- Live demos in Samsung stores
(Jobber & Ellis-Chadwick,2021)



CONCLUSION

Smart Bag Spooky blends Samsung innovation with lifestyle mobility to deliver a high-tech, secure, stylish,travel - friendly smart bag designed for the modern smart life (Grant, 2021)

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ELEMENT 4: REFLECTION

Working on Smart Bag Spooky has furthered my understanding of brand development, market segmentation, and strategic marketing planning (Kotler and Keller, 2022). Using the STDP framework—segmentation, targeting, differentiation, and positioning—has helped me understand the importance of aligning brand strategy with consumer needs and behaviors. Analyzing segments such as professionals, students, and digital nomads has shown how lifestyles and priorities shape product design, communication, and positioning. It has highlighted that effective segmentation is a practical tool for creating targeted, meaningful brand strategies that engage with the intended audience.

The marketing mix exercise reinforced my practical understanding of how an integrated strategy integrates product, price, place, and promotion (Grant, 2021). Product design required careful consideration of functionality, aesthetics, and user experience, ensuring that features such as wireless charging, GPS tracking, and anti-theft alerts would meet real consumer needs. Pricing strategies were needed to reflect both the product's premium positioning and its perceived value, while universal strategies were considered in the distribution plan to maximize accessibility. Promotional strategies, including social media campaigns, influencer partnerships, live displays, and airport pop-ups, illustrated the need to create a consistent narrative across multiple touchpoints to engage a diverse, mobile, and tech-savvy audience (Jobber and Ellis-Chadwick, 2021). This process demonstrated how each element of the marketing mix interacted with and reinforced the others, creating a unified approach that drove brand success.

Creating visuals for the project, which included posters and presentation materials, improved my design and visual communication skills. I learned how to highlight key messages, balance text and images, and use visual hierarchy to capture the audience's attention. This experience proved that strong visual communication is not just about aesthetics – it is a vital tool for conveying complex ideas efficiently and attractively, especially in competitive markets where first impressions matter the most.

Reflecting on the project, I now understand how research, creativity, and strategy must be combined for a successful brand launch. From analyzing consumer trends and competitor offerings to designing innovative features and creating an integrated marketing campaign, each step reinforced the interconnected nature of strategic marketing. The project also inspired me to consider future improvements, such as incorporating sustainable analytics, leveraging data-driven decision-making, and applying advanced visual design techniques to improve both engagement and impact (Chaffey & Ellis-Chadwick, 2022).

Overall, creating the Smart Bag Spooky was a comprehensive learning experience that bridged theory and practice. It strengthened my ability to think strategically, communicate effectively, and apply creative problem solving in a marketing context. This project equipped me with practical skills and insights that I can take forward into future brand development initiatives, ensuring that I can design, plan, and implement innovative and consumer-centric marketing strategies.

CONCLUSION

The Spooky Smart Bag effectively addresses the mobility, security, and digital convenience needs of modern consumers. The brand extension demonstrates how Samsung can extend its robust technology ecosystem to smart lifestyle accessories (Kotler & Keller, 2022). STDP analysis confirms strong appeal among professionals, students, and frequent travelers looking for connected and reliable products (Jobber & Ellis-Chadwick, 2021). Through innovative features—auto-charging, GPS tracking, and smart storage—the product achieves clear differentiation in a rapidly growing market (Statista, 2025). Supported by a strategic marketing mix, the Spooky Smart Bag strengthens Samsung's competitive position and future innovation strategy (Grant, 2021).

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