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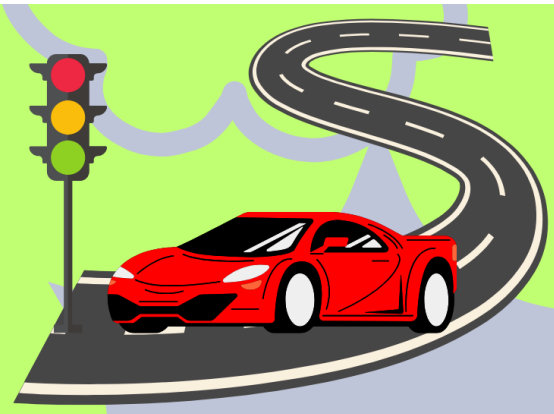
Lecturer's Name: Dr Laila Maazouz

Poster – Marketing Strategy Pitch

Term 1

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SAMSUNG SMART CAR



NEW BRAND DEVELOPMENT



Samsung smart car represents a new direction for samsung as the company expands its ecosystem into the mobility sector.

KEY FEATURES

- Complete Galaxy ecosystem connectivity.
- Smart things powered in-car interface.
- Advanced voice-activated contorls.
- Improved electric vehicle efficiency and rapid-charging support.

ALIGNMENT WITH CUSTOMER TRANDS

Samsung SmartCar responds directly to several major consumer and industry shifts .

- Growing interest in connected and intelligent vehicles.
- Rising confidence in autonomous and assisted driving features.
- Consumer demand for personalized in car experiences
- Higher expectations for sustainablity and clean mobility.



SEGMENTATION

Demograpic Segmentation

- Ages 20-55
- Tech-savvy professional frequent travellers
- Middle -to-high-income groups

Psychographic Segmentation

- Environmentally conscious individuals
- Consumers who value convenience and digital integration



MARKETING MIX



Product Strategy

- Galaxy AI assistant features
- Safe driving sensors (ADAS)
- Immersive Smart things screen and sound
- Customizable software updates

Promotion Strategy

- Digital campaigne highlighting connectivity
- Interactive test drive events in samsung experience stores
- Partnerships with ride-sharing tech company

CONCLUSION

Samsung Smartcar is positioned to become the next generation smart vehicle with Galaxy ecosystem infegration and AI advancement. The market segmentation plan, marketing push will drive the brand forward.



REFERENCES



- Samsung Electranics Annual Report (2024)
- Pu-C-Future of mobility Report (2023)
- McKinsey Automotive Consumer Survey(2023)