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Element 1: Brand Extension Poster Presentation



Marketing Strategy Pitch

Samsung SmartLife+

Smarter Homes. Lower Bills. Greener Future.



Positioning: Premium, AI-driven, sustainable smart living solution for UK households

INTRODUCTION

- Samsung SmartLife+ is a smart home brand extension focused on AI-driven energy efficiency
- Aims to reduce household costs while promoting sustainable living in the UK
- Responds to growing demand for smart and eco-friendly solutions

BRAND EXTENSION

- Samsung Electronics is a global leader in consumer electronics and digital innovation.
- Samsung SmartLife+ is a strategic brand extension into AI-driven smart home solutions.
- Integrates IoT-enabled devices into a unified ecosystem for seamless home automation.
- Enables real-time energy monitoring, control, and optimisation through a single mobile platform (Kotler et al., 2020; Hooley et al., 2020).

BRAND EXTENSION AND CURRENT TRENDS

- Rising energy costs and sustainability concerns influence consumer behaviour
- Growth in smart home adoption across UK households
- Increasing environmental awareness

Supporting Data:

- 82% of households actively try to save energy (GOV.UK, 2025)
- 96% are aware of energy-saving methods (GOV.UK, 2025).
- 68% of mid-age consumers are willing to adopt smart devices (GOV.UK, 2025).

Relevance:

- AI-based monitoring improves efficiency
- Automation reduces energy waste
- Real-time insights support sustainable decisions



BRAND EXTENSION AND SUSTAINABILITY



- Reduces household energy consumption through AI-driven monitoring and automation.
- "Smart Energy Score" provides efficiency tracking and personalised energy-saving recommendations.
- Aligns with United Nations SDG 7 (Affordable and Clean Energy) and SDG 12 (Responsible Consumption).
- Supports SDG 13 (Climate Action) by helping lower carbon emissions and promoting sustainable behaviour.



CONCLUSION





- Strengthens Samsung's position in smart and sustainable innovation
- Meets demand for efficiency, convenience, and eco-conscious living
- Creates competitive advantage in the smart home market

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Figure 1: Poster
(Self-developed)

Element 2: Segmentation, Targeting, Differentiation, and Positioning (STDP) Analysis for the brand extension

2.1 Market Segmentation

Market segmentation is a process that breaks down a large market into smaller segments with homogeneous needs and characteristics to better target and provide value (Hafez, 2023). In the case of Samsung SmartLife+, segmentation is necessary because the demand in the UK is growing towards energy and smart home solutions.

The UK is a very viable market geographically, as there is an increase in the cost of energy and a high level of environmental consciousness. It has been demonstrated that 82% of households in the UK actively attempt to conserve energy, and 96% are informed of energy-saving measures, which means that there is an open mindset to smart energy solutions (GOV.UK, 2025). The city and suburbs are especially appealing because of the improved digital connectivity and increased use of intelligent technologies.

The target demographic is people aged 30-55 years old, who have a middle to high income level, and are mostly homeowners. This demographic is financially empowered to invest in high-quality smart home systems and is more prone to focus on long-term savings and improvement of the property. Figure 2 below shows that the income range of people in their 40s in the UK is about 44,200 British pounds a year (Statista, 2025). It is also important to note that homeownership is more likely to embrace integrated and permanent technological solutions.

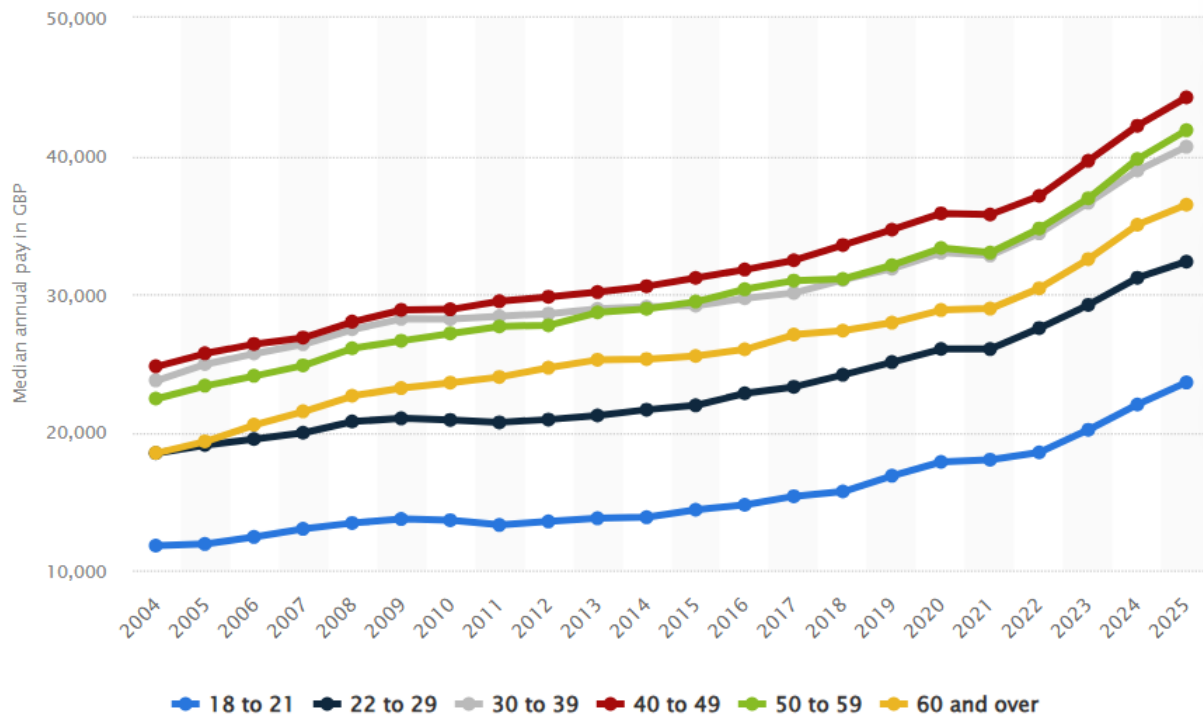


Figure 2: Income Range of Target Customer for the Product

(Source: Statista, 2025)

Psychographically, the segment is made of environmentally minded and technologically oriented consumers, who appreciate sustainability, innovation, and convenience. The reason behind these individuals is not only cost reduction but also making the environment better, which is consistent with the SmartLife+ value proposition.

The target consumers are behaviourally active in terms of engaging in energy-saving activities and accepting smart technologies. This can be justified by the fact that 68 percent of middle-aged consumers are ready to use smart devices (GOV.UK, 2025). Moreover, they have a value-seeking behaviour, and they have a preference and focus on efficiency and cost benefits in the long-run rather than the short-run costs.

2.2 Targeting Strategy

Market targeting is an assessment of the segmented groups and choosing the one that has the highest strategic value (Arnett, 2024). Samsung SmartLife+ uses a narrow targeting approach, whereby it targets a particular high-potential segment instead of targeting the whole market.

The key target market of this product is customers in the UK aged 30 to 55 who are environmentally conscious and technology enthusiasts. Such people tend to earn middle to high income, and it implies that they can spend more on smart home solutions. This market is also appealing as energy-efficient products are in high demand. One such way is by analysing the level of awareness within the society concerning the benefits of conserving energy. For instance, roughly 82% of UK residents have made efforts to reduce the amount of energy they consume. Additionally, as shown in Figure 3 below, about 96% of the people in the UK are aware of energy conservation strategies. The level of awareness will increase the probability of accepting Samsung SmartLife+.

In Summer 2025, almost all people (96%) said they had some awareness of the most effective ways to reduce energy use in the home, similar to Summer 2024 and Summer 2023 (Figure 5.2). The proportion saying they knew a lot or a fair amount increased from 54% in Summer 2024 to 60% in Summer 2025; with a similar rise in the proportion saying they knew a lot (from 12% to 15%).

Figure 5.2: Knowledge about most effective ways to reduce energy use in the home (based on all people), Summer 2023, Summer 2024, Summer 2025

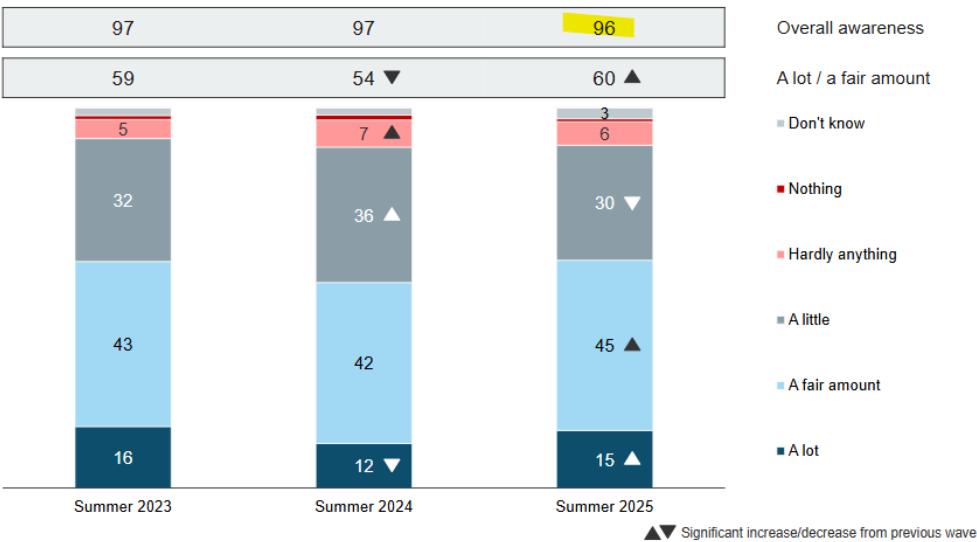


Figure 3: Energy Awareness in the UK People
(Source: GOV.UK, 2025)

A concentrated approach will allow Samsung to customize its product offering and marketing communications to this particular group, and thus make them more relevant and effective. This targeted marketing, as opposed to mass marketing, can more effectively engage with customers and assign resources to the areas where the value

proposition can be strengthened (Duarte, Till, and Hafeez, 2024). Moreover, the focus on a core segment contributes to the creation of a solid initial market position as compared to the fully differentiated approach.

Thus, this niche segment will increase the chances of adoption, boost customer relationships, and enhance the ROI, and it is a strategically suitable decision to implement in SmartLife+.

2.3 Differentiation Strategy

Differentiation is the process of providing differentiated value in a product that will be unique and differentiated over competitors in a manner that is significant to the customers (Sahi et al., 2022; Kotler et al., 2020). Samsung SmartLife+ will be differentiated by a balance between high technology and sustainable benefits. The product is functionally separated with AI-driven automation, real-time energy monitoring, and the Smart Energy Score, which is an individualised perspective on the best way to use energy. These characteristics allow users to actively control consumption and minimise waste and directly respond to the needs of consumers who are already in energy-saving behaviour (Marchi and Gaspari, 2023).

2.4 Positioning

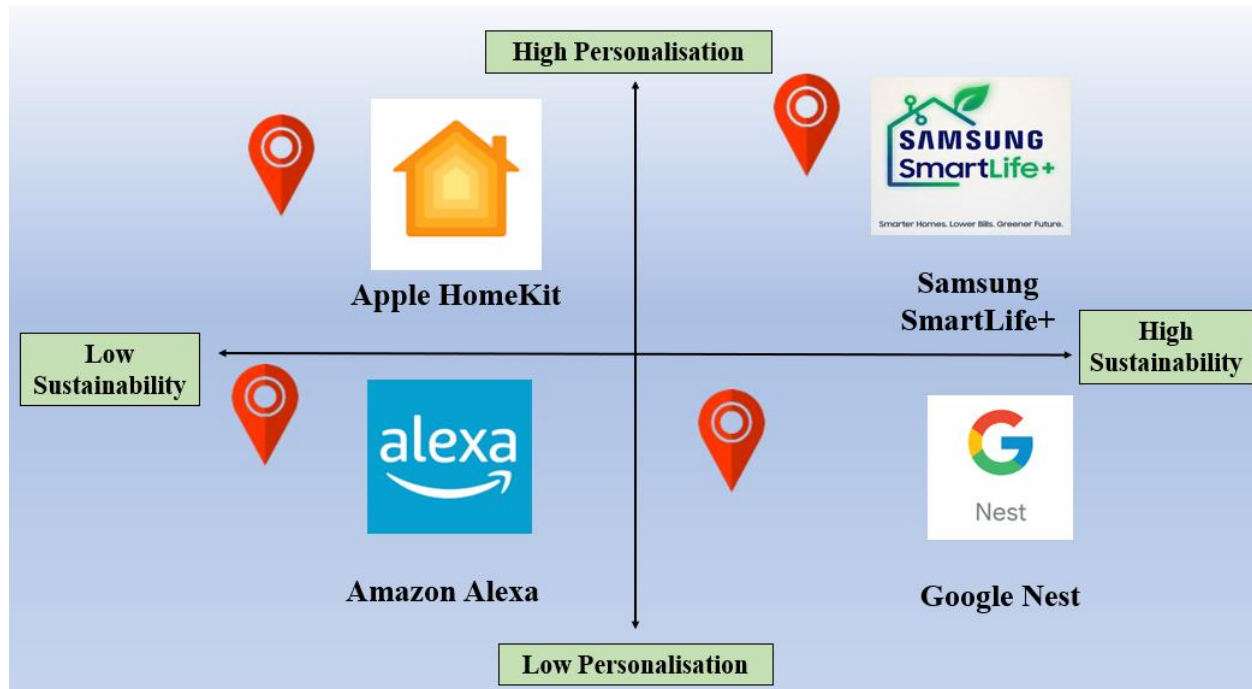


Figure 4: Positioning for Samsung SmartLife+
(Self-made)

The perceptual map (figure 4) places Samsung SmartLife+ at the upper-right corner, which is high sustainability and high personalisation, which is clearly differentiating the product among the key competitors. The solution proposed by Samsung is more developed and environmentally friendly when compared to Amazon Alexa, which is ranked lower on sustainability and personalisation. Although Apple HomeKit has a fairly high level of personalisation, it is viewed as less sustainable (Wozart, 2025). Google Nest is very strong on sustainability and relatively low on personalisation in comparison to Samsung (Google, 2025). This placement emphasises Samsung SmartLife+ as a high-quality, AI-based smart home system that integrates personalised user experiences and high-level environmental ethics. As such, the brand has assumed a unique competitive position based on innovation, convenience, and sustainable living.

Element 3: Marketing Mix (7Ps)

3.1 Product Strategy

The Samsung SmartLife+ will be marketed as a high-end, AI-powered, smart home system that can provide energy savings, automation, and sustainability. To prove this, Samsung will take advantage of its high level of innovation that is backed by more than \$73.3 billion R&D per annum (X, 2026) to incorporate the more innovative features, including AI automation, real-time energy consumption, and customized insights. These characteristics will meet the rising consumer need for energy-saving solutions, especially in markets where a high percentage of households are keen on saving energy.

It will be operated at a high level of quality, as Samsung has an established reputation for quality and reliability in terms of technology. The design will be modernized and minimalistic to make it blend perfectly into modern homes. The Smart Energy Score and other core features will be used to increase differentiation as they offer practical energy insights.

Also, environmentally-friendly packaging will be used to strengthen environmental positioning, and long warranty and after-sales services will be provided, backed by the global network of Samsung services, to minimize the perceived risk. Nonetheless, the very complexity of the integrated systems can become an obstacle, and to that end, Samsung will have to introduce simplified interfaces and robust customer support systems.

3.2 Pricing Strategy

Samsung SmartLife+ will use a value pricing strategy, in which the prices are based on the perceived value of innovation, efficiency, and sustainability. Having over \$240 billion in annual revenues (Samsung Newsroom, 2026), Samsung will be capable of proving the high price strategy, which will support the branding of a high-quality and technologically sophisticated solution.

The pricing strategy will follow a market skimming approach, targeting early adopters who are willing to pay a higher price for innovative smart home technologies. The long-term value provided underpins this approach since saving energy can result in considerable cost-saving in the long-term. Moreover, there will be the introduction of segmented pricing whereby various tiers of products or packages will be offered to suit the needs of the

customers. Promotional pricing schemes like limited-time offers and cashback will also be introduced to also promote early adoption. Moreover, affordable funding will be offered to enhance affordability without compromising the high-end positioning.

Nonetheless, high prices can be detrimental to other consumers. As such, Samsung will have to strike the right balance between the premium positioning and the elastic pricing systems to ensure maximum market penetration.

3.3 Place (Distribution) Strategy

Samsung SmartLife+ will embrace the multi-channel distribution strategy so as to make it not only accessible to the customers but convenient as well. With operations in over 70 countries (Samsung, 2025), the company will utilise its global distribution network to support wide product availability. Direct channels will enable customers to learn about the products, customise and buy products conveniently through direct channels like the official Samsung site and mobile apps. Such platforms will facilitate data-based personalisation as well as customer relationship management which will enhance the overall customer experience.

The indirect channels, such as electronics retailers and online marketplaces, will be used to create more product visibility and to offer physical interaction. This will be especially relevant to a complex smart home system, where the experience in stores will decrease uncertainty (Roe et al., 2022). The multi-channel strategy will offer flexibility, which will suit consumer needs of online and offline shopping. Nonetheless, the possible threats like channel conflict and inconsistency of services will have to be controlled with the help of combined systems.

3.4 Promotion Strategy

Samsung SmartLife+ will employ the Integrated Marketing Communications (IMC) strategy in an effort to convey its value proposition. Samsung will have a background of targeting outreach in tech-savvy consumers because of its presence as one of the most popular digital engagement brands internationally. Digital marketing will be given priority, where the use of social media, search engines, and videos to illustrate product features will be employed (Vispute, 2025). The campaigns will focus on sustainability and energy saving. Credibility will be capitalized on in influencer marketing.

Advertising will be done with functional advantages (saving money) and emotional (sustainable living). PR will be carried out, such as sustainability campaigns to enhance brand image. Introductory offers and bundles are some of the sales promotions that would drive early adoption (Abetu et al., 2024). Targeted communication will be done through direct marketing, with personalised emails and notifications in apps.

3.5 People Strategy

Samsung SmartLife+ will be based on over 260,000 employees worldwide to provide a high-quality customer experience and service (Samsung Newsroom, 2025). Skilled personnel and trained technicians will be required in the area of installation and support. To make employees communicate product benefits and help customers, Samsung will introduce training programmes to make sure the employees are well-trained to do that. Responsiveness will be improved with the help of customer service tools, such as digital support systems (Alhammadi, 2023). Motivation plans and the development of employees will be introduced to sustain the quality of services, and retention plans will decrease the turnover. Nevertheless, there will still be a problem with making sure that the quality of services is consistent throughout the regions, and standardised training procedures will be needed.

3.6 Process Strategy

The Samsung SmartLife+ will leverage the use of high-tech CRM systems and digital technologies in order to provide high-efficiency service processes. ICT usage will facilitate smooth device, application, and cloud systems integration. The real-time monitoring and automation of processes made possible by AI will make the processes more efficient and convenient to users (Shamsuddoha et al., 2025). Guided interfaces will ease the process of onboarding, such as installation and setup. Nonetheless, technical problems can affect the user experience, which will necessitate regular updates to the system and stable infrastructure. All in all, effective processes will play a crucial role in delivering a smooth customer experience.

3.7 Physical Evidence

Samsung SmartLife+ will be enabled to leverage physical evidence as part of its premium positioning. The app interface will be created in such a way that it echoes the simplicity and technological advancement, whereas quality and sustainable packaging will

communicate quality and environmental friendliness. They will introduce retail displays and smart homes demonstrations to demonstrate product functionality (Bourg et al., 2023). Also, the smooth interconnection of devices will serve as a physical demonstration of performance. Nevertheless, user experience inconsistencies can undermine brand perception, and Samsung needs to ensure that all touchpoints are as high standards as possible.

Element 4: Reflection

4.1 Reflection on Brand Extension Development

The experience of developing Samsung SmartLife+ brand extension was a good one, as it allowed me to implement the marketing theory in the real life. It entailed creation of a smart home solution that would be in tandem with the trends of sustainability without excluding major charts like STDP and the marketing mix. A problem that was one of the primary ones was to make sure that all the strategic aspects were linked and not considered separately. Specifically, the interconnection between the segmentation and targeting decision and the positioning and product strategy could not be analyzed carelessly. Nevertheless, with the help of constant improvement, I managed to work out a consistent strategy that would match the target market with the general value offer and brand positioning.

4.2 Reflection on Poster Preparation and Presentation

The process of poster presentation preparation and delivery helped me to communicate more complex ideas in a clear and visually appealing way. To present the detailed analysis in the form of a short visual material, it was necessary to prioritize the important information without losing clarity (Tarawneh, 2025). One of the issues was how to balance the amount of details and simplicity of the visual because too much information may diminish the quality of the presentation. The process of delivering the poster also enhanced my confidence in conveying ideas and answering possible questions, which should also emphasize the need to communicate clearly when doing marketing practice.

4.3 Skills, Knowledge, and Insights Gained

The project helped acquire several valuable skills. My analytical ability was enhanced by the use of marketing frameworks in a real-world situation where I was expected to be analytical and not descriptive. The combination of data to support strategic decisions helped me to build my research skills so that the arguments were supported by evidence. Also, my strategic thinking skill was developed, as I came to know how to match various aspects of the marketing mix and a well-defined target market.

As far as knowledge is concerned, I gained a better insight into how brand extensions can be applied in competitive markets. I was enlightened on the essence of matching product characteristics, pricing measures, and advertising efforts with consumer

demands. Moreover, the project brought to light the increased significance of sustainability and technological innovation in the formation of contemporary marketing approaches.

4.4 Personal and Professional Development

The personal and professional growth has received a boost from the skills and knowledge acquired during this process. The practical and strategic application of theoretical concepts is very applicable in marketing jobs where the decision-making process should be backed up by data and analysis. Besides, it will be necessary to have better communication and presentation skills in order to be able to communicate effectively in the workplace.

4.5 Future Improvements

In future work, I would strive to improve by using a broader array of academic materials to make my analysis more credible. Better time management would enable more critical assessment, especially in the comparison of alternative strategies. Also, with more practice in presentation skills, more confident and effective delivery would be possible. Such enhancements would help to perform better at similar academic and professional assignments.

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