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Poster-Marketing Strategy Pitch



SAMSUNG

Optimize the products in your home for energy savings with ENERGY STAR certified Smart Home Energy Management Systems

Learn more at: energystar.gov/products/smart_home_energy_mngt_systems

Samsung Smart Sustainable Home Energy System

Overview of Samsung

Core Business

- Global leader in consumer electronics, mobile communications, and semiconductor
- Operates through Device eXperience (DX) and Device Solutions (DS) divisions
- Invested over **KRW 28 trillion in R&D in 2023** (Park et al. 2025)

Brand Reputation

- Ranked **Top 5 Global Brand** with brand value of **\$100.8 billion**
- 19 consecutive years as **Global No.1 TV manufacturer**
- Strong global ecosystem via **SmartThings** (290+ million registered users worldwide)

Market Position

- Leading global smartphone and memory semiconductor producer
- Strong AI integration across Galaxy devices, appliances, and Smart TVs (Tung, 2024).
- Expanding connected home ecosystem strategy

Market Justification

- Rapid growth in **global smart home and energy management markets**
- Rising energy prices increasing demand for home energy independence (Khaleel et al. 2024)
- Strong AI adoption across Samsung product portfolio
- Increased ESG expectations from investors and regulators
- Consumers prioritising sustainability and cost efficiency

Proposed Brand Extension

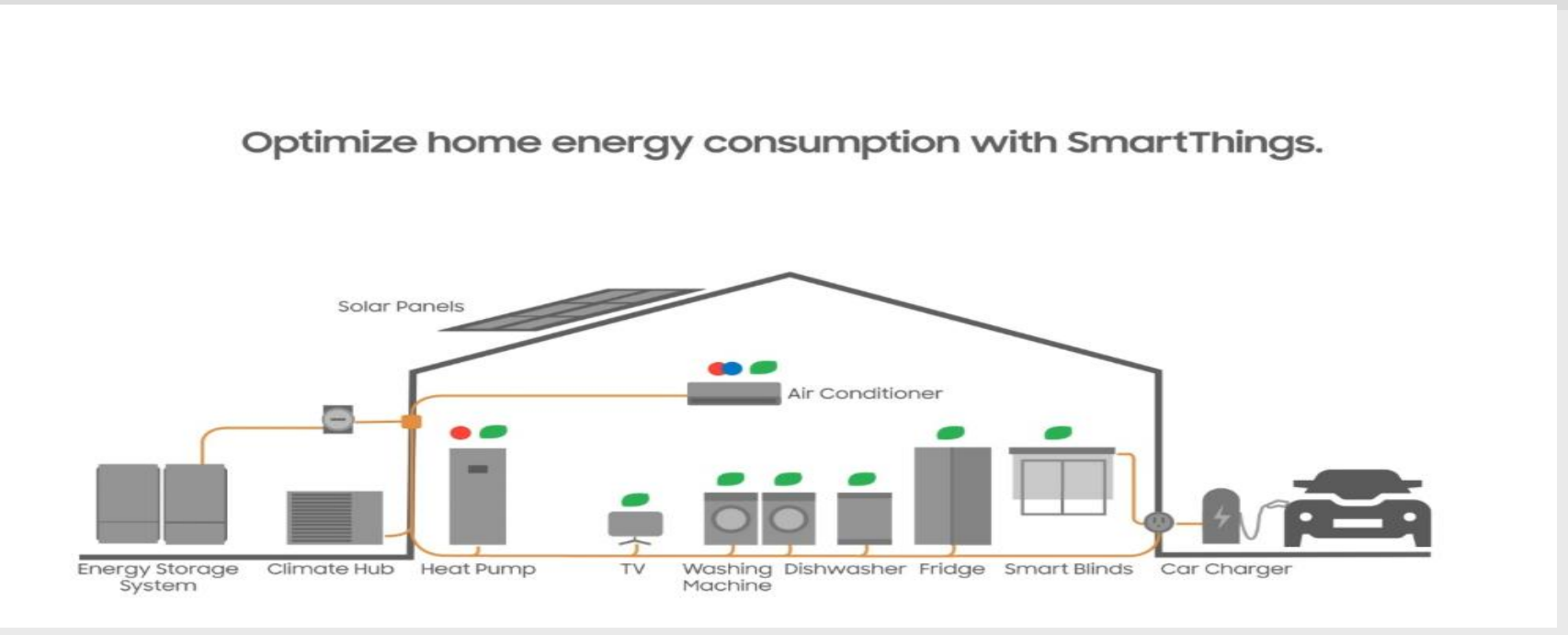
Samsung Smart Sustainable Home Energy System

- AI-powered solar panel system
- Home battery storage solution
- Fully integrated with SmartThings app
- Real-time energy monitoring and optimisation
- Predictive AI energy usage management



Sustainability Alignment

- Samsung DX division targets **net-zero Scope 1 & 2 emissions by 2030** (Szpilko et al. 2024)
- Company-wide net-zero target by **2050**
- Increased renewable energy transition (over 90% renewable electricity use in DX operations (Ahmad et al. 2024)).
- Circular economy strategy: recycled materials in Galaxy devices, expanded e-waste recycling
- Supports household carbon reduction and renewable integration



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