

CASE

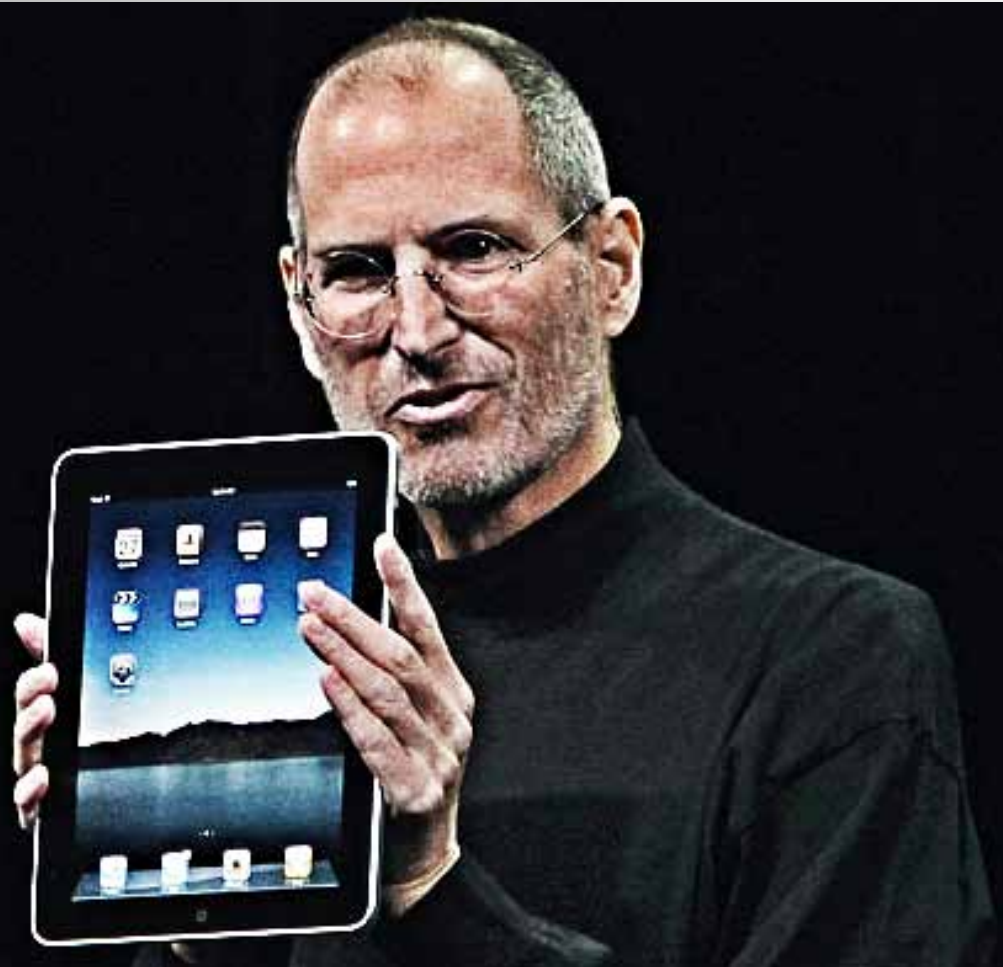


STUDY:

Samsung Galaxy Tab 10.1

Online Video *////*

THE COMPETITIVE LANDSCAPE



The iPad was the overwhelmingly dominant tablet at the time, and the market was flooded with multiple entries into the category by makers such as: Motorola, HP, Barnes & Noble, Lenovo, Toshiba, Blackberry, and many others. Samsung had introduced the 7" Tab back in November of 2010, but it had hardly made a dent in the marketplace.



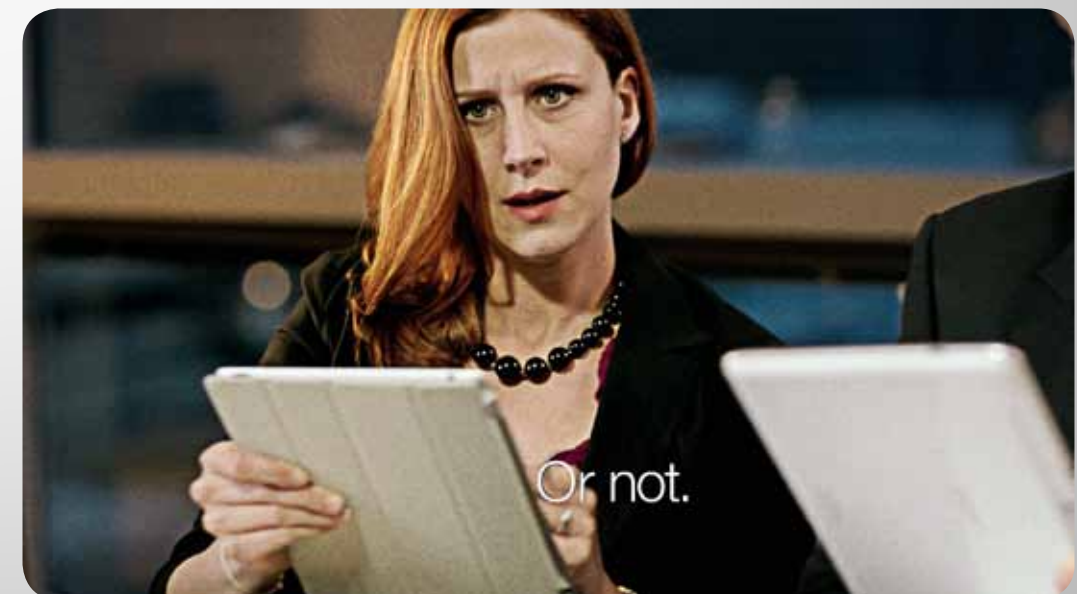
The original Samsung Galaxy Tab.

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THE CHALLENGES

The only tablet that was consistently winning in technical reviews was the iPad. It also dominated in sales. The other Android tablets competed with Samsung for the remaining market share. We wanted to take on Apple, but not overtly.



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THE OPPORTUNITY

Become the leading Android tablet, and as such, be the most worthy challenger to the iPad. The Tab 10.1 did indeed have a handful of superior features over the iPad to leverage in this pursuit.



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THE OBJECTIVE

To generate as many youtube hits as possible by demonstrating that there is a tablet that is as good, and even better than the ipad.

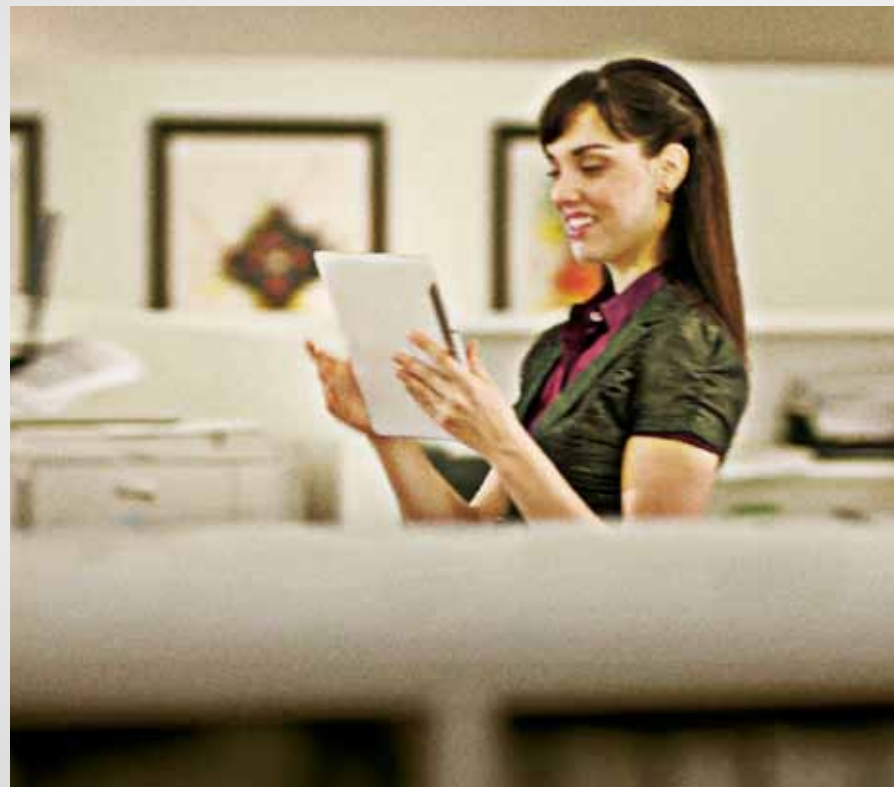


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THE KEY INSIGHT

The better tablet for everybody.



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THE RESULTS

The video was first posted on YouTube on June 9, 2011. Within the first four days, it had over 400,000 hits. The comment board became an instant, no-holds-barred chat room where Android fans and Apple fans defended their choice.

Globally, some countries preferred this video to the standard Tab commercials. France, Singapore, and other countries requested the video elements so that they could recut their own version in their own languages. The original YouTube video has been reposted by others at least a dozen times. With all the repostings, the video is now in the neighborhood of a million hits.

Video Link: youtube.com/watch?v=x1X_q1DM8s8

