

# SAMSUNG

## 2024 ONE Launch Retailer Toolkit



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# Overview

Welcome to the 2024 Samsung ONE Launch Toolkit.

Every game. Every TV show. Every movie night. This year's TV and audio lineup will upscale every moment.

Samsung is providing retailers an opportunity to engage in the unveiling of our most significant TV and audio device product releases of the year: Samsung Neo QLED 8K, OLED and The Frame TVs; new Q-Series soundbars; and the all-new Music Frame. The goal is to ensure the energy and demand remain high beyond the initial launch day splash.

The purpose of this toolkit is to offer resources for retailers to utilize to promote the ONE Launch release of these highly anticipated Samsung home electronics products. The assets provided in this toolkit will help retailers position Samsung in the most impactful way, engaging the audience and drawing their attention to our most premium releases.

For the largest impression, utilize this go-live creative to generate awareness and drive conversion. Assets found in this kit are available on Samsung's EasyAds website.

We recommend leveraging this creative wherever possible to boost sales all year long where applicable.

**ATTENTION**

The environment at Samsung is dynamic and always changing. Due to PM roadmap changes, please always refer to their latest promotional roadmap before releasing any promo creative to shoppers. The files available on EasyAds are PSDs, allowing retailers to easily make updates to creative.

# 2024 ONE Launch Promotion Overview

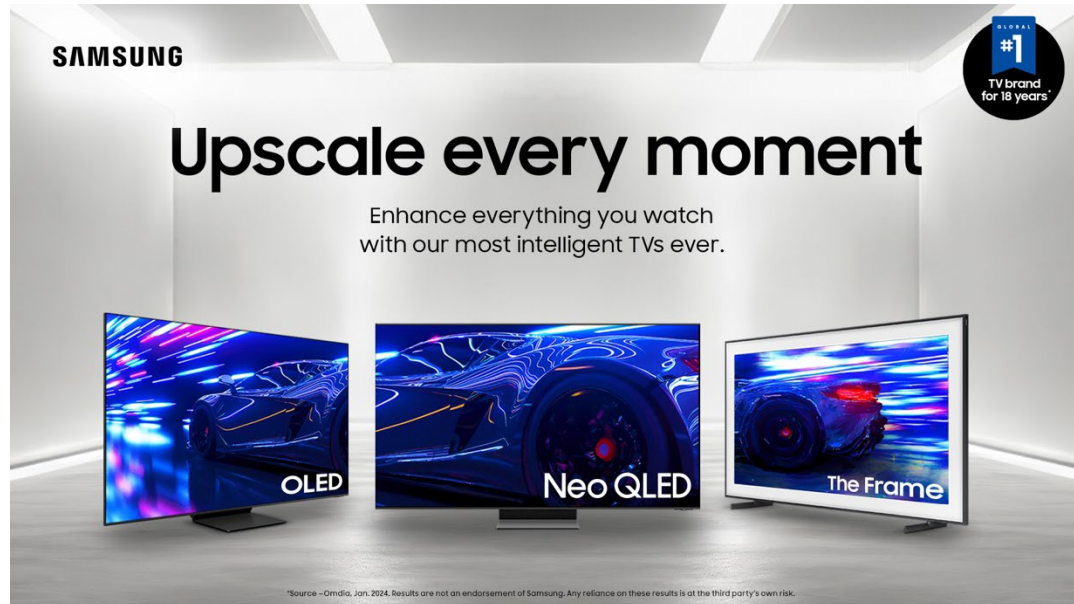


# ONE Launch Key Visuals: Family Versions

We have created a series of key visuals to support our different ONE Launch products and groupings. These key visuals provide the overall look/toner/feel of our ONE Launch campaign. Included in the files are all necessary imagery, graphic elements, and disclaimers to ensure easy adaptation for retail needs.

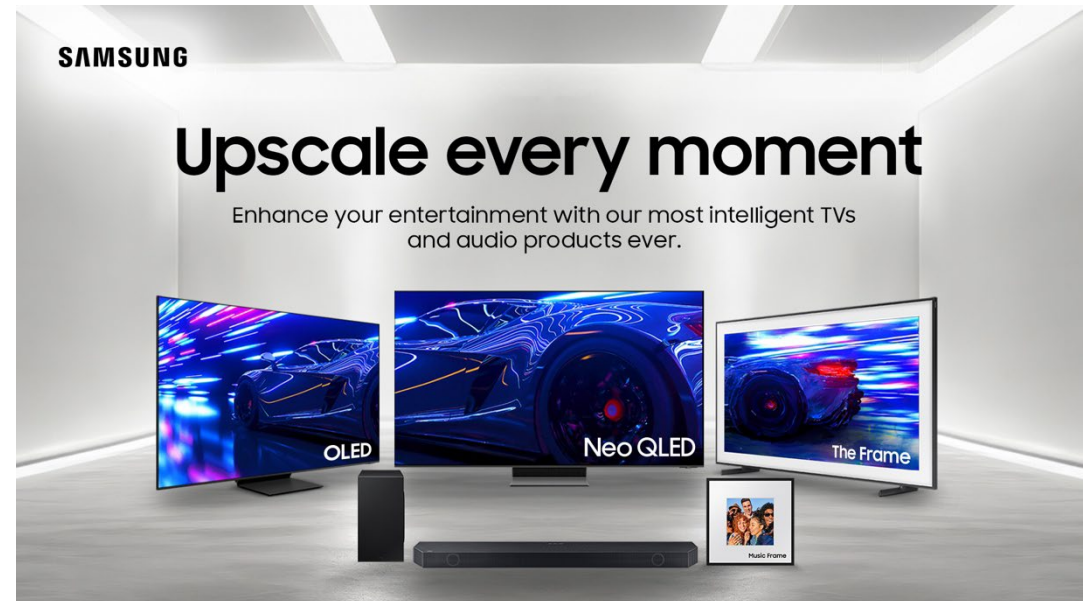
For access to layered assets, please submit a request to this [SmartSheets Link](#).

## TV Family Key Visual



[Samsung EasyAds Link for this key visual](#)

## TV & Audio Devices Family Key Visual



[Samsung EasyAds Link for this key visual](#)

All assets can also be found on EasyAds by searching key words  
"2024 One Launch, 2024 TV, 2024 One Launch Promo, 2024 One Launch Toolkit".

# ONE Launch Key Visuals: Product Specific Versions

We also created product-specific key visuals to use when promoting individual ONE Launch hero items. These versions include product-specific messaging that highlights unique benefits of each TV or audio device.

See Samsung EasyAds link [here](#) to download these assets.

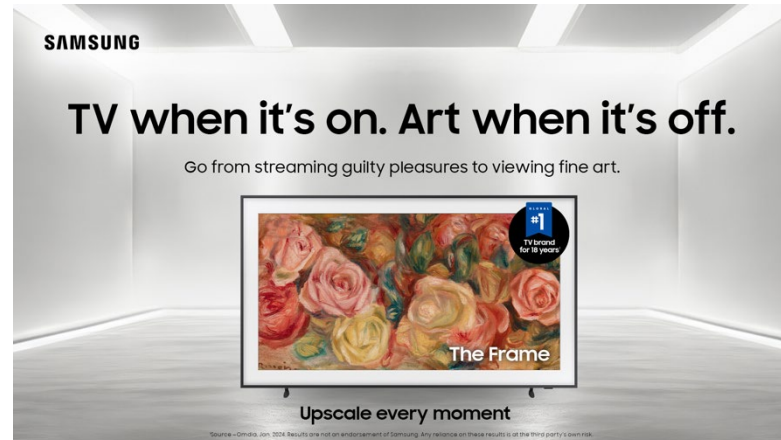
All assets can also be found on EasyAds by searching key words “2024 One Launch, 2024 TV, 2024 One Launch Promo, 2024 One Launch Toolkit”.



[Samsung EasyAds Link for QN900D Key Visual](#)



[Samsung EasyAds Link for S95D Key Visual](#)



[Samsung EasyAds Link for The Frame Key Visual](#)



[Samsung EasyAds Link for Music Frame Key Visual](#)

# ONE Launch Key Visual Messaging Overview

Promotional Period	Products	Promotional Headline	Promotional Subhead	Legal Disclaimer*
TV Family (Usage begins on 4/12)	<b>TVs</b> QN900D, QN800D, QN85D, QN90D, S95D, S90D, Frame(LS03D)	Upscale every moment	Enhance everything you watch with our most intelligent TVs ever.	*Source -Omdia. Jan. 2024 Results are not an endorsement of Samsung. Any reliance on these results is at the third party's own risk.
TV & Audio Family (Usage begins on 4/12)	<b>TVs</b> QN900D, QN800D, QN85D, QN90D, S95D, S90D, Frame(LS03D)  <b>SOUND DEVICES</b> HW-Q800D, Music Frame	Upscale every moment	Enhance everything you watch with our most intelligent TVs and audio products ever.	N/A
QN900D (Usage begins on 4/12)	<b>TV</b> QN900D	Welcome to a new era of Samsung AI TV	Enhance everything you watch with our new NQ8 AI Gen3 processor.*  Upscale every moment	<sup>1</sup> 8K AI Upscaling only applies to 2024 Samsung Neo GLED 8K models. <sup>2</sup> Source -Omdia, Jan. 2024. Results are not an endorsement of Samsung. Any reliance on these results is at the third party's own risk.
S95D (Usage begins on 4/12)	<b>TV</b> S95D	You can see clearly now... the reflections are gone	With OLED Glare-Free Technology.*  Upscale every moment	<sup>1</sup> S90D and S85D have Anti-Reflection.- <sup>2</sup> Source -Omdia, Jan. 2024. Results are not an endorsement of Samsung. Any reliance on these results is at the third party's own risk.
The Frame (Usage begins on 4/12)	<b>TV</b> The Frame (LS03D)	TV when it's on. Art when it's off.	Go from streaming guilty pleasures to viewing fine art.  Upscale every moment	*Source -Omdia, Jan. 2024. Results are not an endorsement of Samsung. Any reliance on these results is at the third party's own risk.
Music Frame (Usage begins on 4/12)	<b>SOUND DEVICE</b> Music Frame	Introducing Music Frame	The customizable speaker that play your favorite music while framing your favorite photos.  Audio when it's on. Always your style.	N/A



# 2024 ONE Launch: Digital Banners

# ONE Launch Digital Banners: Overview

Digital banners have been created in standard sizes and can be picked up and resized for various online and digital placement needs. They are not for print use.

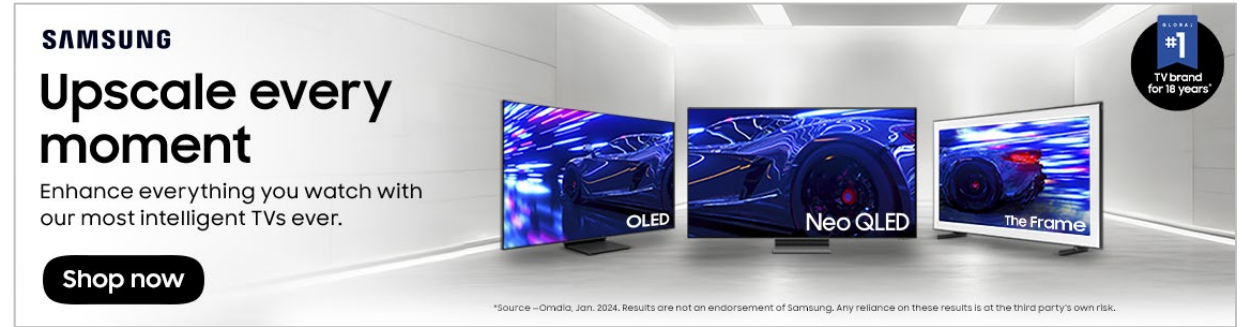
On-site banner ads are best utilized to capture the attention of and drive interest with shoppers who may be researching the category or adding related products to their cart. Striking visuals and aspirational copy serve to draw shoppers' attention, and the simple and clear "Shop now" CTA drives them directly to our product.

Banner ads can also be leveraged off-site to reengage shoppers who may have previously researched the product on the retailer site and/or added to their cart but have not completed the purchase cycle. Utilize these off-site banner placements to drive shoppers back to retail.com to encourage and incentivize them to convert.

Additionally, off-site banner ads can be leveraged to drive consideration for shoppers while they're browsing contextually relevant sites—like tech blogs or sites—and drive them directly to retail.com to learn more.

See Samsung EasyAds link [here](#) to download these digital banners.

Use keywords **"2024 One Launch, 2024 TV, 2024 One Launch Promo, 2024 One Launch Toolkit,"** to find all assets.



1140x300



300x600



728x90



728x90

# ONE Launch Digital Banners: Additional Versions

Additional product-specific banners have been creative as go-bys for highlighting individual products. Each banner includes product imagery, product specific copy, and necessary disclaimers.

For additional digital banner sizes or specs, please submit a request to this [SmartSheets Link](#).

**SAMSUNG**  
**Welcome to a new era of Samsung AI TV**  
Enhance everything you watch with our new NQ8 AI Gen3 Processor.<sup>1</sup>  
**Shop now**

Neo QLED 8K

©K AI Upscaling only applies to 2024 Samsung Neo QLED 8K models. Source—Omdia, Jan. 2024. Results are not an endorsement of Samsung. Any reliance on these results is at the third party's own risk.

TV brand for 18 years

**SAMSUNG**  
**You can see clearly now... the reflections are gone**  
with OLED Glare-Free Technology.<sup>1</sup>  
**Shop now**

OLED

<sup>1</sup>900 and 880 have Anti-Reflection. Source—Omdia, Jan. 2024. Results are not an endorsement of Samsung. Any reliance on these results is at the third party's own risk.

TV brand for 18 years

**SAMSUNG**  
**TV when it's on. Art when it's off.**  
Go from streaming guilty pleasures to viewing fine art.  
**Shop now**

The Frame

\*Source—Omdia, Jan. 2024. Results are not an endorsement of Samsung. Any reliance on these results is at the third party's own risk.

TV brand for 18 years

**SAMSUNG**  
**Introducing Music Frame**  
The customizable speaker that plays your favorite music while framing your favorite photos.  
**Shop now**

Dolby ATMOS | WiFi | Bluetooth

All assets can also be found on EasyAds by searching key words  
“2024 One Launch, 2024 TV, 2024 One Launch Promo, 2024 One Launch Toolkit”.

# 2024 ONE Launch: Social Assets



# ONE Launch Social Assets: Static Ads

Static social assets have been created in standard sizes and can be picked up for Instagram and Facebook in-feed ads. They are not for print use.

Social platforms should be viewed as conversion-driving platforms. Approximately 3 in 4 consumers stated they purchased a product they saw a branded social post for in the past year.<sup>1</sup>

Social ads should be leveraged to capture attention mid-scroll with eye-catching visuals that tell a story and encourage engagement. The ad should seamlessly drive to a brand or shelf page, and the written post copy should include a strong CTA that is echoed in the post itself.

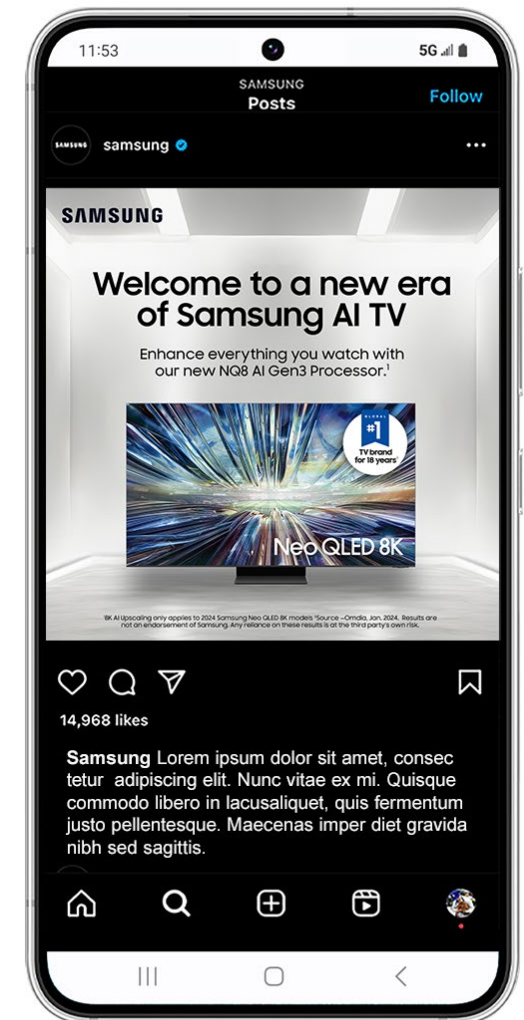
The social swipe asset builds curiosity and allows for more engagement than standard static posts while driving the same awareness and interest around the campaign.

Executions are clean and elevate the campaign benefit message within context to the space.

See Samsung EasyAds link [here](#) to download these social assets.

Use keywords “**2024 One Launch, 2024 TV, 2024 One Launch Promo, 2024 One Launch Toolkit,**” to find all assets.

Source: 1. Retail Touchpoint “Social Content is the New Storefront”



# ONE Launch Social Assets: Carousel Ads

Carousel (swipe) social assets have been created in standard sizes and can be picked up for Instagram and Facebook in-feed ads. They are not for print use.

Social platforms should be viewed as conversion-driving platforms. Approximately 3 in 4 consumers stated they purchased a product they saw a branded social post for in the past year.<sup>1</sup>

Social ads should be leveraged to capture attention mid-scroll with eye-catching visuals that tell a story and encourage engagement. The ad should seamlessly drive to a brand or shelf page, and the written post copy should include a strong CTA that is echoed in the post itself.

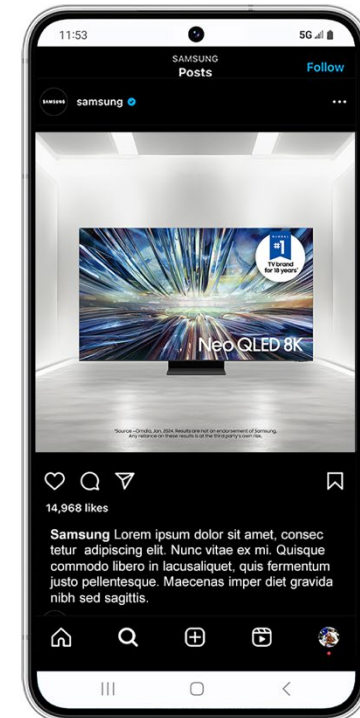
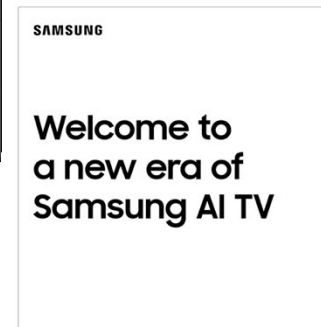
The social swipe asset builds curiosity and allows for more engagement than standard static posts while driving the same awareness and interest around the campaign.

Executions are clean and elevate the campaign benefit message within context to the space.

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Use keywords “**2024 One Launch, 2024 TV, 2024 One Launch Promo, 2024 One Launch Toolkit,**” to find all assets.

Source: 1. Retail Touchpoint "Social Content is the New Storefront"  
Social Swipe Frames must be posted in order: Frame A is posted first, followed by Frame B and C.



# 2024 ONE Launch: Demo Content End Cards

# ONE Launch Demo Content End Card

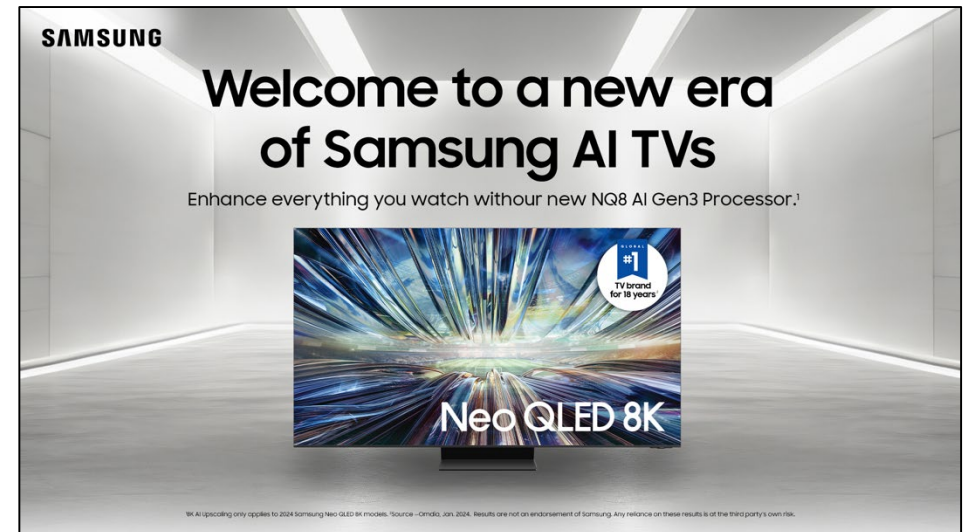
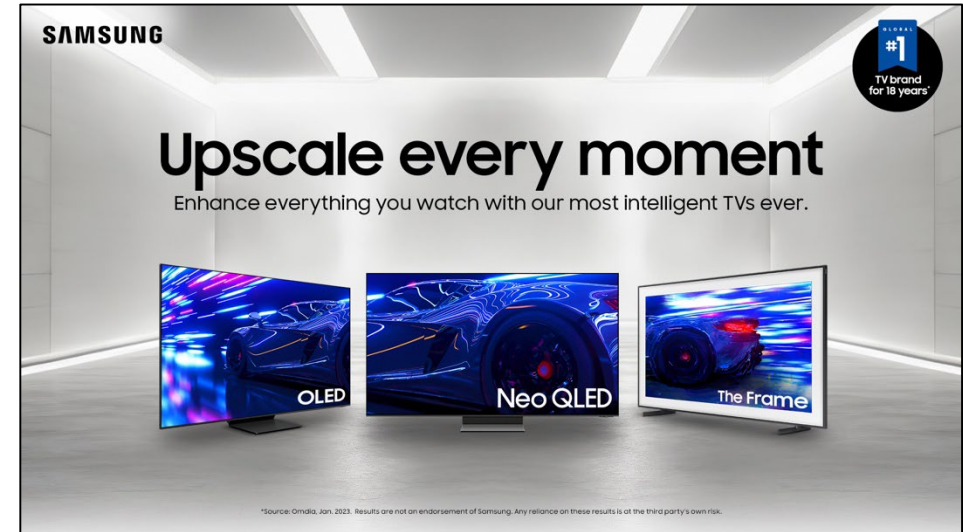
Two versions of our Demo Content End Cards have been created to run on in-store demo TVs.

The first version showcases our 2024 ONE Launch hero TVs while our second version is crafted to highlight specific TV models. Model specific end cards include messaging that quickly distills the benefit story for shoppers.

These static end cards can be added to demo content reels playing on Samsung TVs within any/all retailers. Please ensure model specific end card only run on the specified TV.

See Samsung EasyAds link [here](#) to download these Demo Content End Cards.

Use keywords ““**2024 One Launch, 2024 TV, 2024 One Launch Promo, 2024 One Launch Toolkit,**” to find all assets.





# 2024 ONE Launch: Stack Out Signage

# ONE Launch TV Family: Stack Out Signage

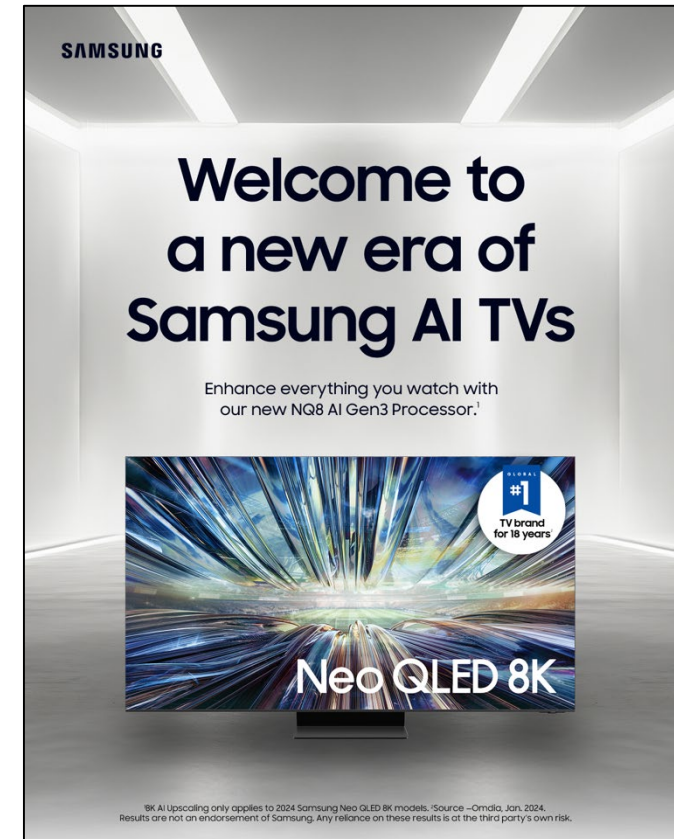
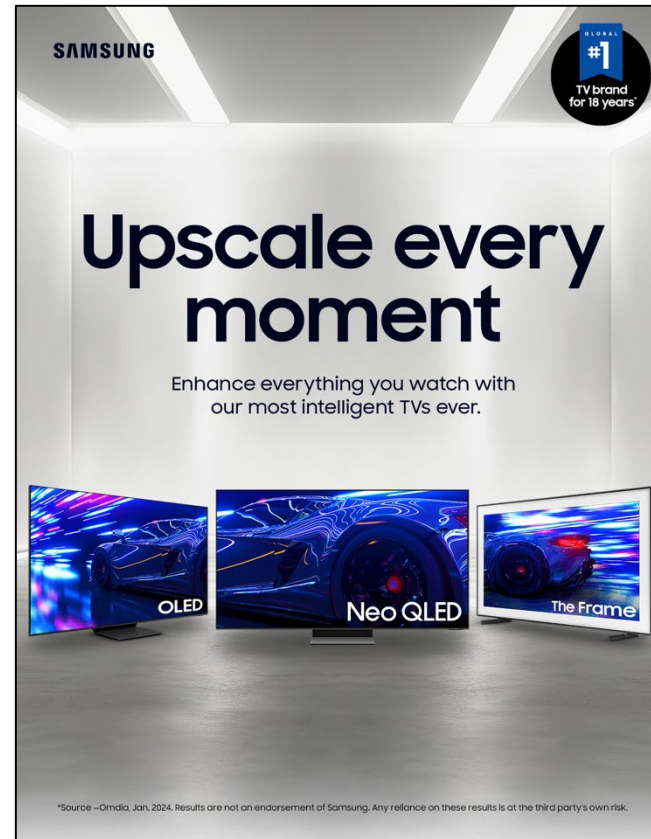
Two versions of our Stack Out Signage have been created to be leverage in-store.

The first version showcases our 2024 ONE Launch hero TVs while our second version is crafted to highlight specific TV models. Model specific end cards include messaging that quickly distills the benefit story for shoppers.

Stack out signage is best utilized to capture the attention of and drive interest with shoppers. This asset has been made available for in-store use only. Not for use online and/or digitally.

See Samsung EasyAds link [here](#) to download this Stack Out Signage.

Use keywords “**2024 One Launch, 2024 TV, 2024 One Launch Promo, 2024 One Launch Toolkit,**” to find all assets.



**SAMSUNG**