

A Harte Hanks Case Study

## How Samsung surprised and delighted customers with launch of the Galaxy Note 4.



### Client

Samsung

### Project

Note 4 Product Launch: #NoteMyDay

### Capabilities

Customer Experience Development, B2C Marketing, Integrated Campaigns, Content Creation and Production, Interactive Marketing, Social Media Management

### The challenge

The challenge for any brand is to break through the clutter and keep online communities engaged through authentic communication—particularly at pivotal moments like a flagship product launch. The Galaxy Note 4 was launched in 2014 and had been praised by the tech press for its great productivity features, which Samsung had promoted across the vast network of its global marketing efforts. We were tasked with positioning 'productivity' as a key proposition to the sub-30 age group through a global campaign for the Note 4 that leveraged Samsung's sizable Facebook and Twitter following, as well as other social channels.

## The solution

To drive consumer engagement, Harte Hanks enlisted two digital media stars—Rudy Mancuso and Shaun “Shonduras” McBride—to execute a video-led social campaign called #NoteMyDay. Rudy and Shaun were armed and ready to improve social users’ bad days using the Galaxy Note 4.

### Discover

Explored the appeal of the Note 4’s new productivity features with audiences under the age of 30 from around the world. Research showed this group to be highly expressive online about both good and bad life experiences.

CUSTOMER DATA INSIGHT

### Create

Developed a social campaign that used a bespoke Twitter tool to find users having bad days—then enabled Rudy and Shaun to improve these bad days by creating unique experiences and custom content with the Galaxy Note 4.

CUSTOMER ENGAGEMENT  
CREATIVE SERVICES

### Act

Executed the unique social campaign. Brought Rudy and Shaun to New York to surprise and delight three consumers - turning their bad days around by creating a unique surprise - all helped by the Galaxy Note 4. Expanded our efforts globally, transforming 21 days from #NotMyDay into #NoteMyDay, all using social channels.

CAMPAIGN EXECUTION

---

## The results

#NoteMyDay was an interactive and real-time B2C marketing campaign that leveraged key insights about the target audience to drive online conversation, video views and overall positive sentiment for the brand.

An insight-driven social strategy, and real-time interactive content turned the Galaxy Note 4 into a hero for its targets, helping convert consumers’ days from #NotMyDay to #NoteMyDay.

- 5.2M YouTube views across video series and 26M Vine loops
- 226,000 engagements on Twitter for #NoteMyDay
- 94% positive sentiment score for content across all social channels based on Radian 6 scoring

26M

Vine loops

6

Countries trended  
with #NoteMyDay



Connect with us at [harteHanks.com](http://harteHanks.com)  
800-456-9748 or [marketingsolutions@harteHanks.com](mailto:marketingsolutions@harteHanks.com)