



Samsung strives for technologies that shatter the boundaries of imagination in order to make life simpler and more enjoyable. As part of its vision set for 2020, Samsung is working to become one of the world's most innovative, admired and professional companies

With its inception in 1969, Samsung Electronics became a global leader in semiconductor, telecommunication, digital media and digital convergence. Today Samsung employs 190,500 people in 206 countries around the world with a sales turnover in 2010 of US\$135.8 billion. Samsung operates nine business units in various sectors: Visual display, Mobile communications, Telecom systems, IT solutions, Digital applications, Digital imaging, Memory, System LSI and LCD. This structure aims to provide operating efficiencies and strengthen the independence of the company's business units.

Throughout the years, research and development in all of the company sectors gave rise to technological

innovations that, along with design innovation (which has also won numerous international awards), have helped company products reach the top of global sales. For example, Samsung's smart phones have broken global sales records (in Israel, as well). Its laptops, which are manufactured from particularly light plane metals, are the thinnest and lightest in the world. SMART-TVs display technological innovations that have completely transformed this category since they offer more content options, individual definitions, internet browsing, search options in all online devices in the home network. In addition, Samsung tablets represent a technological and design breakthrough in new product categories and are becoming significant for consumers in the home and at work.

Samsung has been one of the world's fastest growing brands in the past decade, as evidenced by its brand equity advancing from 43rd in the world with a value of \$5.2 billion in 2000 to 17th with a value of \$23.43 billion in 2010, according to Interbrand.

Samsung strives to make the world of tomorrow into a daily reality and encourage technology to shatter the boundaries of imagination in order to make life simpler and more enjoyable. Samsung's television offers an interactive 3D experience that includes Facebook, Twitter and internet browsing at the same time. The company's smart phone provides tremendous

computer abilities. Its particularly light laptop includes 16 million colors. Its refrigerator, oven, washing machine and dryer include state-of-the-art sensors that allow them to identify their content and decide which actions are required, thereby saving electricity and protecting the environment. Samsung's new cameras offer cutting-edge photography capabilities and instant sharing; printers protect the environment and 3D computer screens open a window into a new world of uses.

## The Company Vision

In 2009, Samsung laid out a new vision to reshape the company over the next 10 years, driven by the belief that constant change is needed to survive.

Under this vision ("Inspire the World, Create the Future"), Samsung aspires to create new technologies and innovative products that inspire the world, while delivering new value to enhance the lives of customers, partners and employees.

Despite its growth into one of the world's largest electronics companies, Samsung is not complacent in its success and has set a challenging goal to achieve US\$400 billion in revenues by 2020.

Over the next decade, Samsung will continue to evolve and anticipate society's future needs under its long-term vision to reposition

### Samsung Flagship Products

■ **Galaxy S** – series of cellphones based on the Android Operating System, launched in 2010 and gained tremendous local and international success.

■ **SMART TV** – particularly thin designed television that offers an interactive viewing experience incorporating a range of applications (much like the applications installed on smart phones) including Facebook, Twitter and even Hebrew-language news websites.

■ **4 Door Refrigerator** – 800 liter volume refrigerator with 4 doors, a middle drawer for easy access at the marble level, freezer, wine refrigerator, quick refrigeration, LED lighting, Touch Kiosk (no buttons) etc.

■ **950 27" Monitor** – designed computer screen suitable for television viewing, which incorporates two dimensional to three dimensional conversion for viewing through active 3D glasses.

■ **Eco-bubble** – washing machine with unique technology: the laundry is done with a soap bubble that protects material and saves energy.

■ **Series 9 Laptop** – premium laptop for business executives, made from duralumin (strong, light material used in aeronautics), 16 million colors and extremely lightweight (1.3 kg).





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itself as a “lifecare” company, expanding into new businesses such as medical, bio-technology and new energy.

## The Marketing Challenge in Israel

The challenge faced by Samsung in Israel was integrating its marketing procedures with branch values beneath the same roof of marketing-advertising-communications. Samsung has been required to transform marketing activities currently carried out by six different importers, each of which handles a different sector, into a uniform marketing campaign that reinforces brand values.

## The Creative Solution

In order to provide a solution to the challenge, a local Samsung branch was established in Israel five years ago aiming provide local importers the company’s brand sponsorship via joint work, to make sure that the various marketing moves being conducted were compatible with the brand values and goals of the international company. At the same time, and in order to support the corporate brand, a brand store was opened in Herzliya Pituah that displays the various company products under one roof.



As part of the company’s global strategy and as a result of comprehensive research in the world and in Israel, brand activities over ensuing years will focus on the SMART value, which is reflected in clear technological innovation in all company products both “black” and “white”.

As part of this framework, Samsung is launching campaigns in the various forms of media as well as special sales promotion activities. For example, the summer saw a sales promotion campaign for the company’s SMART TV – in shopping centers and recreational centers across the country. Over 200,000 Israeli consumers were introduced to the product and experienced SMART TV capabilities. The SMART brand value will from now on be reflected in all of the company’s marketing and media activity.

## Community Activity

As part of the business community, Samsung sees itself as a partner in shaping society and communities wherever it operates.

Like company policies around the world, the Samsung branch in Israel also supports social responsibility for the community. In 2010-2011, Samsung Israel donated to boarding schools, youth clubs and supplied computers

## Things You Didn’t Know About Samsung

- When it first started out in Korea, Samsung was involved in sugar production.
- In 1982 Corporate set up a baseball team.
- The company’s innovations entered several Guinness Book of Records: the thinnest cell phone in the world and the highest resolution cellular camera (10mega pixels) in the world.
- Samsung was the first company worldwide to launch the Blu-Ray player.
- Samsung entered Fortune magazine’s list of the top 50 most admired companies in the world.

to Sheba Children’s Hospital in Tel-Hashomer. Around the world, Samsung has been one of the major sponsors of the Olympic Games since 1997. In Israel, Samsung recently adopted the Israeli Olympic Team for the 2012 London Games.



**1938**  
Samsung is founded in Korea as a small commercial company.

**1969**  
Samsung enters the electronic appliance sector.

**1980**  
Samsung enters the telecommunications sector.

**1992**  
Samsung becomes the largest chip manufacturer in the world.

**2008**  
Samsung opens branch in Israel.

**2010**  
Samsung launches smart phones Galaxy S and SMART TV.