

Samsung UK grows students sales by 280% in 3 years with trusted UNiDAYS partnership

The Challenge

As an established global brand, Samsung packs a punch when it comes to the latest tech. However, Samsung knew it needed to cut through the noise of competitors in order to reach and grow a new Gen Z audience with higher lifetime value and more future-proof repeat purchase potential than its current core Gen X customer base.

As well as growing awareness with Gen Z customers, Samsung also sought to increase DTC sales.



The Solution

Taking a full funnel approach, which was always underpinned by first-party data from the insights engine, The Counsel, **UNiDAYS** created a multi year strategy to achieve Samsung UK's objectives. Creating awareness of their newest products, improving consideration of the eco-system and ultimately driving conversion through their DTC store were key to this. Examples of successful campaigns include the 'One Take' campaign across Back to School 2020 and Black Friday 2021. This campaign featured video content showcasing the Samsung ecosystem and the seamless connectivity of its products. Combined with performance-driving web placements, this campaign exceeded Samsung UK's target return on advertising spend.

The Result

280% Increase in student sales revenue

210% Increase in student engagements per Year

252% Increase in the number of student sales



With a maturing audience and the desire to boost DTC sales, Samsung UK knew it had to up its game when it came to connecting with Gen Z. As a go-to platform amongst students globally, we knew we could place our trust in **UNiDAYS** to get the job done—to bring Samsung UK to a whole new student audience, boost our customer base lifetime value and raise our brand awareness amongst this valuable demographic. We look forward to continuing to grow with **UNiDAYS** in the future.

— **MICHAEL DUREY**
Head of Marketing, Samsung UK

