SOCIAL MEDIA ANALYSIS

SAMSUNG



PRATHAM SHAH

ABOUT BRAND

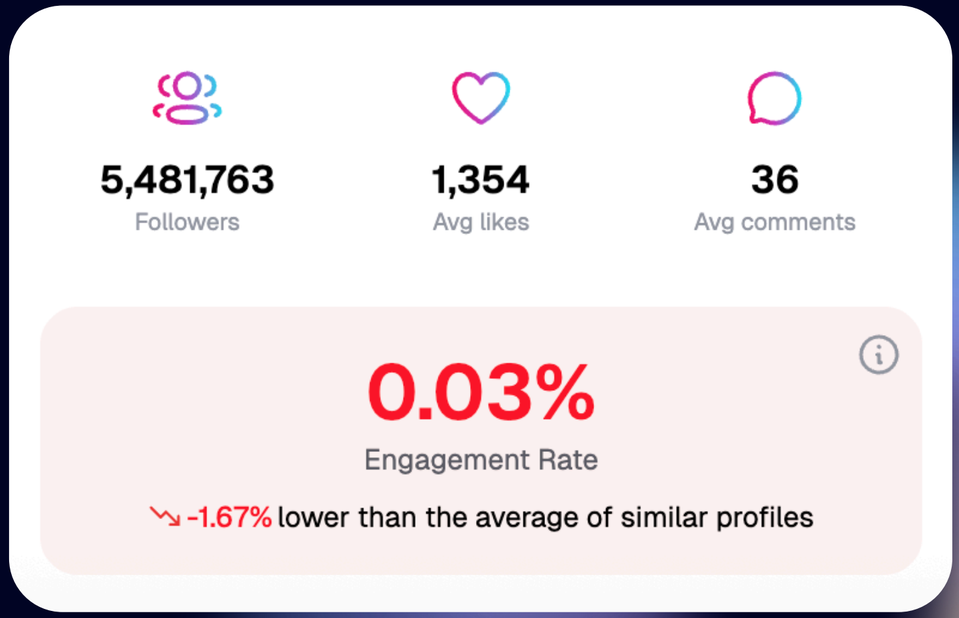
BRAND OVERVIEW

Samsung is a global technology leader, known for its innovation across smartphones, electronics, and appliances. With a strong presence in India, the brand combines advanced technology with user-centric design, backed by local manufacturing and R&D excellence.

SOCIAL MEDIA ANALYSIS

INSTAGRAM





SOCIAL MEDIA ANALYSIS

INSTAGRAM

BEST-PERFORMING CONTENT FORMAT: Instagram Reels

Hashtags list

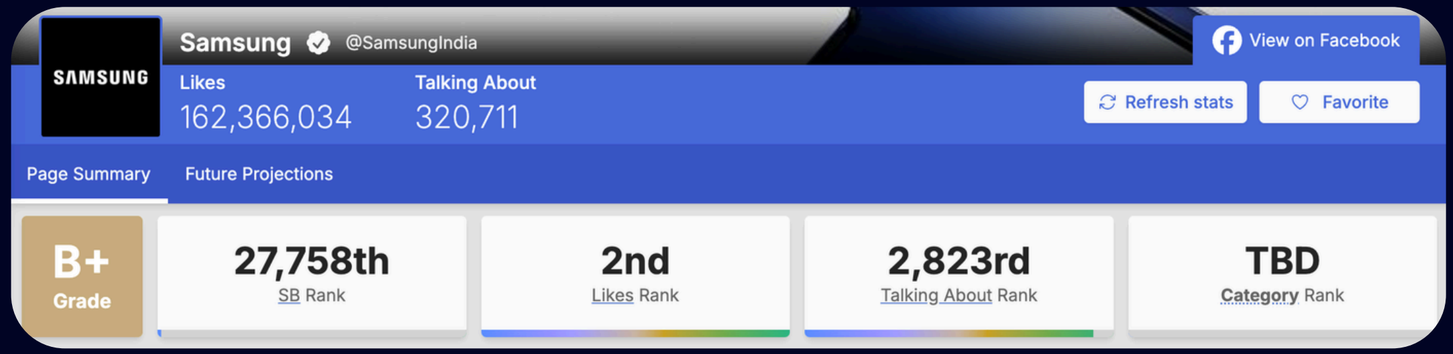
Hashtag	Hashtag E.R.	Number of uses
#Samsung	🔒	11
#GalaxyAI	🔒	9
#GalaxyZFold7	🔒	5

SOCIAL MEDIA ANALYSIS

FACEBOOK

BEST-PERFORMING CONTENT FORMAT: Short Videos & Static Posts both

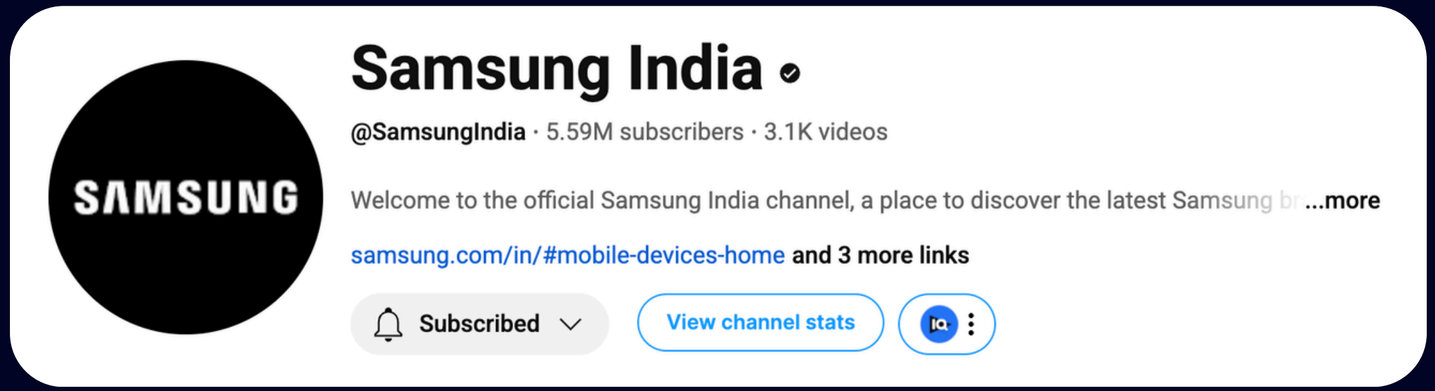


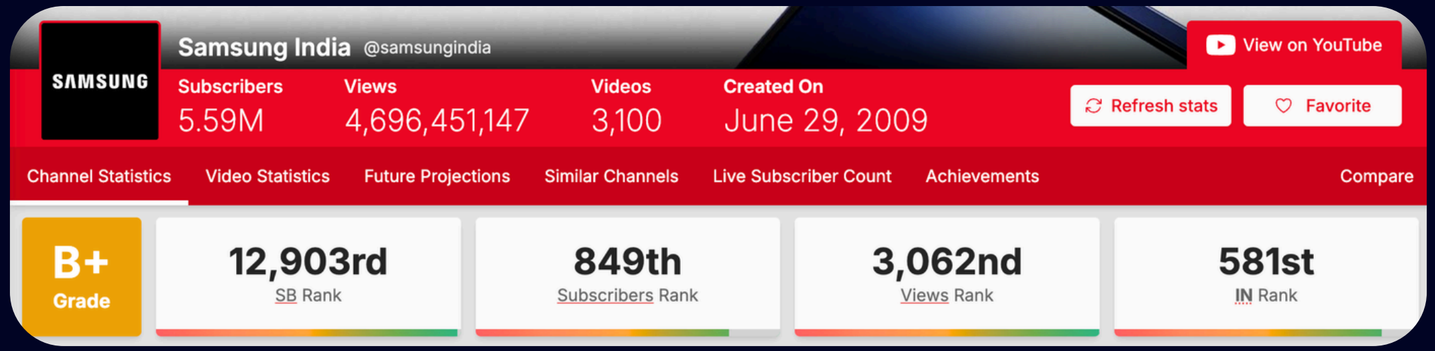


SOCIAL MEDIA ANALYSIS

YOUTUBE

BEST-PERFORMING CONTENT FORMAT: Mostly Youtube Shorts but even 30sec Short Video





CAMPAIGN NAME

GALAXY Z FOLD7

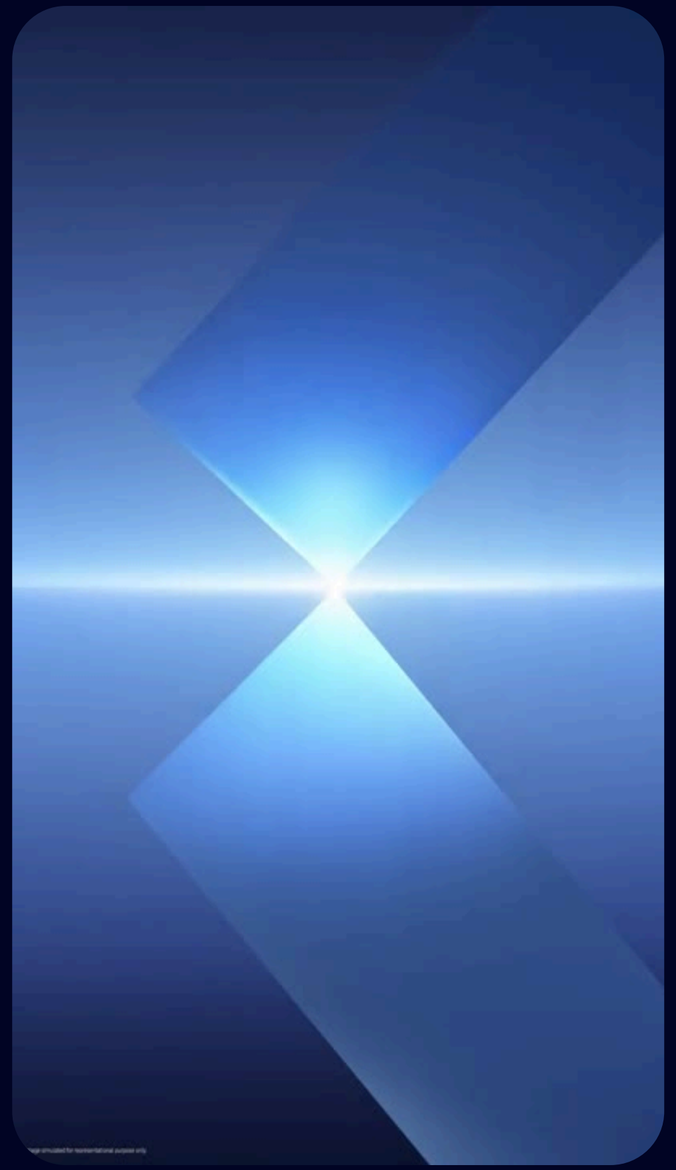
Launched on July 9, 2025, Samsung India led a multi-platform campaign across Instagram, YouTube, and its official website to unveil the Galaxy Z Fold7 and Z Flip7. Using the AIDA model, the campaign drew attention with bold teasers, built interest through product showcases and leadership insights, created desire around Galaxy AI and foldable innovation, and drove action via exclusive pre-order offers—reinforcing Samsung’s position in the premium smartphone segment.

#Samsung #GalaxyZFold7 #GalaxyZFlip7 #GalaxyAI

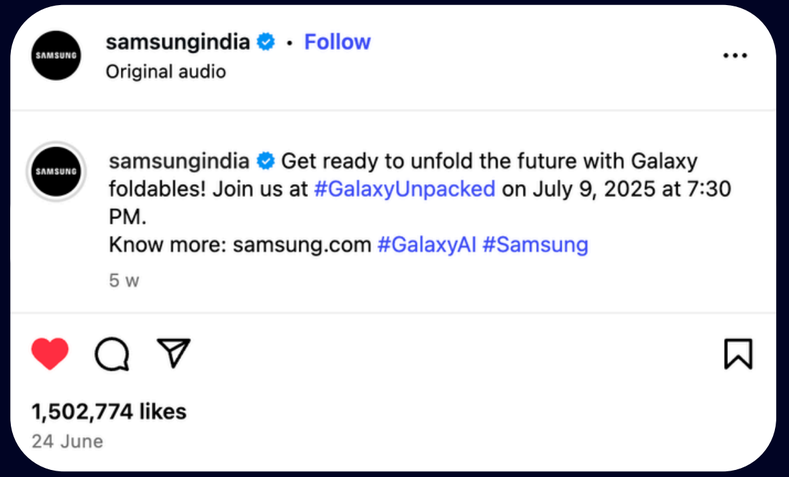
AIDA MODEL MAPPING

ATTENTION

ON INSTAGRAM



Video Link



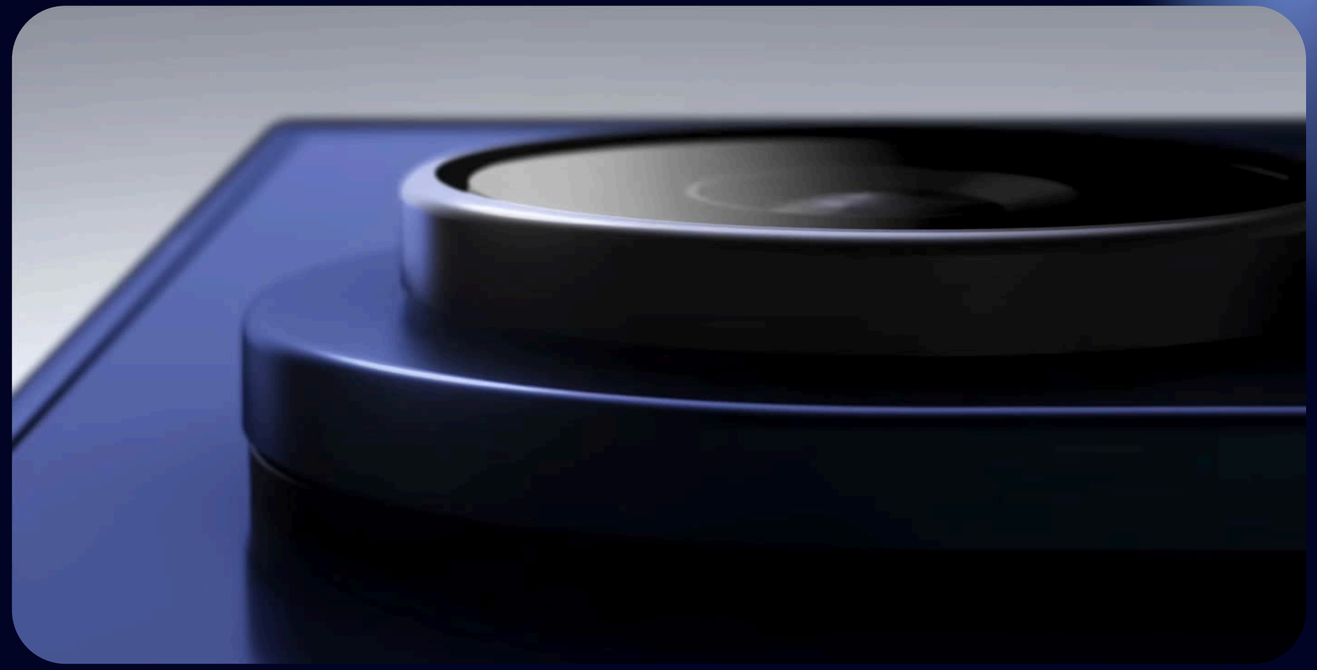


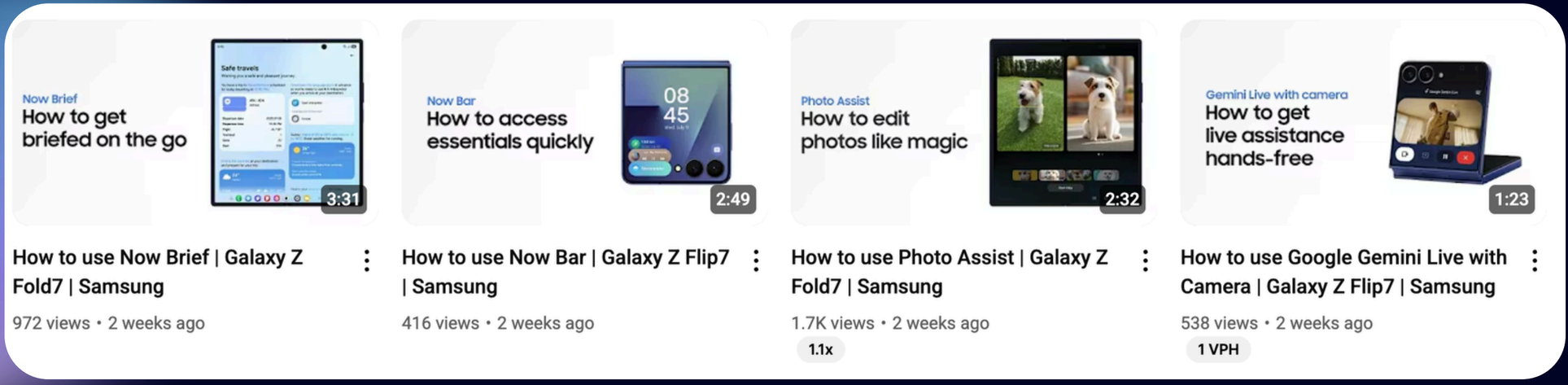
AIDA MODEL MAPPING

INTEREST

ON YOUTUBE

Video Link





AIDA MODEL MAPPING

DESIRE

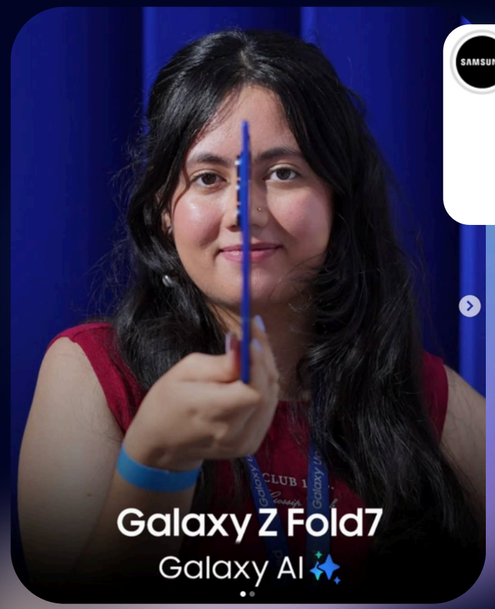
ON YOUTUBE & INSTAGRAM







Video Link



samsungindia Meet #GalaxyZFlip7 the ultra sleek flip that smoothly slides in everything - from your pockets to your content.
Hurry! check it out now.
Know more: samsung.com
#GalaxyZFold7 #GalaxyAI #Samsung

Samsung Galaxy Z Fold 7 Unboxing & Quick Review ⚡The Best Fold Of 2025?!

Trakin Tech
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472,827 views 13 Jul 2025 #GalaxyZFold7 #GalaxyAI #Samsung

#Collaboration #GalaxyZFold7 #GalaxyZFold7Unboxing #GalaxyAI #Samsung #TrakinTech

AIDA MODEL MAPPING

ACTION

ON INSTAGRAM & THEIR WEBSITE

samsungindia Ultra powerful, Ultra sleek. Ultra Unfolds.
#GalaxyAI #GalaxyZFold7 #Samsung

Know more: samsung.com

2 w

Video Link



samsungindia • Follow
Original audio

samsungindia When you go looking for the Ultra experience, there's no place like the #SamsungBKC store at the Jio World Plaza to get your hands on the new Galaxy Foldables. After all, the Ultra experience is not just about the phone, but the place too. Visit the store now!
#GalaxyZFold7 #GalaxyZFlip7 #GalaxyAI #Samsung

1 w

er.parth_parmar ❤️
1 w 3 likes Reply

voguethics_official ❤️❤️❤️
1 w 1 like Reply

shivamsvt This is your first and last warning
1 w 1 like Reply

parvez.qureshi0 Attached are the references as per CONSTITUTION OF INDIA laid Down by SIR BABASAHEB AMBEDKAR and Product Liability under the Consumer Protection Act, 2019

Unlike

17,[illegible]es

18 July

New

Galaxy Z Fold7

Price ₹186999.00

From ₹9742.62/mo. or ₹111999.00 with exchange*

Get upto ₹3740 worth Reward Points

Continue

Features Compare FAQs

Thinnest, lightest Fold ever.

- Get ₹12000* instant bank discount
- Get up to ₹75000* exchange value for your old device
- Earn up to ₹3500* worth reward points for your next purchase

01 : 22 : 22 : 29

DAYS HOURS MINS SECS

Active

Library ID: 2414782775633065

Started running on Jul 29, 2025 · Total active time 11 hrs

Platforms

This ad has multiple versions

Samsung
Sponsored
Library ID: 2414782775633065

Benefits worth ₹ 12000* on the slimmest Galaxy Z Fold7 | Z Flip7 with One UI 8, Now Brief, Photo Assist



Own now

Student+
Unlock privileges

*T&C apply. Image simulated.

Multi-buy offer on Galaxy Z Fold7|Z Flip7. Save up to ₹ 18400*. Login with student IDs.
Visit Samsung Student+

Shop Now

Meta

Active

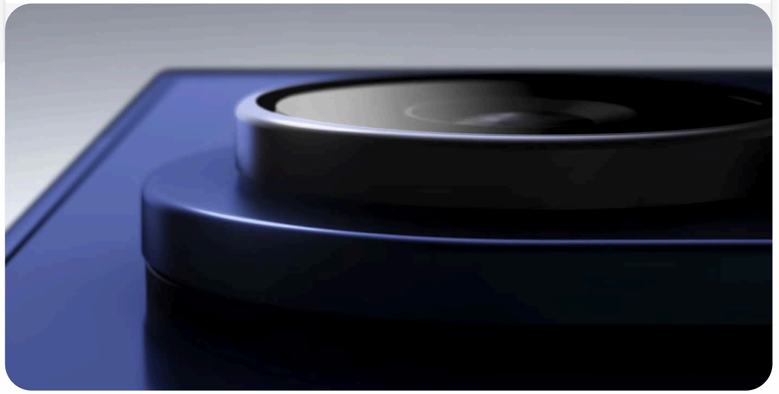
Library ID: 1250813236111263

Started running on Jul 24, 2025

Platforms

Samsung
Sponsored
Library ID: 1250813236111263

Introducing the all-new Galaxy Z Fold7. Avail benefits worth ₹12000. Get upto ₹75000 exchange value for your old phone. Get ₹3500 worth Reward points. Head to samsung.com or Samsung Shop App!
*T&C Apply
#Samsung #Galaxy



CONCLUSION

PRO's

The campaign effectively used Instagram, Facebook, and YouTube to highlight Galaxy Fold7's AI features. High-quality visuals, platform-optimized content, and clear CTAs boosted engagement and positioned Samsung as a premium innovation leader.

CON's

The campaign did not leverage user-generated content or influencer collaborations effectively, missing an opportunity to build community trust and expand organic reach.

THANK YOU