Direct Mail Marketing:
SAMSUNG myPhone

In Partial Fulfillment of the M.F.A Degree Requirements
by Sangjun Baek
Indiana State University
Department of Art
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Advisory Committee Members:
Prof. Sister Alma Mary Anderson (SAMy)
Prof. Glenn Dunlap
Dr. Stephen Smithers
In advertising, many industries currently have the same borrowed look that is often used over and over, creating a sea of “me too” advertising. As a designer, I am expected to explore many different approaches for one product. I have to create a new campaign for an existing product by developing posters, magazine/newspaper ads, direct mail and follow-up mailings. For my thesis, the campaign will be developed for a new Samsung cell phone, which I have named “myPhone.” Part of the campaign is the positioning of the product and its name change, stressing that the phone is developed for the consumer. For my thesis project, I have created a direct marketing campaign.

My marketing direction is well reflected in the logo and product positioning. This addresses prospective clients who identify with my creative direction. Part of that direction consists of an identity package (branding), which includes corporate business card, envelope, letterhead, brand colors and logo.¹

The Samsung myPhone targets two different consumers: those who need to store information and communicating, and those who want entertainment on the go. The

¹ Rene Gnam, Direct mail workshop (New Jersey: Prentice Hall, 1989), 41
myPhone targets segments consisting of professionals, students, corporate users, and entrepreneurs. Currently, the market for high-end phones like the myPhone is small. The smartphone market is rapidly increasing due to lower prices, greater power and higher specifications.

I have designed four different advertisements for magazines.

In ads A) and B), I present myPhone advantages: the user interface is familiar to PC users, including a mobile version of Internet Explorer for web browsing; the system will enable convenient access to office documents such as PowerPoint, Excel and Word (for editing as well as viewing); users can download third-party applications and easily install
them on their phone; and the myPhone 7.2-megapixel camera takes stunning, professional quality photos. Finally, users can enjoy a true cinema experience in the palm of their hand.

Ad C) is geared to high school, college and graduate students who want one portable multifunction device and colorful phone. Ad D) is for our primary business targets that partner with large cell phone service providers like AT&T, Verizon, Sprint, and Cellular One.

A 2001 survey by the Pitney Bowes, Pepper and Rogers Group showed that direct marketing is an effective marketing tool. Thirty-four percent of those surveyed said that direct mail is the most valuable method companies use to establish and further customer relationships, the highest rated marketing method in the survey. Out of all Respondents to
the survey, 95% also felt that direct marketing is effecting at building a relationship with customers because it is familiar, convenient, and interactive.\(^2\) The survey also found that now, more than ever, consumers value the organizations that make an effort to communicate with them through mail.

I have also developed TV ads with more information about the myPhone. The storyboards for the ads are organized with 19 cuts of sketches for 30 seconds and 15 second advertisements. In the first concept, myPhone is not just a phone, but also a device that can help open a whole new world in a person's hand. The second concept is that as the airplane of the Wright Brothers evolved to a space shuttle in the present, myPhone has evolved from the first phone developed by Bell.

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\(^2\) "US Advertising Spending Growth by Media". Pitney Bowes. 5-7
First concept for 30 second tv advertisement)

Touch the screen
center camera zoom in

Window opens slowly, a whole new world shows up on the screen
center camera zoom out
center camera zoom in

Multimedia, diary and schedule book appear on the screen

Window starts and mobile office program appear on the screen
center camera zoom out

In music player...

Genre changes and screen also changes to proper background
center camera zoom in app store and zoom out

As soon as you enter into app store, a building of strange city becomes app store

Racing game started and screen changes into actual motor racecourse. It feels like you are in real racing.

center camera zoom out
Second concept for 15 second tv advertisement)

In addition to the ads, I have developed a web page which prospective buyers can go to in order to request more information about the myPhone. The sites have different URLs which allows me to monitor which ads, print or TV, work best.

The websites below which I produced is designed with sophisticated and sensuous to capture customer attention. I targeted future clients (at the age of 20-30) to increase their desire to spend and to get more information. The myPhone website has sharp designs and icons to get their attention.
Overall, in order to pull off the campaign, I need to use media to start advertise myPhone. The website for myPhone has an individual page for requesting more information. A small banner to get into the requesting information page works, too. The reason I need to make separate pages for requesting more information is because when people like the product and want to get specific information, they are required to leave their contact information (home address and phone number) so that I can send them more information. This information will be sent by mail.
In the mail package, there are the following; a letter from the company, brochure, and USB drive which has the myPhone logo on it for clients to use. It is considered an indirect advertisement. If there is no response from the consumers who received the mail package in 3 weeks, another package, called a "follow-up," will be sent. In the follow-up, there are brochures, a letter from company and a discount coupon to sweeten the offer, in case the consumer changes their mind about purchasing myPhone. Any package, mail or follow-up, should be personalized and tie into the advertising, for I cannot anticipate when the future consumer might ask for information. The whole process from placing advertisement in media to sending packages to consumers is called intergraded marketing.

A fulfillment package is for people who do not go to stores and buy their phones. One of the merits of a fulfillment package is that even though this method of marketing is expensive, it provides one to one relationship with the consumer and also has the benefit of making a great impression on the consumers.

People probably use the internet as much as they watch television today. "Website advertising has an advantage over other media advertising in that it might be perceived as less annoying or irritating." 3 "Compared with general advertising, web advertising is perceived as less irritating and more acceptable because online users have an overall

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control of what they want to access.”⁴ “This positive characteristic might increase web advertising’s effectiveness.”⁵

By designing different approaches, I expect to have customers more interested in my product than any other products. To advertise myPhone, I have planned to do it by direct mail. It is a method used to establish a strong relationship with a customer, new or existing.

This Direct Mail Campaign shows how much effort and care is put into product designs for customers. Using mixed media is also the most important way to promote my product. Without the media mix, how would future customers know about the newest products? The goal is to make my client and future customers completely satisfied.

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Works Cited


"US Advertising Spending Growth by Media". Pitney Bowes. 5-7  