

# SAMSUNG

## Samsung helps Italian football club deepen connections with fans

Branded phones deliver exclusive experiences to fans



### Challenge

A world-famous Italian football club wanted an even deeper relationship with its large and loyal fan base—no small matter at a time when even dedicated sports fans are easily distracted by entertainment alternatives. Because those alternatives include social media and mobile devices, the club was interested in using new technologies to achieve its objectives.

### Solution

The club used Samsung's technology to launch an innovative marketing initiative: club-branded phones for their die-hard fans. These phones sported the club's unique color scheme and gave their fans exclusive extras—including videos and photos—which fans could then re-post on their own social media networks.

### Results

The club-branded phones help differentiate the club from other football clubs. The club supporters with branded phones tend to feel more engaged with the team and are more likely to share their enthusiasm on social media. Fans who use the branded phones report higher satisfaction than those who don't own branded phones and the club reports that its IT department experienced minimal impact from the effort.



## Challenge

Keeping enthusiastic fan base growing and passionate

The Italian football club is one of the most famous sports franchises in existence. The club reinforces fans' devotion by consistently fielding winning teams. The club has won numerous national and international titles.

Yet even the most devoted sports fans can choose from a growing array of sporting and entertainment choices. The widespread adoption of smart devices and social media means that people interact in new and different ways and seek experiences that reflect their always-connected lifestyles and preferences.

Traditional advertising and marketing tactics are not always enough. As do most clubs, the club wanted to continue earning fans' affection—and strengthen bonds between fans and the team. That's why the marketing executives of the club decided to take advantage of today's mobile and social landscape—without creating significant new burdens for the club's IT staff.

The team wanted to create a channel that would enable fans to connect with them every day, like family.

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### BRANDING PHONES FOR BIG FAN BASES

Sports teams, clubs, pop groups, and carefully cultivated brands create subcultures full of fans that want recognition and meaningful connections. With customized smartphones, brands can offer fans a communications channel built into devices they use every day. Customization options include:

- Logo animation on start up.
- Custom wallpapers.
- Exclusive applications offering exclusive social content.

## Solution

### A club-branded device with exclusive experiences to fans

Samsung and the club together developed the concept of offering club-branded Samsung Galaxy smartphones in club stores and on the club's web site. The club decided to launch the branded phone during the holiday season to maximize the exposure to its fans.

Samsung showed the club how it could customize the phones using Samsung's exclusive cloud-based configuration tool, Knox Configure, which lets customers remotely configure large volumes of Samsung devices and tailor them to specific needs. The club wanted to add themed screen wallpapers (with their signature colors, of course), suggestions for team merchandise, and news about the squad. The club also designed a club-themed box sleeve to wrap around the original product box.

Samsung worked closely with the club's marketing and IT team to ensure high standards of fan satisfaction, by delivering a seamless experience right out of the box. Through Knox Configure, all devices shipped to club stores are configured to download and install all necessary club-branded content at their first boot-up. The content includes all club-affiliated apps, such as the latest TV app, which allows customers to watch the latest games or game recaps.

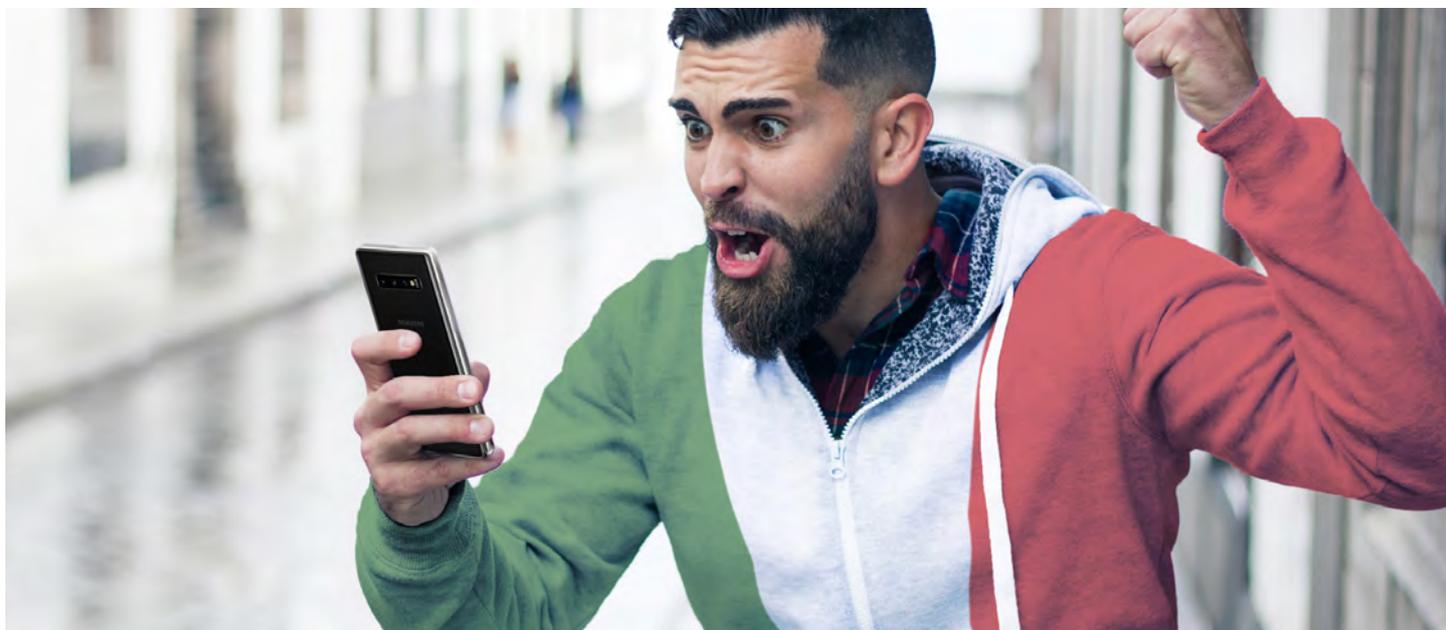
The club developed a special app to deliver new experiences. The app offered exclusive extras such as the club wallpapers and the ability to access unique photos and videos that fans can post on their social networks to share with their followers. Fans also received vouchers that enable them to watch recaps of the latest games.

The special benefits created for fans were delivered to smartphones automatically over-the-air, eliminating the manual effort of setting up individual phones. Once the team marketers decided which content they wanted to use to brand the phones and the IT team uploaded those files to Knox Configure's web portal, the phones were ready to be shipped to the stores.

"The club was impressed by the unique set of capabilities available through Knox Configure and how easy it was to rebrand phones," says Paolo Bagnoli, head of mobile B2B marketing at Samsung Italy.

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Paolo Bagnoli  
Head of mobile B2B marketing  
Samsung Italy



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## Results

The club has strengthened ties with its fan base

The club-branded phones represent a new marketing approach that supports everyday interaction with a fan base in a way unlike anything else in the sporting industry. The club deployed its new club-branded Samsung phones in time for the Christmas selling season. The phones flew off the shelf when fans saw phones branded with team colors of their beloved club.

**Deeper connections with fans.** With the new phones now in fans' hands, the club observed increased social media traffic around its brand and greater engagement from fans. The club also believes that the campaign boosted team merchandise sales by increasing the number of sales "touch points."

"Fans were thrilled to own a club-branded phone, because the phone opened new channels to interact with the club and squad," says Antonio La Rosa, head of mobile B2B at Samsung Italy.

**Seamless out-of-box experience.** The rebranding capabilities of Knox Configure enabled the club to deliver a true club-branded experience from the moment the fans open the box and turn on the phone. The fans see club-themed wallpapers and all club's apps are automatically downloaded and installed.

**Minimal additional IT workload and reduced burden of manual re-work.** Remote configuration capabilities of Knox Configure enabled the club to configure its new phones easily and roll out a large volume of devices hassle-free.

### 3 SIMPLE STEPS TO USING KNOX CONFIGURE

1. IT staff creates profiles that include customized device settings, apps, and other content.
2. IT staff registers all devices in the profile.
3. Once a device is activated, it automatically downloads and install the profile and its contents.

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Antonio La Rosa  
Head of mobile B2B  
Samsung Italy

## About Samsung Electronics Co., Ltd.

Samsung Electronics inspires the world and shapes the future with transformative ideas and technologies that give people the power to discover new experiences. With a constant focus on innovation and discovery, we keep redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions.

### For more information

For more information about Samsung Knox Configure, visit:  
[www.samsungknox.com/kc](http://www.samsungknox.com/kc).

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