



Client | **Samsung Semiconductor**

Campaign Scope

Integrated advertising and PR campaign.

Campaign Summary

Samsung Semiconductor selected Pacifico to raise its corporate profile in the business press and achieve corresponding alignment of its advertising and public relations functions to reflect thought leadership within the semiconductor industry. The company was known mainly for its commodity memory products rather than the direction in which it was leading the industry. Samsung needed more opportunities to define itself and address industry issues. Accomplishing this required positioning the company and its senior executives as thought leaders in the semiconductor market in general and in the memory market specifically. Despite being the one of the world's top five memory chip suppliers, Samsung was given little credit for being one of the main shapers in the semiconductor memory market. Pacifico had to elevate the media discussion about Samsung Semiconductor to a macro level.

In order to achieve macro level thought leadership across the semiconductor industry, Samsung Semiconductor's messaging had to be synchronized both internally and externally across all its lines of business. As one of its first steps, Pacifico assembled an integrated team of advertising and public relations wizards to evaluate how the semiconductor market viewed Samsung and how Samsung viewed

itself in order to align perceptions, identify opportunities where Samsung could position itself as a thought leader and bridge diverging perceptions through proactive messaging. Pacifico launched an internal and external perception survey and subsequent to the survey, developed a comprehensive messaging platform threaded from their corporate mission down to each specific line of business, targeting both internal and external audiences. The resulting message platform formed the basis for integrated and synchronized corporate communications program leveraging symmetrical advertising and public relations initiatives targeting key centers of influence in the technology business and financial press.

Pacifico expertly engaged the top tier business press and placed Samsung's US-based senior executives in a series of high profile speaking engagements and interview opportunities where discussions focused on macro-level semiconductor industry trends. Advertising initiatives targeting C-level audiences in key target markets where synchronized with the public relations effort to achieve a significant multiplier effort for the overall campaign. Almost immediately, Samsung executives and highly targeted ads where in the pages of the key financial and technology business publications articulating their view for the industry, Samsung's unique value proposition, corporate vision and business strategy.

Subsequent ad campaigns media coverage continued to achieve the objective of positioning Samsung Semiconductor as a thought leader in the semiconductor memory market. Senior Samsung Semiconductor executives continue to receive numerous opportunities to address market trends and they continue to be viewed as "go to" individuals for media requiring an industry executive perspective.

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