

Samsung Vs Apple: The Battle of Smartphone Brand Marketing

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How it all started

If there was to be a "first", it would be Apple. Apple's first smartphone, the original iPhone in 2007, caused a stir in the world of communication devices. Samsung's first smartphone, Samsung GT-I7500 Galaxy, was released in 2009.

If you have to compare smartphone market share, in 2009 Apple was 16.1% and Samsung was 3%.

This number has changed over the years, with 18% for Apple and 23.4% for Samsung in the first quarter of 2022. These changes indicate two things:

Samsung has made huge strides in the smartphone market.

Despite increasingly strong competition, Apple has managed to achieve near-unanimity.

Apple Marketing Strategies

Apple has stuck to its branding and marketing design for years.

Samsung offers high-end smartphones and inexpensive smartphones. But it's hard to make an impact when you can't find a strong visual connection between them.

On the other hand, when you create a design and regularly present it to your audience for over a decade, how can they forget your brand? For this reason, most customers can easily spot an iPhone box in a store full of many other smartphone models, even from a distance.

Always believe in your brand values

A big difference between Apple and Samsung is that Apple has defined clear values for its brand. Apple has always emphasized quality over quantity and has always provided "reliable" products. Through its collections, the brand adheres to these values.

This is why iPhone is always better than others when it comes to choosing a reliable primary phone. This can only be attributed to a marketing design that matches the brand values exactly. And a product design that keeps its promises. People are quick to point out this stupidity, simply because Apple has fans and most other brands, including Samsung, have customers. This is possible when you clearly define your brand personality and values and take deliberate steps to communicate them to your customers.

Samsung Marketing Strategies

Samsung has its own marketing skills, which is why it has quickly become the dominant smartphone brand. If you look at the 4Ps of marketing, Samsung has all four –The perfect combination of products Variety of prices

Lots of cross-channel promotions

You can buy Samsung smartphones from various places online and offline.

Social media is one area where Samsung is far ahead of Apple. You'll hardly find any posts on Apple's main Twitter page (although it does actively share content on Apple Music and other pages). Apple's Instagram page only shows photos taken with iPhones.

Samsung, on the other hand, is very active on social media. From product launches to creating anticipation before product launches, the brand uses its social media pages in a variety of ways. Samsung is finding creative ways to market its products.

is designed to cause a stir!

If you compare Samsung and Apple ads, you'll probably notice that most Apple ads are bland and straight to the point. Samsung, on the other hand, has often shown its adventurous spirit. From grilling Apple to challenging mainstream smartphone standards, the brand has a style all its own when it comes to creating engaging content.

While Apple occasionally collaborates with celebrities, Samsung's collaborations are on a larger scale.

When Samsung and Apple go head-to-head - marketing ambush at its finest

One of the things we admire about Apple and Samsung is that they don't shy away from making fun of each other.

Samsung does this a lot, but honestly, all of this activity is good for both brands.

When Samsung launched a big-screen phone

At a press conference, Steve Jobs, when asked about big-screen phones from competing brands, said big-screen phones might help, but "nobody's going to buy them ". At the time, Samsung was using the comment in a promotional campaign for its Galaxy Note 4.

Nobody misses all the fun when Apple talks about copying ideas

Apple ran a print ad alluding to the case that Samsung allegedly copied the Apple ideas. The ad came out just as the patent wars continued.

He talks about Apple taking a greener approach. Ideas like this can really boost your brand image when advertising. The clean layout and signature font of

instantly matches the rest of Apple's marketing designs.

Bold and bold text in the focus message immediately grabs your attention. Greenery, blue skies, and solar panels are enough visual clues to tell you that this is sustainable advertising.

Likewise, when your design is simple and full of creative visual presentation, you can ensure that your customers will grasp the information within seconds.

Samsung vs Apple – So who wins the marketing battle?

In fact, if you have to compare the amount of marketing work brands handle, Samsung has a slight advantage over Apple. We also see that Samsung has a bigger market share in smartphones. But Apple's brand value is \$947 billion, while Samsung's is only \$107.

\$28 billion. Apple also leads in terms of revenue. Here are some reasons for this difference.

Apple has a more clearly defined brand message. It has remained pretty much the same over the years.

Samsung smartphones are everywhere. The brand targets a fairly diverse audience. But on the other hand, Apple stuck to target marketing and won.

Apple is the embodiment of a strong brand identity. Creating a strong brand identity is not enough.

You need a consistent and visual identity for your marketing design (like advertising), branding design (like logo, packaging, etc.). People might laugh at Apple for not changing its design much, but most Apple users like the consistency the brand maintains.

In short, both brands do an equally good job of marketing. They are still the leaders in smartphone marketing.