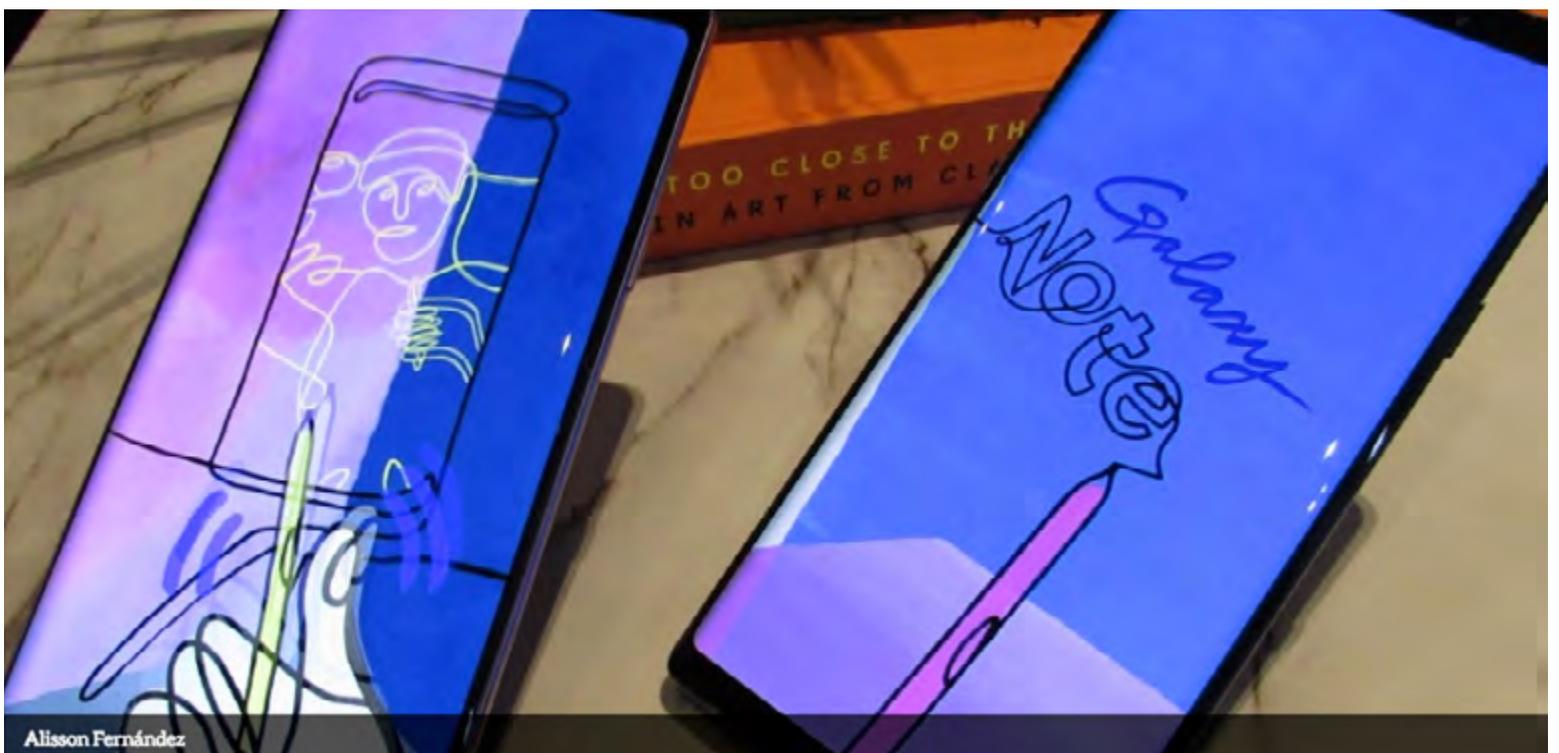


## With more powerful S Pen, Samsung presents Galaxy Note 9

Cheil, Mutato and Rapp will work on launching communication in Brazil

by ALISSON FERNÁNDEZ, of NEW YORK  
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### S Pen of Galaxy Note 9 promises to surprise the consumer

The South Korean company Samsung once again moved the global smartphone market. On Thursday, technology and electronics enthusiasts were eyeing the Barclays Center arena in New York for the news of the new Galaxy Note 9. The event, which brought together thousands of people from diverse backgrounds, parts of the world, presented the differentials of the device that, this time, brings an even more powerful S Pen.

"The S Pen is what differentiates the Galaxy Note from other products. Among the innovations of this year is the Bluetooth connection, which causes the pen to stop doing only its basic functions and to also act as a remote control. Features such as camera, photo gallery, music and powerpoint presentations, for example, can be controlled with the S Pen. This is a big leap from all the other handsets we've had in the past," said André Varga, senior director of mobile devices products at Samsung Brazil.

Storage, battery and speed are also highlighted. With a model that brings in 512 GB internal memory (there is also a 128GB other), along with a microSD card of another 512 GB, Note 9 can exceed 1 TB of space and thus take place to save all files. The 4,000 mAH battery arrives with a performance 21% higher than the previous model. Already the Octa-Core processor, 10nm will ensure a better speed for fans of games.

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The price forecast, colors - were presented the colors black, lavender, copper and blue with the yellow S Pen during the event - and arrival in the Brazilian market have not yet been defined by Samsung, but it is believed that the device arrives in the coming months .

## CAMPAIGN

The Galaxy Note 9 launch campaign in Brazil will feature actions by three agencies. Cheil, Mutato and Rapp will work on smartphone communication on different platforms.

"The Cheil agency, which is helping us develop the whole concept section, will be responsible for the films that will go on to open and closed television. Mutato, which is our digital agency, will be responsible for all our positioning and communication with consumers on digital platforms. And Rapp, who will be responsible for all of CRM, email marketing and push notification, "said Loredana Sarcinella, marketing director of the mobile division of Samsung Brazil.

With the motto, 'New Note. Even more powerful, "the campaign, with all media coverage, will focus on a young, enterprising, creative audience with a new way of working.

"It's a group that does not separate what is work, passion and personal life. For this, we will work all communication with three ambassadors who have the profile of the brand. Didi Wagner, the journalist Pedro Andrade, who has already made the launch of Note 8, will give a feminine touch and entrepreneurial and multifaceted woman, and YouTube channel, Coisa de Nerd, with Leon and Nilce, where we are going show and reinforce all the processing and innovations in the games area, "comments Loredana.

Asked about the strategy of having two flagship launches per year, Samsung reveals that this reinforces the brand's presence in the market. "Although we have a global strategy, regionally, execution is different in each country. In Korea and India, for example, the main flagship is the Note, and the S-line would be a complementary product. The launches take place in two different semesters and this is the formula of success of the brand in the global market. Our expectation is that Note 9 is a sales champion just like its predecessor, "says Vargas.

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