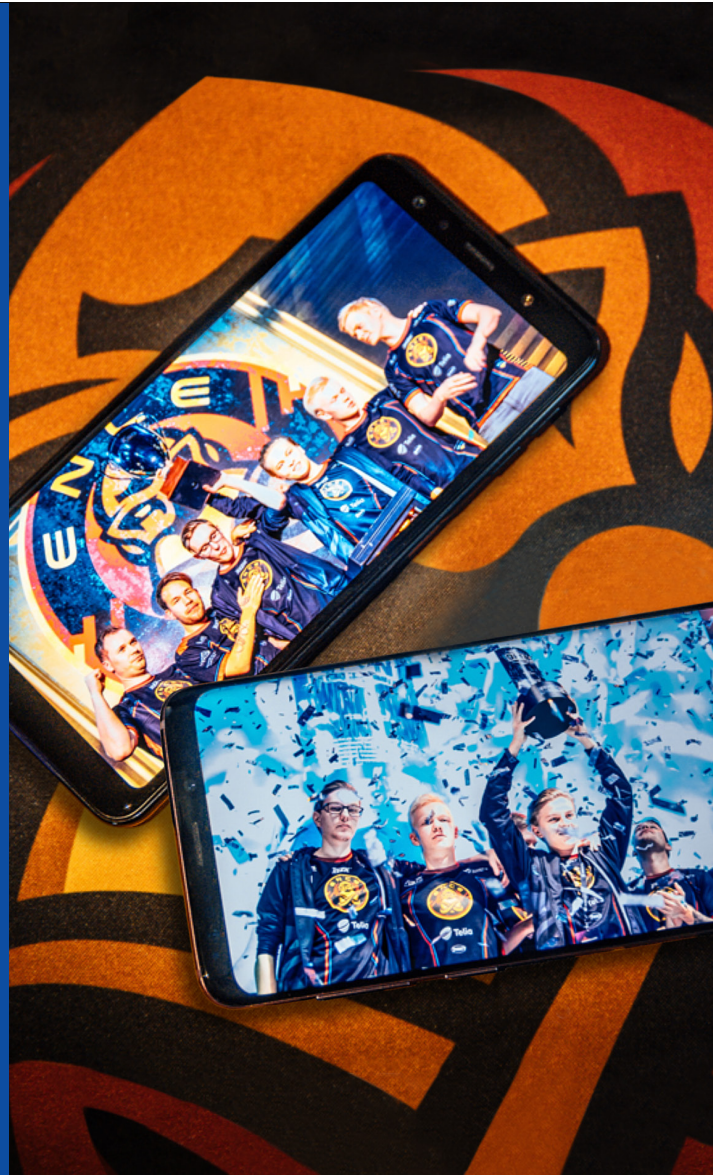


# SAMSUNG

## Finnish esports organization builds brand and connects with fans

ENCE builds on its partnership with Samsung and designs a customized phone for gamers.



### Challenge

Esports company ENCE wants to stay top-of-mind among fans who watch high-ranked gamers compete in real time. ENCE wanted to strategically utilize its partnerships with brands like Samsung to create new marketing opportunities and brand awareness.

### Solution

ENCE decided to put its name on something new—a carefully considered smartphone experience based on its knowledge of gamer behavior and preferences. ENCE and partners—Samsung and mobile operator Telia—brought the ENCE phone to life using the customization capabilities of Samsung Knox Configure.

### Benefits

By aligning its needs with that of partners to build brand awareness, ENCE was able to forge additional connections with the gaming community. The customized phone benefited ENCE, mobile operator Telia, and Samsung, by associating the brands with a fun new device specifically for gamers.



## ENCE ESPORTS

### ABOUT ENCE

ENCE is the best known and most successful esports organization from Finland. The organization stars include one of the best Counter-Strike: Global Offensive teams in the world and world champion Starcraft II-player Joona "Serral" Sotala.

ENCE stands for Enceladus, one of the giants in Greek mythology, as well as one of the moons of Saturn. The organization's motto is "Ever to excel," and it strives to be a role-model in the esports scene.

ENCE is run by established esports pioneers of Finland, with decades worth of experience as professional gamers, event and tournament organizers, plus marketing technology expertise.

“We can do more for our gaming fan base when we work closely with partners.”

Joona Leppänen  
Marketing director  
ENCE

### Challenge

Esports organization ENCE makes the most of key partners

Competitive video gaming—commonly called esports—is booming. Millions of fans watch and cheer for teams or individuals in real time as they compete in games such as the wildly popular Counter-Strike: Global Offensive (CS: GO). In Finland, esports organization ENCE has built a business around the trend. ENCE trains and fields esports teams and helps other gamers sharpen their skills. ENCE-sponsored player Joona "Serral" Sotala won the WCS Global Finals in Los Angeles to become 2018 StarCraft II world champion. And ENCE's CS: GO team were named runners-up at the IEM Katowice 2019 CS: GO Majors.

Since its founding in 2013, ENCE has relied on branding and partnerships to help it keep pace with the phenomenal growth of the esports industry. The company's partner network creates synergies with other respected brands to build overall awareness among its target audience. For example, ENCE offers an exclusive microsite through its partnership with Telia, a major Northern European mobile operator. The microsite offers ENCE-recommended, gamer-friendly electronics.

More recently, ENCE added Samsung as a team sponsor and outfitted team players with Samsung devices and wearables. ENCE wanted to explore further opportunities with Samsung that would broaden its new partnership and raise the ENCE profile among gamers.

"We can do more for our gaming fan base when we work closely with partners," says Joona Leppänen, marketing director of ENCE.



## Solution

Knox Configure helps ENCE tailor a great smartphone experience

ENCE and Samsung worked on a plan to use Telia's channels to sell a Samsung phones with special, ENCE-branded content. The partners thought the limited-edition phones backed by two great brands would help cement the partnership and build overall awareness in the gaming world.

"Starting work with an innovative brand such as Samsung is a privilege and a great match for us at ENCE," the company said in a [blog post](#) announcing the partnership.

Hardware-labeling promotions are common in gaming industry. The ENCE-Samsung partnership, on the other hand, delivered a fully branded experience. ENCE provided its logo and gaming expertise to create a Samsung phone customized to gamers. Telia handled logistics so ENCE could focus on the fan phone experience. And Samsung Knox Configure made it all possible. The easy-to-use Knox Configure web-based portal simplified remote provisioning of a high volume of phones, and enabled complete, software-level customization.

"We wanted to do more than add our logo to the phone, says Leppänen. "With the customization capabilities of Knox Configure, we were able to design a phone experience specifically for gamers."

Using Knox Configure, ENCE helped design a profile for the limited-edition phones. They removed generic shortcuts to clear the home screen to better showcase the ENCE background. The customized home screen includes only one folder, which hosts an array of ENCE-recommended games and pre-installed content. The result was a carefully

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considered experience based on ENCE's knowledge of gamer behavior and preferences.

Now, when gamers purchase an ENCE-branded Samsung phone through reseller Telia, their new ENCE device automatically loads specially branded home- and lock-screen wallpaper, keeping ENCE front and center every day.

From the first boot up, a gamer can log into top games, surf the biggest gaming communities on the gamer-specific chat app Discord, and follow the newest scores and live games. Conveniently for the gamers, the apps include one for food-delivery service—available from another ENCE partner.

Phone purchasers win with a seamless out-of-box experience. Purchasers simply power up their phones and become part of the ENCE world in minutes.



### ENCE AND KNOX CONFIGURE

Here is how Knox Configure helps turn Samsung phones into ENCE phones.

- Installs pre-determined apps automatically, over-the-air.
- Adds, places, and removes app shortcuts on home screen.
- Customizes wallpapers along with booting and shutdown animations.

# SAMSUNG

## Benefits

Broader partnership and exciting offering bolsters brand awareness

By aligning with the goals of key partners, ENCE was able to heighten awareness and build its brand. All partners benefited from exposure to ENCE's enthusiastic and growing fan base, and ENCE was able to provide phone users a unique experience.

**Win-win initiative for all partners.** As a result of its ability to deliver custom, branded content, ENCE has raised its profile and built brand awareness among gamers for partners Samsung and Telia. This was met with enthusiasm by ENCE fans—with gamers cheering the partnership by converting the organization's EZ4 ENCE meme to the hashtag #EZ4Samsung.

“We've amplified our partnerships with Samsung and Telia and helped our fan base stay more closely connected to ENCE and the world of esports.”

Joona Leppänen  
Marketing director  
ENCE

**Increased fan engagement.** The response to ENCE phones has been positive, says ENCE. In addition, the phones help drive frequent engagement with the ENCE brand as part of everyday use.

**Innovative promotion with easy implementation.** ENCE has been able to build fan engagement with minimal effort and investment. ENCE did not need to invest in new IT resources to provision the phones—it was able to implement the customization easily with the help of Knox Configure.

“We've amplified our partnerships with Samsung and Telia,” says Leppänen, “and helped our fan base stay more closely connected to ENCE and the world of esports.”

ENCE plans to continue working with Samsung on branded devices, refreshing the campaign on the next series of premium Samsung phones.



## 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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