

SAMSUNG

Company showcases innovative new product using Samsung tablet kiosks

British American Tobacco finds new ways to engage potential customers



Challenge

British American Tobacco set out to promote its new tobacco heater, called Glo, and address consumers' growing demand for an alternative to traditional smoking products. To support its product launch in Ukraine, BAT enabled consumers to explore product features and potential benefits while minimizing additional marketing and IT overhead.

Solution

Using Samsung Knox Manage and Knox Configure, BAT was able to deploy tablets as self-service smart marketing devices at company-owned stores and traditional retail operations around the country. The interactive devices engage and inform adult consumers better than traditional in-store posters. Careful management from a cloud-based console helps BAT maintain an excellent consumer experience.

Benefits

BAT expects to reduce one-to-one staff hours by half, as consumers can explore Glo features on their own with the easy-to-use tablets. Personnel can focus on tasks that need a human touch, such as completing sales transactions. BAT is able to update the content on the tablets remotely and needs minimal IT support to manage the tablets.



The purpose of this material is to inform readers about technological solutions implemented by the Samsung Ukraine office and is of non-promotional nature with regards to the products of British American Tobacco Ukraine.



BRITISH AMERICAN TOBACCO

As a leader in the industry, BAT seeks to transform tobacco. The company's portfolio reflects its commitment to meeting the preferences of today's adult smokers while transforming tobacco with a choice of potentially reduced-risk products. Its operations span the globe, and BAT seeks to manage companies and people as responsibly as possible—from the crop in the fields through to the consumer. BAT believes that great people are key to its success and is proud to be recognized as one of the world's top employers.



Instead of burning, the Glo battery-powered devices heat the sticks to generate vapor, which BAT says emits less harmful chemicals than conventional cigarettes.

Challenge

Finding an innovative way to market new products

The tobacco market continues to evolve over smoking safety concerns. "Heat-not-burn" devices, which offer smokers an alternative to cigarettes, are gaining traction among adult smokers around the world. British American Tobacco (BAT) recently launched its ambitious entry in the new category, called Glo. BAT says Glo creates an enjoyable user experience while reducing harmful chemicals.

BAT decided to do something distinctive to promote its innovative new product, using marketing tactics that would reflect its position as one of the world's leading suppliers of tobacco products. Without innovative marketing and evolving messaging and storytelling to promote Glo, BAT anticipated that customer engagement would wane over time.

BAT intended to use tobacco points of sale to educate adult tobacco users on its new offering using displays with up-to-date messaging. It also planned to collect consumer information to build a deeper bond with potential customers.

One issue BAT faced was how to stage and kit the hundreds of devices it needed without overspending on third-party integration services. BAT needed modern technology that could meet its requirements without increasing its overhead.

The company needed easy-to-use tools, ideally something that could be managed centrally by its IT team. The answer was a complete Samsung Knox solution.

“Deploying and maintaining tablets used by dozens of different people each day can be challenging.”

Olexandr Giptenko
POSM Manager
British American Tobacco Ukraine

Solution

Samsung solution offers marketing flexibility without adding overhead

With Samsung Knox solutions, BAT successfully deployed interactive, easy-to-use Samsung tablets at the company's points of sale. Customers could enter the store, read about Glo from the tablet, and complete a test-drive form.

Using two Samsung Knox solutions jointly—Knox Configure and Knox Manage—BAT could fine-tune the devices remotely to strictly meet its requirements. For instance, using the "browser kiosk" feature in Knox Manage, BAT converted the tablets into kiosk devices that lock to BAT's official Glo website. This way BAT can block access to other websites and switching to other apps, which helps keep customers focused on the product information. Using another feature from Knox Manage called "screen-saver," BAT can automatically force devices not in use to revert to screen-saver mode and play a promotional video.



BAT also takes advantage of the complex configuration capability in Knox Configure. The tool's "power management" feature, for example, automatically controls tablet on-and-off switches based on power management scenarios, which BAT configures in the Knox Configure web console. When a store opens, under one scenario, the kiosk starts charging and the tablets automatically turn on. When a store closes and charging stops, tablets turn off, which prevents overcharging and manual switching.

Because both Knox Manage and Knox Configure are cloud-based, BAT's IT staff do not spend much time managing the tablets individually. When new content is ready for release, BAT simply pushes it out to hundreds of widely distributed devices simultaneously.

"Deploying and maintaining tablets used by dozens of different people each day can be challenging," says Olexandr Giptenko, POSM manager at British American Tobacco Ukraine. "With Samsung Knox Manage and Knox Configure, we're able to easily keep 300 far-flung devices secure and up-to-date. We're confident we can scale up to even more tablets without adding IT costs."

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Benefits

Smart devices help build awareness and interest

BAT is winning interest and new users of Glo, in part by reshaping its kiosk operations to add an innovative new consumer-direct channel. The new channel has proven cost-effective because BAT does not need to add IT resources to implement and manage the Samsung tablets.

Increased sales through a new promotion channel. BAT says its new marketing channel contributes to winning market share in the heat-not-burn tobacco market. The company says customers like engaging with the Samsung devices and learning more about Glo at their own speed. Customers always receive the latest marketing messaging as BAT can easily update devices across the country using Knox Manage and Knox Configure.

Freed up staff for direct sales. Using the Samsung tablets, BAT communicates detailed information about its new heat-not-burn tobacco product, Glo. Because the tablet solution introduces consumers to the category and supports the customer journey, BAT now needs fewer one-to-one staff.

Smart devices without additional IT overhead. Thanks to Knox Manage and Knox Configure, BAT's IT staff manages the Glo tablets without additional resources. BAT says its team can stay focused on important line-of-business tasks, rather than managing remote tablets.

"Our new campaign for Glo has been a big success," says Giptenko of British American Tobacco Ukraine. "Customers enjoy using the Samsung tablets, and we are sure they always have the latest information about Glo. We're very pleased with how Samsung was able to help us."

BAT-Ukraine and Samsung plan to continue their collaboration with new devices and expanded content. The solution can be used for other new products or other BAT regions. BAT also is investigating deploying additional new content to the tablets, turning them into multi-kiosk devices with the help of the Knox tools.

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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 Manage and Knox Configure, visit: www.samsungknox.com/km and www.samsungknox.com/kc.

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