
EXHIBITION MARKETING FOR PRODUCT LAUNCHES AT SAMSUNG

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ABSTRACT: Exhibition marketing has emerged as a powerful strategic tool for product launches, enabling businesses to build immersive, experience-focused connections with their target customers. This abstract examines how Samsung Electronics, a global leader in consumer electronics and innovation, introduces new goods through exhibition marketing. Samsung uses trade shows, exhibitions, and experiential launch events to showcase its most recent inventions, create its brand, and communicate with customers, media, and business partners. Simultaneously, Samsung uses interactive product demos, hands-on experience zones, and collaborative digital technologies to transform tradeshow into platforms for educating consumers, exhibiting new concepts, and telling stories. These events not only get the media's attention and put your company in the headlines, but they also build long-term brand equity, customer trust, and buy incentive. According to the report, exhibition marketing helps Samsung reach its product introduction objectives by increasing consumer interaction, distinguishing items in congested markets, and facilitating user feedback. Exhibition marketing is an important component of Samsung's integrated marketing communication strategy since it allows the sharing of creative ideas with potential customers.

Keywords: *Trade Shows, Product Demonstrations, Brand Promotion, Customer Engagement, Event Marketing, Lead Generation*

1. INTRODUCTION

Exhibitions are an excellent way to generate interest in your company and provide a clear message about your products and services to your target audience. Visitors have a limited amount of time and money, therefore implementing crucial exhibition marketing techniques is critical to making the right impression and outperforming your competitors.

Despite the fact that exhibitions had existed since the 17th century, their popularity in Britain during the nineteenth century was partly owing to the vast number of visitors that arrived in London via its wealthy ports. Typically, the exhibitions demonstrated astounding new technologies, such as prototype aircraft or lightning flashing through coils.

Changes have occurred since then. Historically, promoters would frequently chase wealthier clientele in order to compensate them. It's not unexpected that exhibitors couldn't communicate with an audience before the show opened, as they can now, due to the lack of social media and correspondence at the time.

Even if you intend to rely just on your amazing banner, natural charm, and the items or services you wish to exhibit, your competitors will use the most effective exhibition marketing tactics to ensure the success of their display. If you want to understand more about the process of organizing a successful exhibition, keep reading.

Exhibition marketing is the process of promoting your brand through participation in trade shows. These events are an excellent way to promote your business since they allow you to showcase your products or services to potential customers. They are an excellent way to establish ties with current and future customers.

A product launch is a purposeful strategy for bringing a new product or service to market. A launch includes initiating the initial sales, educating the relevant folks about the product's benefits, and delivering the goods. Although a specific launch date is often set, effective product launches continue to promote the product by actively marketing, gathering user input, and adjusting the product roadmap as needed.

After months or years of research, development, and testing, a product launch may feel like a celebration. Even at the eleventh hour, the party requires a significant amount of effort to plan. Businesses typically use a variety of techniques to assure the success of their products, such as announcements, live events or webinars, post-launch marketing plans, influencer campaigns on social media, and so on.

The product launch is the culmination of months of labor on a new feature or product that sparks attention and conversation. The product is available, sales teams are prepared and trained to begin selling, and marketing teams create campaigns, issue press releases, and do other things to guarantee that word of the product spreads quickly on the launch date. Everything goes to plan. Almost every team in your organization can benefit from assistance. Following a highly anticipated launch, teams must meet their deadlines. This is especially true for the product and product operations teams, which are dedicated to delivery. Launch planning is critical for making a good first impression when your product is released to the market. This post will walk you through the process of creating an effective product launch strategy.

2. REVIEW OF LITERATURE

Yushen Wang — 2025

This 2025 case research, set in the museum/CCP (culture and creative products) context, is valuable for exhibition marketing since it examines product-focused displays and launch approaches in an exhibition setting. Using STP (segmentation, targeting, positioning), this article examines the impact of limited-run releases and staged show environments on visitor perception and brand extension in the context of museum product development. Qualitative document analysis and stakeholder interviews were among the methods used. The findings show that in-person launches (such as exhibit openings and pop-up shop inaugurations within galleries) generate a higher level of emotional involvement than online rollouts. The essay emphasizes the significance of sensory display design, narrative narration, and merchandising in successfully transforming exhibitions into product launch locations. These lessons can be applied in commercial trade-show exhibits that promote new SKUs. It also addresses measurement problems and recommends combining on-site feedback collecting with follow-up CRM to acquire a more full understanding of the launch's success.

M. Kapoor — 2024

This empirical research from 2024 looks at the influence of trade show marketing activities on exhibitor and consumer engagement from a business-to-business standpoint. The research

uses survey data from exhibitors and visitors, as well as traditional statistical testing, to establish a link between specific on-stand activities—such as live demonstrations, hands-on sampling, appointment scheduling, and targeted invitations—and increased engagement and lead quality. According to the authors, pre-planned outreach and in-show experiential features during product launches at events help to smooth the transition from interest to trial. The research provides exhibitors with a useful checklist for launch events, which includes: (1) pre-booked demo slots; (2) multi-sensory demo formats; (3) a clear call to action and a quick technique of generating leads; and (4) prompt post-show follow-up. The research's limitations include a small sample size and a lack of long-term sales tracking. Nonetheless, it provides exhibitors with helpful advice on how to improve their trade fair experiences.

M. Li — 2023

A 2023 conference/journal paper addresses the optimization of marketing techniques in the exhibition business in the face of changing economic paradigms (case research: Dalian), demonstrating the importance of adjusting to macroeconomic and regulatory changes. According to survey data from exhibition professionals, exhibitors and organizers are increasingly relying on digital registration funnels, hybrid content, and targeted marketing (segment-specific campaigns) to keep audiences engaged. The paper underlines the importance of aligning display costs with exact target segmentation, as well as using local partnerships for distribution and post-show engagement. For example, the article recommends that demonstration periods be allocated to buyer groups with the highest conversion potential. The research's practical contribution is a methodology for evaluating the best use of marketing budgets for digital outreach prior to the event, creating on-site experiences, and nurturing leads after the event.

B. Skoko — 2022

Skoko's 2022 research looks on the growth of the exhibition and event sector during and after the COVID-19 epidemic, focusing on the actions of organizers and exhibitors in 2021. The essay dives into the following topics: the growing emphasis on health-conscious experience formats, the acceleration of digitalization (virtual displays, hybrid seminars), and the expectation that exhibitors will be able to assess products more precisely. According to the research, hybrid launch approaches that mix physical demonstrations for small groups with interactive streamed demos can reach a larger audience while still providing significant customers with hands-on encounters. According to the paper, corporations should spend in training booth staff to monitor online debates and connect with audiences through a range of media during launches, as well as plan for unforeseen events (such as switching between real and virtual modes). Furthermore, exhibitors claim that organizers should provide them with more specific ROI data, such as attendance quality and matching buyer listings, which influences launch appraisal.

A. Salmen — 2021

Salmen's 2021 literature analysis incorporates decades of research on the aspects that lead to a new product's successful launch, including as promotional design, market information prior to launch, and channel planning. The evaluation indisputably indicates how marketing, trial techniques, launch timing, and launch channel selections—including trade events and exhibitions—influence acceptability. Experiential exposure (hands-on demos at shows) improves the likelihood of trying something new as compared to passive sources. When

properly scheduled, complementary digital initiatives improve booth visits. Cross-functional alignment (product, sales, and marketing) before, during, and after the launch improves the likelihood of long-term adoption. These are key findings for exhibition marketing. The research recommends for improved longitudinal research that establishes a link between exhibition activities and long-term sales, a topic that has not received significant attention in the literature.

3. STEPS TO A SUCCESSFUL PRODUCT LAUNCH

Meticulous planning and deliberate activity are required for a successful product launch.



Market Research:

Before launching a new product, you must conduct extensive research about your target market, including their wants, desires, and behaviors, as well as market trends and competition. This information can be used to strategize your launch and ensure that your product and messaging are appropriate for your intended demographic.

Set Clear Objectives:

Set defined, attainable goals for the launch of your product that are consistent with your overall business objectives. These objectives must be specific, measurable, and time-bound. They will keep you on track and help you assess your progress throughout the launch process.

Develop a Comprehensive Plan:

Create a detailed launch strategy that outlines all of the required materials, responsibilities, deadlines, and steps for a successful launch. To ensure that your launch strategy is well-coordinated and consistent, consider your budget, promotional plans, and major objectives.

Identify Target Audience:

Define your target audience based on demographic, psychographic, and behavioral traits. To tailor your language and positioning, you must first understand their objectives, pain points, and purchasing behaviors.

Craft Compelling Messaging:

Create persuasive message that appeals to your target demographic while emphasizing your product's unique features. Explain how your product outperforms alternatives in terms of its capacity to meet a need or solve a problem.

Choose the Right Channels:

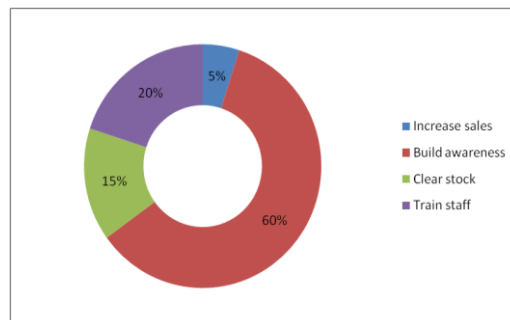
Choose the most successful marketing channels and methods to reach your target audience. Use a variety of online and offline platforms, including direct marketing, public relations, social media, digital marketing, and advertising.

Execute and Evaluate:

Ensure that all tasks are performed in the proper order and on time by rigorously following to your launch strategy. Monitor the success of your launch operations by gathering input from consumers, stakeholders, and key performance indicators. Evaluate the launch's success in respect to your goals, and develop methods for improving future launches.

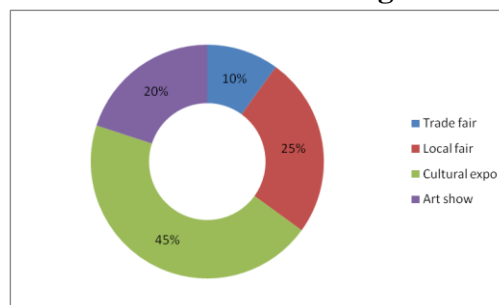
4. DATA ANALYSIS AND INTERPRETATION

1. What is the major goal of Samsung's display marketing when it launches a new product?



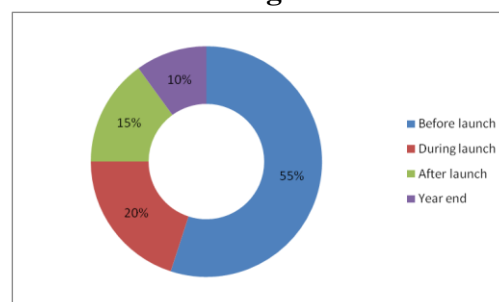
According to 60% of survey respondents, the major goal of exhibition marketing is to raise awareness. Fifteen percent of respondents say that displays are an effective way to dispose of stuff, while twenty percent believe they are an excellent way to train personnel. Only 5% believe that the major goal of exhibitions is to quickly increase sales.

2. What is the most typical sort of exhibition Samsung does to introduce new products?



Cultural expos are the most popular type of presentation, according to 45% of respondents, as seen in the chart. As a result, 25% of respondents indicated a moderate preference for local festivals. Art exhibitions account for 20% of the total, while trade shows have the lowest participation percentage, at 10%. This indicates that consumers prefer exhibition formats that are both culturally engaging and accessible.

3. What is the frequency with which Samsung introduces new goods at trade shows?



According to the findings, the majority of respondents (55%) would prefer to attend preview exhibitions before the product is published. This highlights the significance of their function

in generating initial enthusiasm and engagement. Exhibitions are liked by around 20% of people during their debut, with a smaller percentage appreciating them following the launch (15%) and at the end of the year (10%). This implies that the majority of people believe pre-launch gatherings to be the best way to showcase their work.

5. CONCLUSION

To summarize, exhibition marketing is critical for the effective introduction of new products since it provides firms with a direct and engaging channel to their target market. Businesses can effectively capture visitors' attention and demonstrate the value of their products by carefully developing strategies that include selecting the appropriate exhibition, building visually appealing booths, conducting live product demonstrations, and utilizing interactive technologies. Customers are more likely to remember and participate if you train your personnel, run pre-event advertising, and use samples and awards. Furthermore, by proactively collecting leads, involving the media, and emphasizing the unique aspects of your product or service, you may help convert attention into prospective sales. Observing competitors at trade shows can offer you with a plethora of market knowledge that will help you expand in the future. Following up after an exhibition is critical for establishing long-term consumer relationships and optimizing your investment. Exhibition marketing is a potent and cost-effective product launch strategy that combines marketing, interaction, and market intelligence in a single venue.

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