

**SAMSUNG**

**S95C**

**PDP Digital  
Launch Toolkit  
2023**

QN77S95CAFXZA  
QN65S95CAFXZA  
QN55S90CAFXZA



**4<sup>th</sup> Update: 03/06/2023**  
**3<sup>rd</sup> Update: 02/09/2023**  
**2<sup>nd</sup> Update: 02/03/2023**  
**1<sup>st</sup> Update: 1/20/2023**  
**Date Published: 1/13/2023**

- **03/06/23 Updates:**
  - Added additional SKU: 55", 65" to [Slide 1](#)
  - Added User Manual to [Slide 10](#)
- **02/09/23 Updates:**
  - Updates to OFG [Slide 8](#)
- **02/03/23 Updates:**
  - Updates to OFG [Slide 8](#)
- **1/20/23 Updates:**
  - Added additional Lifestyle Image [Slide 4](#)
  - Added Energy Guide [Slide 10](#)

# Product Headline

## Product Page: Above the Fold

### GUIDELINES

1. Follow the headline convention structure & order exactly as shown.
2. Be sure to include all components within the example headline.
3. Refer to spec sheets for precise inputs.

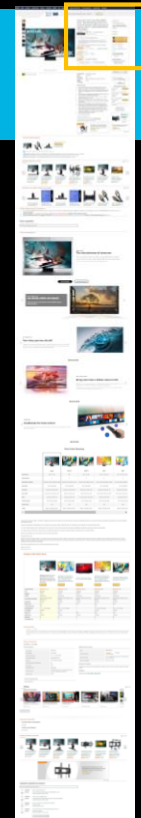
### Headline Convention:

**Brand Name | Size | Series | Screen Technology | Resolution | Smart TV | Model # | Year**

### S95C Headline Example:

**Samsung | 77" Class | S95C | OLED 4K | Smart TV | QN77S95CAFXZA | 2023**

Ex. Product  
Detail Page



# Image Carousel

## Product Page: Above the Fold

### GUIDELINES

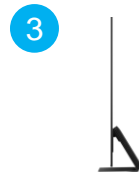
1. Images are shown in priority of order. The images should always follow the order guidance as shown.
2. If an image is missing from EasyAds, use the next available image according to order guidance.
3. Retail.com accounts with limited carousel slots should prioritize the following: Jack Pack, What's in the Box, Video and Benefit Based Imagery. Drop the lowest in order when space is limited.
4. The Feature Video should be prioritized in the carousel. Videos can also be included in below the fold content.



EasyAds ID/Link:  
[122922BP01](#)



EasyAds ID/Link:  
[122922BP02](#)



EasyAds ID/Link:  
[122922BP03](#)



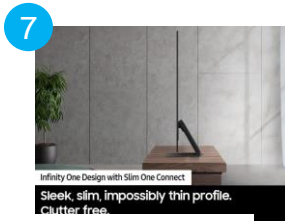
EasyAds ID/Link:  
[011223BP11](#)



EasyAds ID/Link:  
[011023BP05](#)



EasyAds ID/Link:  
[011223BP09](#)



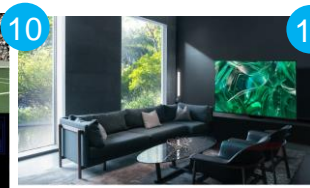
EasyAds ID/Link:  
[011223BP08](#)



EasyAds ID/Link:  
[011223BP10](#)



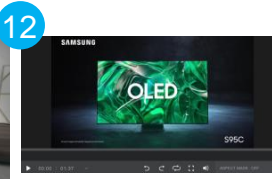
EasyAds ID/Link:  
[011223BP06](#)



EasyAds ID/Link:  
[011223BP06](#)

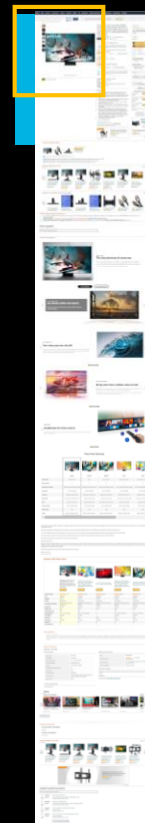


EasyAds ID/Link:  
[011323BP16](#)



EasyAds ID/Link:  
[011323BP15](#)

Ex. Product  
Detail Page



[Link to All Assets](#)

# SHORT Overview & Feature Copy

Ex. Product  
Detail Page






## Product Page: Above the Fold

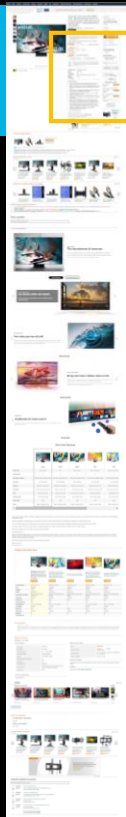
### GUIDELINES

1. Feature bullets should follow the precise order as listed to ensure the messaging hierarchy is exact.
2. If feature benefit rows are limited to or fewer than 5, you must still follow order guidance starting with priority 1.

Model Series Number	S95C
Screen Sizes	77", 65", 55"

Turn every seat in the house into the best seat with the bold contrast, dramatic sound and the vibrant colors of Samsung OLED.

<div>1</div> <div></div> <div>Samsung OLED Technology</div> <div>Steal the show with the bold contrast, dramatic sound and the vibrant colors of Samsung OLED.</div>	<div>2</div> <div></div> <div>Infinitely One Design with Slim One Connect</div> <div>Samsung's Infinity One Design is sleek, slim and impossibly thin.</div>	<div>3</div> <div></div> <div>Quantum HDR OLED+</div> <div>Imagination becomes reality with the infinite amount of dramatic detail made possible by self-illuminating pixels.</div>	<div>4</div> <div></div> <div>Neural Quantum Processor with 4K Upscaling*</div> <div>Sit back and be mesmerized as your content is transformed to 4K.</div>	<div>5</div> <div></div> <div>Dolby Atmos and Object Tracking Sound+</div> <div>Put yourself in the middle of the action with Dolby Atmos® built-in and Object Tracking Sound+.</div>
<div>6</div> <div>Q-Symphony 3.0</div> <div>For sound that's off the charts combine a Samsung TV with a Samsung soundbar.*</div> <div><small>*Soundbar sold separately.</small></div>	<div>7</div> <div>Motion Xcelerator Turbo Pro</div> <div>Hold onto your seats—your high-speed games and movies are approaching peak performance with exceptional motion enhancements.*</div>	<div>8</div> <div>Pantone Validated</div> <div>Dramatic hues and vivid color palettes validated by Pantone, the industry-leading color experts.</div>	<div>9</div> <div>Samsung Gaming Hub</div> <div>Stream your favorite games, no console required.*</div> <div><small>*High speed internet connection, additional gaming service subscriptions and compatible controller required.</small></div>	<div>10</div> <div>SolarCell Remote</div> <div>Turn up the volume on sustainability with the innovative SolarCell Remote™.</div>



# MEDIUM Overview & Feature Copy

Ex. Product  
Detail Page

## Product Page: Above the Fold






### GUIDELINES

1. Feature bullets should follow the precise order as listed to ensure the messaging hierarchy is exact.
2. If feature benefit rows are limited to or fewer than 5, you must still follow order guidance starting with priority 1.

Model Series Number	S95C
Screen Sizes	77", 65", 55"

Turn every seat in the house into the best seat with the bold contrast, dramatic sound and vibrant colors that are boosted by tiny Quantum Dots\*\*. Watch as ordinary content is transformed into mesmerizing colorful 4K pictures thanks to powerful AI processing technology. The powerful Dolby Atmos audio will put you in the action.\*

\*Utilizes AI-Based formulas.  
\*\*As compared to 2022 Samsung OLED TVs.

<b>1</b> 	<b>2</b> 	<b>3</b> 	<b>4</b> 	<b>5</b> 
<b>Samsung OLED Technology</b>	<b>Infinity One Design with Slim One Connect</b>	<b>Quantum HDR OLED+</b>	<b>Neural Quantum Processor with 4K Upscaling*</b>	<b>Dolby Atmos and Object Tracking Sound+</b>
<p>You'll see your favorite movies, games, and more in a whole new light thanks to the mesmerizing picture quality across a full range of gorgeous colors. Only a powerhouse brand like Samsung can provide incredible detail and unbelievable screen brightness. Plus, with pure blacks and more than a billion shades of color powered by QD technology, combined with 8.3 million self-illuminating pixels (ultra-fast switching tiny lights) reveals virtually limitless contrast.</p> <p>*OLED TVs can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.</p>	<p>Samsung's Infinity One Design is sleek, slim, and impossibly thin. Its strikingly slender design features modern lines and an attachable Slim One Connect solution to neatly organize cords and cables.</p>	<p>Imagination becomes reality with the infinite amount of dramatic detail made possible by self-illuminating pixels. Hollywood content leaps off the screen as your picture is optimized to make bright whites and the pure blacks crisp and clear. With Quantum HDR OLED+ enjoy rich contrast enabled by the powerful processor that dynamically tone maps every scene.</p>	<p>Sit back and be mesmerized as your content is transformed to 4K. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, experience it all transformed into sharp 4K resolution with our high-performance, AI-powered processor that upgrades your content scene by scene.*</p> <p>*Utilizes AI-Based formulas.</p>	<p>Hear the spinning whir of helicopter blades and streams of sirens speeding by with Dolby Atmos built-in and Object Tracking Sound+. You'll enjoy dramatic 3D audio as AI Sound tracks the action on screen with pinpoint accuracy.</p>
<b>6</b> <b>Q-Symphony 3.0</b>	<b>7</b> <b>Motion Xcelerator Turbo Pro</b>	<b>8</b> <b>Pantone Validated</b>	<b>9</b> <b>Samsung Gaming Hub</b>	<b>10</b> <b>SolarCell Remote</b>
<p>Amp up your audio with the greatest duo of all time - Samsung TV's paired with a Samsung soundbar.</p> <p>With Q-Symphony, your TV speakers paired with Q-Series and S-Series soundbar operate as one. Together, they can optimize all the channels, to bring you a masterfully orchestrated sound experience.*</p> <p>*Soundbar sold separately.</p>	<p>Hold onto your seat--your high-speed games and movies are approaching peak performance with exceptional motion enhancements. Motion Xcelerator Turbo Pro creates consistently crisp 4K visuals at blazing-fast speeds up to 120Hz and Game Motion Plus goes up to 144Hz with compatible PC-connected content.</p>	<p>Dramatic hues and vivid color palettes validated by Pantone, the industry-leading color experts. From every fantastical detail on your favorite runway competition to each course of drool-worthy cooking shows, experience it all in a whole new way only on Samsung screens.</p>	<p>Where gaming comes together. Stream your favorite games right from your TV. No console required.*</p> <p>*High speed internet connection, additional gaming service subscriptions and compatible controller required.</p>	<p>Turn up the volume on sustainability with the innovative SolarCell Remote™. It features a solar panel for charging, as well as other smart features including a built-in microphone to use with your favorite voice assistant.</p>

# LONG Overview & Feature Copy

Ex. Product  
Detail Page

## Product Page: Above the Fold











### GUIDELINES

1. Feature bullets should follow the precise order as listed to ensure the messaging hierarchy is exact.
2. If feature benefit rows are limited to or fewer than 5, you must still follow order guidance starting with priority 1.

Model Series Number	S95C
Screen Sizes	77", 65", 55"

Turn every seat in the house into the best seat with the bold contrast, dramatic sound and vibrant colors that are boosted by tiny Quantum Dots\*\*. Watch as ordinary content is transformed into mesmerizing colorful 4K pictures thanks to powerful AI processing technology. The powerful Dolby Atmos audio will put you in the action. Keep your viewing area clean and clear with the sleek Infinity One Design that offers an amazingly thin profile along with an attachable cable organizer. Plus, there's no need to juggle remotes or extra devices with Samsung Gaming Hub and the latest Smart TV apps ready to go.\*

\*Utilizes AI-Based formulas.  
\*\*As compared to 2022 Samsung OLED TVs.

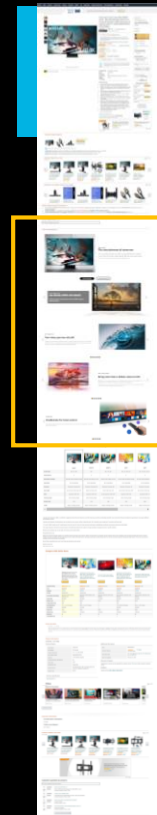
<b>1</b> 	<b>2</b> 	<b>3</b> 	<b>4</b> 	<b>5</b> 
<b>Samsung OLED Technology</b>	<b>Infinity One Design with Slim One Connect</b>	<b>Quantum HDR OLED+</b>	<b>Neural Quantum Processor with 4K Upscaling*</b>	<b>Dolby Atmos and Object Tracking Sound+</b>
If it's true – Samsung made OLED better by adding QD (Quantum Dots) for the ultimate entertainment experience. Only a powerhouse brand like Samsung can deliver incredible detail and unbelievable screen brightness. Plus, pure blacks and more than a billion shades of color combined with 8.3 million self-illuminating pixels (ultra-fast switching tiny lights) reveals virtually limitless contrast. You'll see your favorite movies, games and more in a whole new light thanks to the mesmerizing picture quality across a full range of gorgeous colors.	Samsung's Infinity One Design is sleek, slim, and impossibly thin. Featuring modern lines, it's meant to complement any style. To help keep your eyes on the view that matters, the attachable Slim One Connect solution neatly tucks your cords and cables out of sight.	Imagination becomes reality with the infinite amount of dramatic detail made possible by self-illuminating pixels. Hollywood content leaps off the screen as your picture is optimized to make bright whites and deep blacks crisp and clear. With Quantum HDR OLED+ enjoy rich contrast enabled by the powerful processor that dynamically tone maps every scene, while adjusting for the brightness around you.	Sit back and be mesmerized as your content is transformed to 4K. Whether you're streaming an HD movie, watching live sports, or looking back at home videos, experience it all transformed into sharp 4K resolution with our high-performance, AI-powered processor that upgrades your content scene by scene. Utilizing 20 specialized networks the AI-powered processor drives the intuitive Smart TV Hub, Dolby Atmos sound, and expertly upsampled 4K resolution.*	Hear the spinning whir of helicopter blades and streams of sirens speeding by with Dolby Atmos built-in and Object Tracking Sound+. You'll feel like you're right in the middle of the action as AI Sound+ tracks the action on screen and sound is projected to follow the movement with pinpoint accuracy.
*OLED TVs can produce 100% Color Volume in the DCI-P3 color space, the format for most cinema screens and HDR movies for television.			*Utilizes AI-Based formulas.	
<b>6</b> 	<b>7</b> 	<b>8</b> 	<b>9</b> 	<b>10</b> 
<b>Q-Symphony 3.0</b>	<b>Motion Xcelerator Turbo Pro</b>	<b>Pantone Validated</b>	<b>Samsung Gaming Hub</b>	<b>SolarCell Remote</b>
Amp up your audio with the greatest duo of all time – Samsung TV's paired with a Samsung soundbar. With Q-Symphony, your TV speakers paired with Q-Series and S-Series soundbar operate as one. Together, they can optimize all the channels to bring you a masterfully orchestrated sound experience. It's a completely next-level experience that even works with Object Tracking Sound+ for an extra layer of depth.	Hold onto your seat – your high-speed games and movies are approaching peak performance with exceptional motion enhancements. Motion Xcelerator Turbo Pro creates consistently crisp 4K visuals at blazing-fast speeds up to 120Hz for any content. You'll also enjoy next-gen gaming capabilities to help you get the most out of your games. With Game Motion Plus that virtually eliminates lag and motion blur with up to 144Hz for compatible PC-connected content.	Dramatic hues and vivid color palettes validated by Pantone, the industry-leading color experts. From every fantastic detail on your favorite ready competition to each course of drool-worthy cooking shows, you'll experience it all in a whole new way only on Samsung screens. In addition to identifying thousands of colors, these experts have also identified more than one hundred diverse skin tones, so people around the world are represented on screen the way they are truly seen off the screen.	Widen your world of gaming instantly without a console. Gaming Hub is where gaming games together – bringing the best of console games, streaming games, and more – all in one place. With easier access to your favorite games, standalone apps and accessories, start playing faster than ever. Plus, get recommendations for other games, adjust settings to optimize gameplay, and more.*	Turn up the volume on sustainability with the innovative SolarCell Remote™. Featuring a solar panel for charging and a built-in microphone to use with your favorite voice assistant, this remote has all your bases covered with a range of smart features. It even has automatic detection for use with other compatible devices.
*Soundbar sold separately.			*High speed internet connection, additional gaming service subscriptions and compatible controller required.	



Ex. Product Detail  
Page

## GUIDELINES

- | 2017-2018 (2018-2019) - 1st Edition |            |            |            |            |            |            |            |            |            |
|-------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Year                                | Project    | Project    | Project    | Project    | Project    | Project    | Project    | Project    | Project    |
| 2017-2018                           | Project 1  | Project 2  | Project 3  | Project 4  | Project 5  | Project 6  | Project 7  | Project 8  | Project 9  |
| 2018-2019                           | Project 10 | Project 11 | Project 12 | Project 13 | Project 14 | Project 15 | Project 16 | Project 17 | Project 18 |



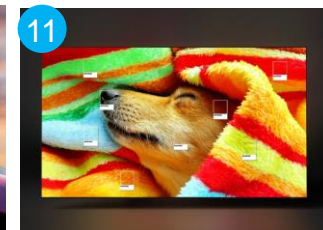
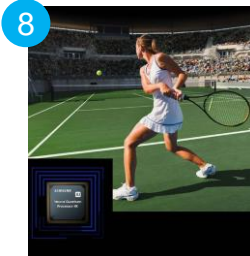
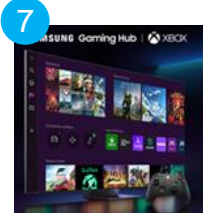
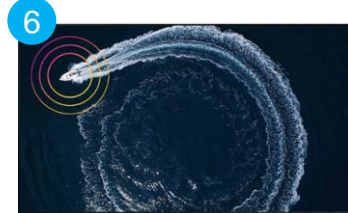
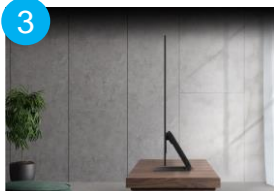
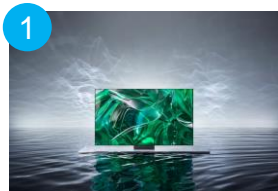


# BTF Feature Images (OFG)

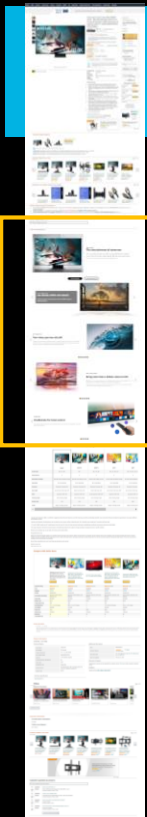
## Product Page: Below the Fold

### GUIDELINES

1. BTF Features and images should follow the precise order as listed in the Online Feature Grid.
2. The messaging and imagery should appear on the PDP in the exact order as the Online Feature Grid.



Ex. Product  
Detail Page



## Ex. Product Detail Page

# Keywords (Metatags)

## Product Page: Above the Fold

### GUIDELINES

1. When setting up PDP's, include keywords into metadata.

Top Category Keywords			Top Branded Keywords		
1	oled	20	q symphony	1	qd oled
2	oled tv	21	q symphony tv	2	samsung oled tv
3	4k oled	22	object tracking sound	3	qd oled tv
4	4k oled tv	23	tv slim	4	oled samsung
5	4k upscaling	24	tv ultra slim	5	samsung 4k oled
6	4k upscaling tv	25	oled slim tv	6	samsung 4k oled tv
7	quantum processor	26	smart tv oled	7	samsung smart tv oled
8	4k quantum processor	27	smart tv 4k oled	8	samsung oled 2023
9	quantum hdr	28	smart tv hub	9	samsung s95b
10	oled hdr	29	4k oled tv 120hz	10	samsung qd oled
11	oled hdr 4k tv	30	oled 120hz tv	11	samsung flat screen tvs
12	oled hdr tv	31	motion xcelerator turbo+	12	samsung qd oled tv
13	4k hdr oled			13	s95b
14	4k hdr 120hz oled			14	samsung 4k upscaling
15	tv dolby atmos			15	samsung quantum hdr
16	tv dolby atmos speakers			16	samsung oled hdr
17	4k dolby atmos tv			17	samsung 4k hdr oled
18	4k tv with dolby atmos			18	samsung hdr tv
19	tv with dolby atmos audio			19	samsung q symphony

# Alt Text

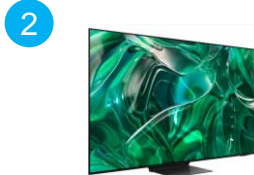
## Product Page: Above the Fold / Below the Fold

### GUIDELINES

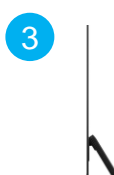
1. Include alt text on images in the carousel.
2. Alt text describes the picture for those who are unable to see it.
3. Alt text on images also enhances SEO optimization.
4. **The ALT Text code should look similar to this once added:** ``



Alt Text:  
Samsung S95C OLED TV  
Front View



Alt Text:  
Samsung S95C OLED TV  
Angled View



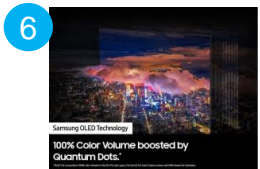
Alt Text:  
Samsung S95C OLED TV  
Side View



Alt Text:  
Samsung S95C OLED  
jack pack image



Alt Text:  
Samsung S95C OLED TV.  
What's in the Box: power  
cable, user manual, remote



Alt Text:  
Samsung S95C OLED  
technology. 100%  
color volume  
boosted by  
Quantum Dots.



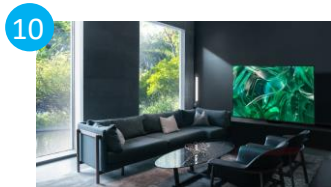
Alt Text:  
Samsung S95C OLED TV.  
Infinity One Design with Slim  
One connect. Sleek, slim,  
impossibly thin profile.  
Clutter free.



Alt Text:  
Samsung S95C OLED TV.  
Quantum HDR OLED+. Dramatic  
detail made possible by self-  
illuminating pixels.



Alt Text:  
Samsung S95C OLED TV. Neural  
Quantum Processor with 4K  
Upscaling. Content transformed  
to sharp 4K resolution.



Alt Text:  
Samsung S95C OLED TV  
Lifestyle Image



Alt Text:  
Samsung S95C OLED TV  
Lifestyle Image



Alt Text:  
Samsung S95C OLED TV  
Overview Video

THANK YOU.