

SAMSUNG

HW-C450

PDP Digital
Launch Toolkit
2023

HW-C450/ZA



Date Published: 03/13/23

Product Headline

Ex. Product
Detail Page

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 | Series | Channel | Audio Codec | Product Type | Technology+
Model number | Year

HW-C450/ZA Headline Example:

Samsung | B-series | 2.1ch | DTS Virtual: X Soundbar | HW-C450 | 2023



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.

1



EasyAds ID/Link:
[Link](#)

2



EasyAds ID/Link:
[Link](#)

3



EasyAds ID/Link:
[Link](#)

4



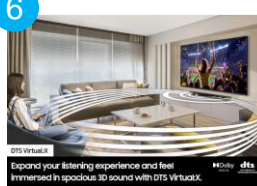
EasyAds ID/Link:
[Link](#)

5



EasyAds ID/Link:
[Link](#)

6



EasyAds ID/Link:
[Link](#)

7



EasyAds ID/Link:
[Link](#)

8



EasyAds ID/Link:
[Link](#)

9



EasyAds ID/Link:
[Link](#)

10



EasyAds ID/Link:
[Link](#)

11



EasyAds ID/Link:
[Link](#)

[Link to All
Assets](#)

Ex. Product
Detail Page



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		C450	
# of Surround Channel		2.1	

Enhance your listening, viewing and gaming experience with this versatile easy to use soundbar.

<div></div> <div>DTS VIRTUAL:X</div> <div>1</div> <div>Expand your listening experience and feel immersed in spacious 3D sound with DTS Virtual:X.</div>	<div></div> <div>SUBWOOFER INCLUDED</div> <div>2</div> <div>Get that big boom with our included subwoofer.</div>	<div></div> <div>BASS BOOST</div> <div>3</div> <div>Bass you can boost with a tap.</div>	<div></div> <div>ADAPTIVE SOUND LITE</div> <div>4</div> <div>Enjoy all your favorite video content with dynamically optimized audio and enhanced voice clarity.</div>	<div></div> <div>GAME MODE</div> <div>5</div> <div>Optimize your gaming experience with perfectly synced directional audio of Game Mode. *</div>
<div></div> <div>One Remote Control</div> <div>6</div> <div>This do-it-all remote controls both your Samsung TV and soundbar.*</div>	<div></div> <div>Bluetooth® TV Connection</div> <div>7</div> <div>Hear your TV's audio through your soundbar with Bluetooth®TV Connection.*</div>	<div></div> <div>Night Mode</div> <div>8</div> <div>Switch on Night Mode to tamp down the volume and compress the bass.</div>	<div></div> <div>Voice Enhance</div> <div>9</div> <div>Ensure voices cut through the noise.</div>	<div></div> <div>Wireless Surround Sound Compatible</div> <div>10</div> <div>When you want to go full wireless surround sound, this soundbar is ready. Connect easily and seamlessly to optional Samsung speakers*</div>

0

*Requires a Bluetooth® compatible TV.

*Compatible with Gaming Hub and select gaming consoles (e.g. Xbox X, PS5). Game console sold separately.

*Optional Samsung speakers sold separately.

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		C450	
# of Surround Channel		2.1	

Versatile and easy to use, this soundbar comes equipped with tech to enhance your listening, viewing and gaming experience—with DTS Virtual: X, an included subwoofer and bass you can boost with a tap.

<div></div> <div>DTS VIRTUAL:X</div>	<div></div> <div>SUBWOOFER INCLUDED</div>	<div></div> <div>BASS BOOST</div>	<div></div> <div>ADAPTIVE SOUND LITE</div>	<div></div> <div>GAME MODE</div>
1	2	3	4	5
DTS Virtual:X	Subwoofer Included	Bass Boost	Adaptive Sound Lite	Game Mode
Expand your listening experience. DTS Virtual: X creates spacious 3D sound putting you at the center of the action.	Get that big boom with our included subwoofer. Bring home intense sound with rich, powerful bass.	Bass you can boost with a tap. Feel the depth of distant thunder as your listening experience is taken to another level.	Enjoy all your favorite video content with dynamically optimized audio and enhanced voice clarity so you can follow along with action-packed games and blockbuster films.	Optimize your gaming experience with perfectly synced directional audio that moves with the onscreen action. Game Mode eliminates distractions so you can hear better and play harder.*
*Compatible with Gaming Hub and select gaming consoles (e.g. Xbox X, PS5). Game console sold separately.				
<div></div> <div>ONE REMOTE CONTROL</div>	<div></div> <div>BLUETOOTH® TV CONNECTION</div>	<div></div> <div>NIGHT MODE</div>	<div></div> <div>VOICE ENHANCE</div>	<div></div> <div>WIRELESS SURROUND SOUND COMPATIBLE</div>
6	7	8	9	10
One Remote Control	Bluetooth® TV Connection	Night Mode	Voice Enhance	Wireless Surround Sound Compatible
Keep your finger on the pulse. This do-it-all remote controls both your Samsung TV and soundbar.*	Effortless connection. No cable necessary. Hear your TV's audio through your soundbar with Bluetooth® TV Connection.*	Enjoy stellar sound even when they're sleeping. Switch on Night Mode to tamp down the volume and compress the bass.	Ensure voices cut through the noise. Voice Enhance optimizes the equalizer and amplifies the dialogue on the screen so that voices can be heard more clearly.	Take your setup to the next level. When you want to go full wireless surround sound, this soundbar is ready. Connect easily and seamlessly to optional Samsung speakers*
0	*Requires a Bluetooth® compatible TV.			*Optional Samsung speakers sold separately.



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		C450	
# of Surround Channel		2.1	

Versatile and easy to use, this soundbar comes equipped with tech to enhance your listening, viewing and gaming experience—with DTS Virtual: X, an included subwoofer and bass you can boost with a tap. Adaptive Sound Lite makes voices come through clearly, while Game Mode optimizes gaming with synced, directional audio.				
--	--	--	--	--

1	2	3	4	5
				
DTS Virtual:X	SUBWOOFER INCLUDED	BASS BOOST	ADAPTIVE SOUND LITE	GAME MODE
DTS Virtual:X	Subwoofer Included	Bass Boost	Adaptive Sound Lite	Game Mode
Expand your listening experience. DTS Virtual: X creates spacious 3D sound putting you at the center of the action for an elevated and immersive home theater experience.	Get that big boom with our included subwoofer. Bring home intense sound with rich, powerful bass. Elevate the action and take things to the next level.	Bass you can boost with a tap. Feel the depth of distant thunder as your listening experience is taken to another level. Tap the button - Feel the power.	Adaptive Sound Lite enhances whatever you are watching. Enjoy all your favorite video content with dynamically optimized audio and enhanced voice clarity so you can follow along with action-packed games and blockbuster films.	Optimize your gaming experience with perfectly synced directional audio that moves with the onscreen action. Game Mode eliminates distractions so you can hear better and play harder. So next time the game is on the line, you'll have a leg up on the competition. *
				*Compatible with Gaming Hub and select gaming consoles (e.g. Xbox X, PS5). Game console sold separately.

6	7	8	9	10
One Remote Control	Bluetooth® TV Connection	Night Mode	Voice Enhance	Wireless Surround Sound Compatible
One Remote Control	Bluetooth® TV Connection	Night Mode	Voice Enhance	Wireless Surround Sound Compatible
Keep your finger on the pulse. This do-it-all remote controls both your Samsung TV and soundbar, helping you streamline your home entertainment setup.*	Effortless connection. No cable necessary. Hear your TV's audio through your soundbar with Bluetooth® TV Connection.*	Stay up late and enjoy stellar sound even when they're sleeping. Switch on Night Mode to ramp down the volume and compress the bass.	Ensure voices cut through the noise. Voice Enhance optimizes the equalizer and amplifies the dialogue on the screen so that voices can be heard more clearly.	Samsung has all the speakers you need to take your setup to the next level. When you want to go full wireless surround sound, this soundbar is ready. Connect easily and seamlessly to optional Samsung speakers*
0	*Requires a Bluetooth® compatible TV.			*Optional Samsung speakers sold separately.



BTF Feature Copy (OFG)

Ex. Product
Detail Page

Product Page: Below the fold

GUIDELINES

1. Download the OFG document by clicking on the EasyAds link.
2. Feature images and feature copy should follow the precise order as listed in the Online Feature document.

Online Feature Grid (OFG)

HW-C450/ZA - B-series 2.1ch. DTS Virtual:X Soundbar / HW-C450 (2023)

C450

EasyAds ID / Link:
[030923BP01](#)



BTF Feature Images (OFG)

Product Page: Below the fold

GUIDELINES

1. BTF feature images are shown in priority of order.
2. BTF images should follow the precise order as listed in the OFG document.



Image 1



Image 2



Image 3



Image 4



Image 5



Image 6

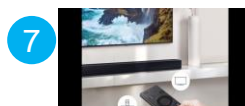


Image 7



Image 8

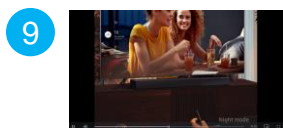


Image 9

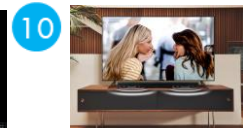


Image 10



Image 11

Ex. Product
Detail Page



Spec Sheet

Ex. Product
Detail Page

Product Page: Above the Fold / Below the Fold

GUIDELINES

1. Add Spec Sheet and/or User Manual where required.

Spec Sheet

HW-C450



SPEC SHEET

PRODUCT HIGHLIGHTS

- Expand your listening experience and feel immersed in spacious 3D sound with DTS Virtual:X.
- Get that big boom with our included subwoofer. Bring home intense sound with rich, powerful bass.
- Bass you can boost with a tap. Feel the depth of distant thunder as your listening experience is taken to another level.
- Enjoy all your favorite video content with dynamically optimized audio and enhanced voice clarity.

Versatile and easy to use, this soundbar comes equipped with tech to enhance your listening, viewing and gaming experience—with DTS Virtual:X, an included subwoofer and bass you can boost with a tap. Adaptive Sound Lite makes voice come through clearly, while Game Mode optimizes gaming with synced, directional audio.

KEY FEATURES

DTS VIRTUAL:X

Expand your listening experience. DTS Virtual:X creates spacious 3D sound putting you at the center of the action.

SUBWOOFER INCLUDED

Get that big boom with our included subwoofer. Bring home intense sound with rich, powerful bass.

BASS BOOST

Bass you can boost with a tap. Feel the depth of distant thunder as your listening experience is taken to another level.

ADAPTIVE SOUND LITE

Enjoy all your favorite video content with dynamically optimized audio and enhanced voice clarity.

GAME MODE

Optimize your gaming experience with perfectly synced directional audio of game plays.

ONE REMOTE?

This all-in-one remote controls both your Samsung TV and soundbar.

BLUETOOTH TV CONNECTION

Now use TV remote through your soundbar with Bluetooth TV Connection.

NOISE MODE

Switch on Night Mode to damp down the volume and compress the bass.

VOICE ENHANCE

Ensure voices cut through the noise. Voice Enhance optimizes the equalizer and amplifies the dialogue on the screen so that voices can be heard more clearly.

WIRELESS SURROUND SOUND COMPATIBLE

When you want to go full wireless surround sound, this soundbar is ready. Connect easily and seamlessly to optional Samsung speakers.

Compatible with Samsung TV and select gaming consoles (eg. Xbox & PS5). Games require additional equipment. Compatible with select Samsung TVs. Please refer to Samsung.com for more information. *Requires Bluetooth connectivity. **Optional Samsung speakers sold separately.

SAMSUNG

SEE BACK FOR DETAILS

User Manual



EasyAds ID / Link:
[030823BP01](#)



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	soundbar with subwoofer	1	samsung one remote
2	bluetooth soundbar	2	samsung bluetooth soundbar
3	3d soundbar	3	samsung c450
4	2.1ch	4	samsung adaptive sound
5	wireless soundbar	5	samsung game mode
6	dts virtual x	6	hw c450 samsung
7	dts virtual x soundbar	7	samsung soundbar adaptive sound
8	dialogue enhancing soundbar	8	samsung soundbar night mode
9	soundbars with bass	9	tap sound samsung
		10	adaptive sound lite
		11	game mode pro

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:
`<imgsrc="examples/image.gif" alt="Alt text here" >`

1



Alt Text:
Samsung HW-C450
front view

2



Alt Text:
Samsung HW-C450 angled
view

3



Alt Text:
Samsung HW-C450 side view

4



Alt Text:
Samsung HW-C450 jack pack
image

5



Alt Text:
Samsung HW-C450 what's in the Box image includes subwoofer, soundbar, optical cable, wall mount kit and remote with batteries.

6



Alt Text:
DTS Virtual: X. expand your listening experience and feel immersed in spacious 3D sound with DTS Virtual:X.

7



Alt Text:
Subwoofer Included. Get that big boom with our included subwoofer.

8



Alt Text:
Bass Boost. Bass you can boost with a tap.

9



Alt Text:
Adaptive Sound Lite. Enjoy all your favorite video content with dynamically optimized audio and enhanced voice clarity.

10



Alt Text:
Game Mode. Optimize your gaming experience with perfectly synced directional audio of Game Mode.

11



Alt Text:
Samsung HW-C450
Lifestyle Image

THANK YOU.