

# SAMSUNG

## 2021 College Football/Labor Day Retail Toolkit

Promotion: 8/30-9/12



## Table of contents

Campaign Strategy	3-5
Promotion Overview	6-11
Digital Elements (Banners & Emails)	
• Digital Bundle	12-14
• Digital TV + Soundbar	15-17
• Digital TV	18-24
• Digital Soundbars	25-27
Social	28-34
Print Elements	35-40
Standalones (TV Only)	41-46

Welcome to the 2021 Samsung TV and Audio College Football/Labor Day promotional visual identity toolkit.

The information and resources included in this toolkit will help Samsung and retailers connect to the passion and excitement of watching and listening to football on our TVs and soundbars. Its contents will help us build memorable retention and drive big TV screen sales.

# Campaign Strategy

# Campaign strategy

When it comes to fans, college football is bigger than just a game.

- 1** | **Freedom to say 'Yes'**  
After over a year of saying "no" to eating out, family gatherings, vacations, spa treatments, play dates, concerts, museums etc., shoppers feel they are entitled to a splurge.
- 2** | **Save big, don't hold back**  
This is a key opportunity to drive online and in-store sales for the category and offer customers the best discount of the season for a bigger, better Samsung TVs and soundbars. All incredible values available for a limited time only.

**Now is the time for college football fans to recreate the thrill of the game at home.**

# Who is the consumer?

Tech Pioneers Samsung Neo QLED	Family Entertainers QLED	Style Seekers Lifestyle
Age range: 35–44 Average household income: \$125,000+ income	Age range: 35–54 Average household income: Mid Income (\$80-100K)	Age range: 18-34 Average household income: \$125,000+
<b>Attitude and beliefs</b>		
Early adopters Want the latest and greatest TVs money can buy Least brand-loyal with high likelihood to switch brands to get it	Interested in a reliable TV for the whole family Durability and convenience focused Willing to invest up front for a simple, easy-to-use TV from a brand they trust	Technology is fun and exciting They buy all their TVs from the company they like Tell friends and family if they like a brand
<b>Key purchase drivers</b>		
55% often buy on spur of the moment 57% state that price is not the most important factor 56% use “devices” when shopping to look for the best deal	69% shop for “Bargains” or “Specials” 47% state that price is not the most important factor 47% remember advertised products when shopping	86% are willing to spend more for a TV that is of higher quality 69% do other things while watching TV

# Promotion Overview



**ATTENTION**

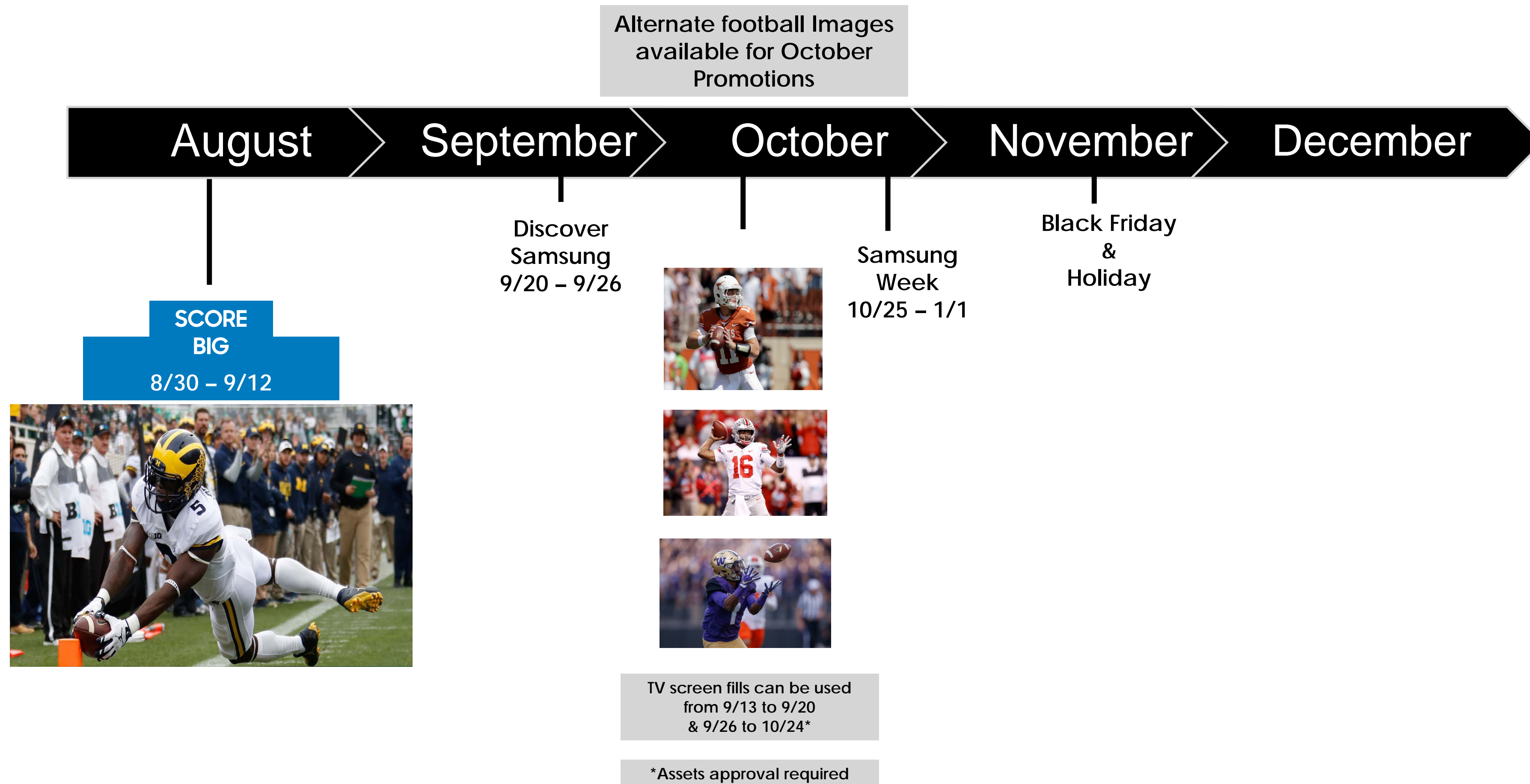
The assets in this toolkit are subject to licensing restrictions. All creative elements must be used as provided by Samsung. Assets are only to be used to promote Samsung TV and audio products.

**Any asset usage other than what is provided in this toolkit, requires Samsung and LEARFIELD approval. This does not apply to price changes or Samsung product messaging changes. The on screen infill may not be covered or altered in anyway without approval.**

Alternative creative must be routed for approvals. Your Samsung sales manager will process any requests for usage that varies. Please plan accordingly. Feedback will be turned around as soon as possible.

The environment at Samsung is dynamic and always changing. Due to PM roadmap changes, please always refer to their latest promotional roadmap before releasing any promo creative to shoppers. The files available on Easyads are PSDs, allowing retailers to easily make updates to creative.

# Promotional Marketing Calendar





## 4 TV Onscreen Infill Images

See [Samsung EasyAds](#) link to download these images.

Use keyword "CFB Labor Day Promo" to find all assets.

Score Big Image



Alternate Images available



# 2021 CFB/Labor Day Promo Event Badge

# Event Badge

Use badge with promotion period dates when sized more than 200 pixels wide on web or 1 inch wide on print



Use badge without "Samsung" when used within Samsung creative without Promo Dates

Use badge without promotion period dates when sized less than 200 pixels wide on web or 1 inch wide on print



Retailers must use badge with "Samsung" when showing standalone asset



Use badge without "Samsung" when used within Samsung creative

# We've created assets to support TV and soundbar :

**SAMSUNG**

**MVP SALES EVENT**  
8/30 - 9/12

## Sounds like victory

Save up to **\$XXX** when you bundle a Samsung soundbar and TV\*

\*Purchase \$1,500 TV, while supplies last. Savings will come in the form of an instant discount from the regular price of the bundle. Offer ends 9/12/21. Savings may vary by retailer. See retailer website for details. \*Soundbar and TV. Offer ends 9/12/21. Savings may vary by retailer. See retailer website for details. \*Purchase \$1,500 TV, while supplies last. Savings will come in the form of an instant discount from the regular price of the bundle. Offer ends 9/12/21. Savings may vary by retailer. See retailer website for details. \*Soundbar and TV. Offer ends 9/12/21. Savings may vary by retailer. See retailer website for details.

Available at **RETAILER LOGO**

**SAMSUNG**

**MVP SALES EVENT**  
8/30 - 9/12

## Score Big

Up to **\$XXX** off select Samsung soundbars\*  
Up to **\$X,XXX** off select Samsung TVs\*\*

\*Purchase \$300 TV, while supplies last. Savings will come in the form of an instant discount from the regular price of the soundbar. Offer ends 9/12/21. Savings may vary by retailer. See retailer website for details. \*\*Purchase \$1,500 TV, while supplies last. Savings will come in the form of an instant discount from the regular price of the TV. Offer ends 9/12/21. Savings may vary by retailer. See retailer website for details.

Available at **RETAILER LOGO**

**SAMSUNG**

**MVP SALES EVENT**  
8/30 - 9/12

## Score Big

Save up to **\$X,XXX** on select Samsung TVs\*

\*Purchase \$1,500 TV, while supplies last. Savings will come in the form of an instant discount from the regular price of the TV. Offer ends 9/12/21. Savings may vary by retailer. See retailer website for details.

Available at **RETAILER LOGO**

**SAMSUNG**

**MVP SALES EVENT**  
8/30 - 9/12

## Score Big

Save up to **\$X,XXX** on The Frame\*

\*Purchase \$2,500 TV, while supplies last. Savings will come in the form of an instant discount from the regular price of the TV. Offer ends 9/12/21. Savings may vary by retailer. See retailer website for details.

Available at **RETAILER LOGO**

**SAMSUNG**

**MVP SALES EVENT**  
8/30 - 9/12

## Sounds like victory

Save up to **\$XXX** on select Samsung soundbars\*

\*Purchase \$300 TV, while supplies last. Savings will come in the form of an instant discount from the regular price of the soundbar. Offer ends 9/12/21. Savings may vary by retailer. See retailer website for details.

Available at **RETAILER LOGO**

# Messaging

Product	Promotional Headline	Offer	Legal disclaimer*
TV & Soundbar (Bundle)	Sounds like victory	Save up to \$XXX when you bundle a Samsung soundbar and TV*	*18+ & 50 U.S./D.C/PR/USVI with participating retailers only and while supplies last. Purchase period: 8/30 -9/12. Qualifying audio savings: HW-Q950A (\$300), HW-Q900A (\$200), HW-Q800A (\$100), HW-Q700A (\$100), HW-Q600A (\$100), Q60T (\$50), HW-A650 (\$50), HW-LST70T (\$300). Qualifying audio savings available only on same receipt and at the time of eligible TV purchase. Excludes all TV drop-in models, restricted to 2021 TV Main line up.
TV + Soundbar	Score Big	Up to \$XXX off select Samsung soundbars* Up to \$XXX off select Samsung TVs**	Purchase 8/30-9/12, while supplies last. *Savings will come in the form of an instant discount from the regular retail price taken at the register. Eligible soundbar model(s): HW-Q950A, HW-Q900A, HW-Q800A, HW-Q700A, HW-Q600A, HW-Q60T, HW-A650. **Savings will come in the form of an instant discount from the regular retail price taken at the register. Eligible TV model(s): QN85QN900AFXZA, QN85QN800AFXZA, QN85QN850AFXZA, QN85QN900AAFXZA, QN85QN85AAFXZA, QN82Q60TAFXZA, QN75QN900AFXZA, QN75QN800AFXZA, QN75QN850AFXZA, QN75QN90AAFXZA, QN75QN85AAFXZA, QN75Q70AAFXZA, QN75Q60AAFXZA, QN70Q60AAFXZA, QN70Q60AAVXZA, QN65QN900AFXZA, QN65QN800AFXZA, QN65QN850AFXZA, QN65QN90AAFXZA, QN65QN85AAFXZA, QN65Q80AAFXZA, QN65Q70AAFXZA, QN65Q60AAFXZA, QN60Q60AAFXZA, QN55QN90AAFXZA, QN55QN85AAFXZA, QN55Q80AAFXZA, QN55Q60AAFXZA, QN50QN90AAFXZA, QN50Q80AAFXZA, QN50Q60AAFXZA, QN43Q60AAFXZA, QN32Q60AAFXZA, UN82TU7000FXZA.
TV, Generic	Score Big	Save up to \$X,XXX on select Samsung TVs*	Purchase 8/30-9/12, while supplies last. *Savings will come in the form of an instant discount from the regular retail price taken at the register. Eligible model(s): QN85QN900AFXZA, QN85QN800AFXZA, QN85QN850AFXZA, QN85QN900AAFXZA, QN85QN85AAFXZA, QN82Q60TAFXZA, QN75QN900AFXZA, QN75QN800AFXZA, QN75QN850AFXZA, QN75QN90AAFXZA, QN75QN85AAFXZA, QN75Q70AAFXZA, QN75Q60AAFXZA, QN70Q60AAFXZA, QN70Q60AAVXZA, QN65QN900AFXZA, QN65QN800AFXZA, QN65QN850AFXZA, QN65QN90AAFXZA, QN65QN85AAFXZA, QN65Q80AAFXZA, QN65Q70AAFXZA, QN65Q60AAFXZA, QN60Q60AAFXZA, QN55QN90AAFXZA, QN55QN85AAFXZA, QN55Q80AAFXZA, QN55Q60AAFXZA, QN50QN90AAFXZA, QN50Q80AAFXZA, QN50Q60AAFXZA, QN43Q60AAFXZA, QN32Q60AAFXZA, UN82TU7000FXZA.
The Frame	Score Big	Save up to \$X,XXX on The Frame*	Purchase 8/30-9/12, while supplies last. *Savings will come in the form of an instant discount from the regular retail price taken at the register. Eligible model(s): QN75LS03AAFXZA, QN75LS03ADFXZA, QN65LS03AAFXZA, QN65LS03ADFXZA, QN55LS03AAFXZA, QN55LS03ADFXZA, QN50LS03AAFXZA, QN50LS03ADFXZA, QN43LS03AAFXZA, QN43LS03ADFXZA, QN32LS03TBFXZA, QN32LS03TDFXZA.
Soundbars	Sounds like victory	Save up to \$XXX on select Samsung soundbars*	Purchase 8/30-9/12, while supplies last. *Savings will come in the form of an instant discount from the regular retail price taken at the register. Eligible model(s): HW-Q950A, HW-Q900A, HW-Q800A, HW-Q700A, HW-Q600A, HW-Q60T, HW-A650, HW-A550, HW-A450, HW-S60A, HW-S50A, HW-S40T, MX-T70, MX-T50, MX-T40.

\*The environment at Samsung is dynamic and always changing. Due to PM roadmap changes, please always refer to their latest promotional roadmap before releasing any promo creative to shoppers. The files available on EasyAds are PSDs, allowing retailers to easily make updates to creative.

# 2021 CFB/Labor Day Promo Digital: TV & Soundbar Bundle

# Web Banners

## TV & Soundbar (Bundle)

Web banners have been created in standard sizes and can be picked up and resized for various online and digital placements as needed. Not for print use.

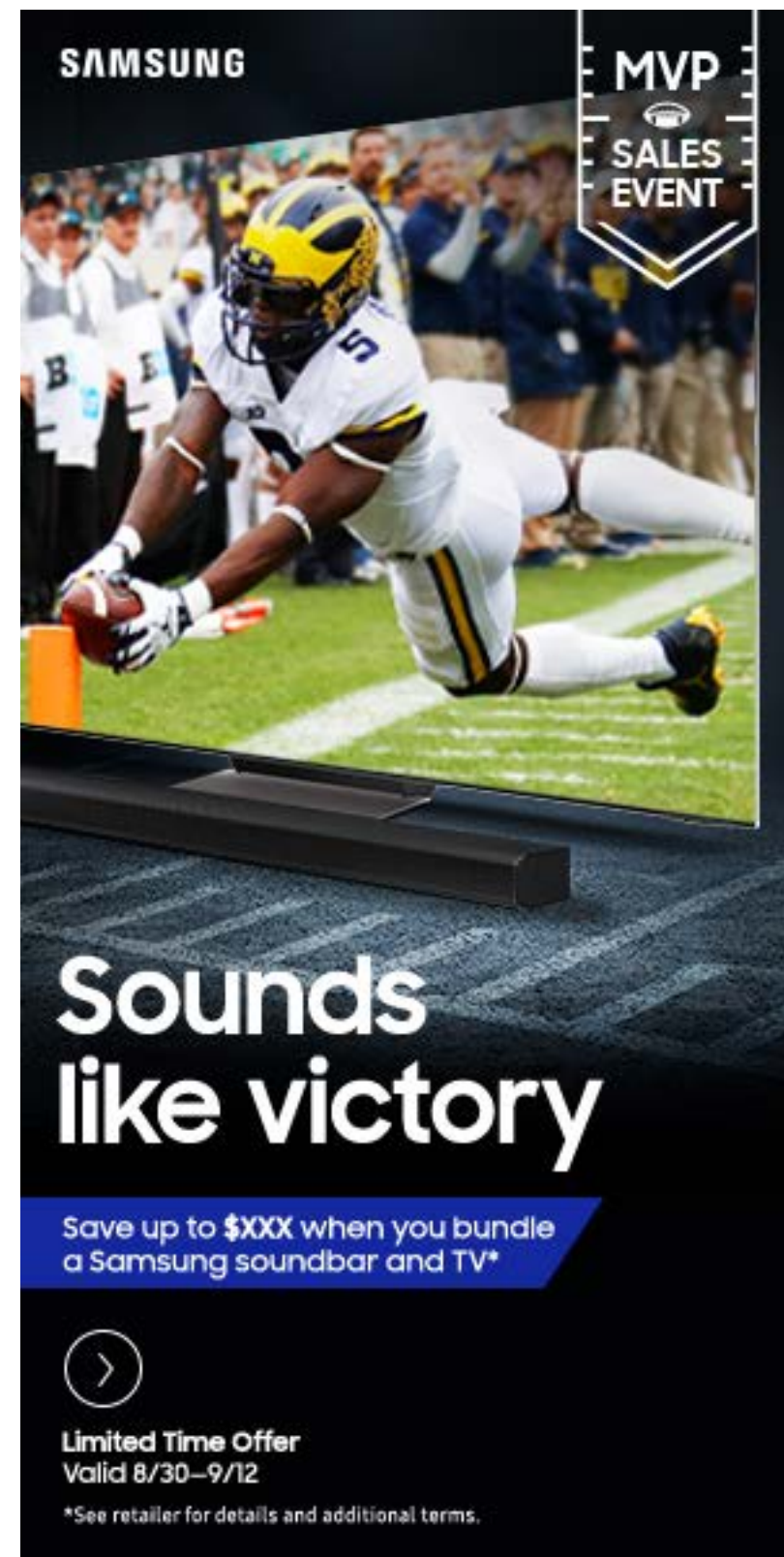
Web banners can be leveraged within retail.com channels to drive awareness and interest.

Banner ads can also be utilized in external channels to drive awareness and traffic to retail.com

See [Samsung EasyAds](#) link to download these web banners.

Use keyword "CFB Labor Day Promo" to find all assets.

300x600



728x90



300x250

1140x300



## Email

### TV & Soundbar (Bundle)

This email template can be leveraged for emailed customer communication. Not for print use.

See [Samsung EasyAds](#) link to download this email template.

Use keyword "CFB Labor Day Promo" to find all assets.

College Football Labor Day Promotion

**SAMSUNG**

**MVP SALES EVENT**  
8/30 - 9/12

# Sounds like victory

Save up to **\$XXX** when you bundle a Samsung soundbar and TV\*



**BUY NOW**

\*18+ & 30 U.S./D.C./PR/USVI with participating retailers only and while supplies last. Purchase period: 8/30 - 9/12. Qualifying audio savings: HW-Q900A (\$300), HW-Q900A (\$400), MX-T70 (\$300), HW-Q800A (\$270), HW-Q700A (\$250), HW-Q600A (\$200), MX-T30 (\$200), MX-T40 (\$100), HW-A650 (\$100), HW-A550 (\$50), HW-S30A (\$50), and HW-A420 (\$50). Qualifying audio savings available only on same receipt and at the time of eligible TV purchase. Excludes all TV drop-in models, restricted to 2021 TV Main line up. Terms and conditions apply.



# 2021 CFB/Labor Day Promo Digital: TV + Soundbar

# Web Banners

## TV + Soundbar

Web banners have been created in standard sizes and can be picked up and resized for various online and digital placements as needed. Not for print use.

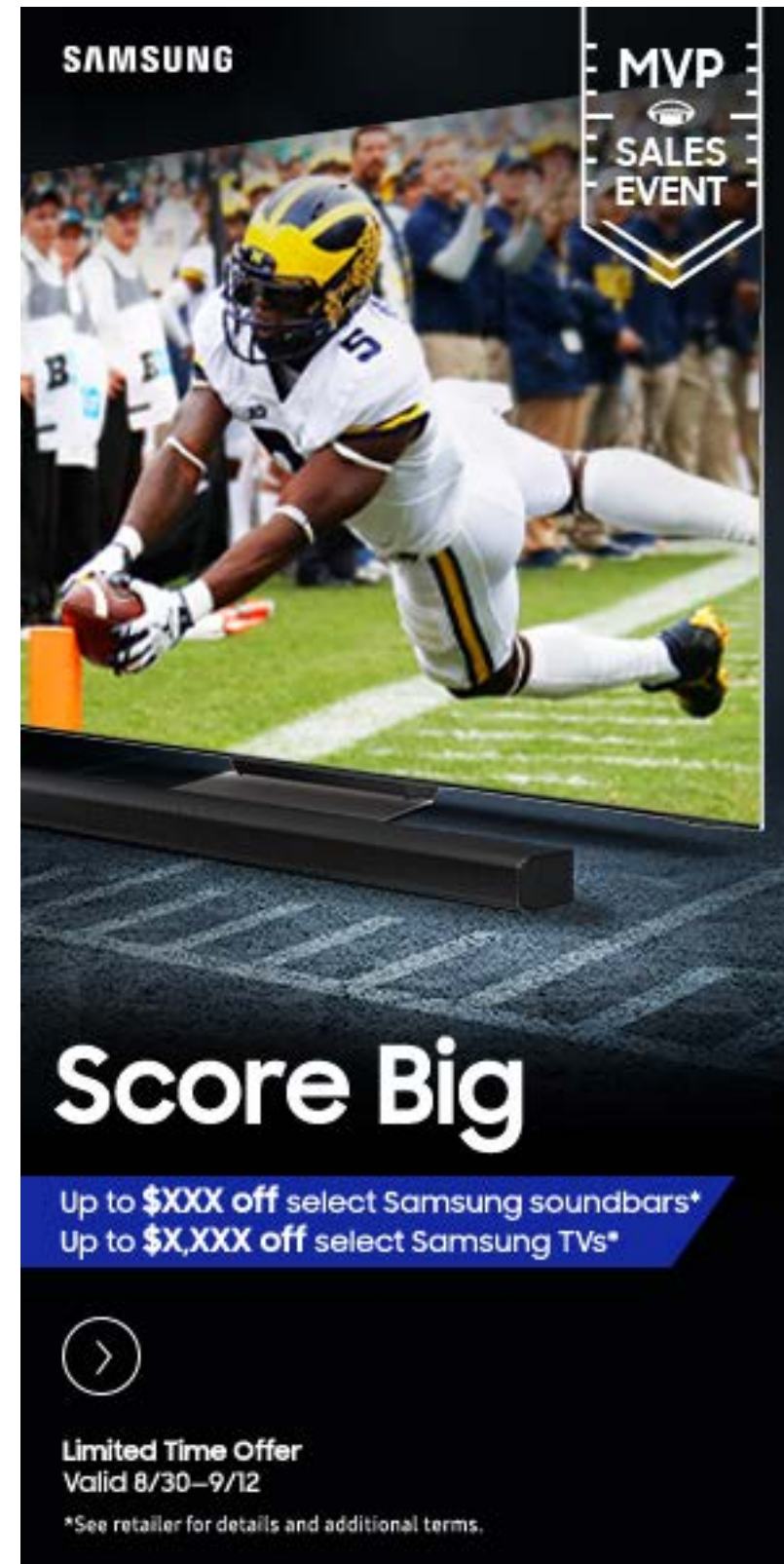
Web banners can be leveraged within retail.com channels to drive awareness and interest.

Banner ads can also be utilized in external channels to drive awareness and traffic to retail.com

See [Samsung EasyAds](#) link to download these web banners.

Use keyword "CFB Labor Day Promo" to find all assets.

300x600



728x90



300x250

1140x300



# Email

## TV + Soundbar

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Use keyword "CFB Labor Day Promo" to find all assets.

College Football Labor Day Promotion

**SAMSUNG**

**MVP SALES EVENT**  
8/30 - 9/12

# Score Big

Up to \$XXX off select Samsung soundbars\*  
Up to \$X,XXX off select Samsung TVs\*



**BUY NOW**

\*18+ & 50 U.S./D.C./PR/AUSVI with participating retailers only and while supplies last. Purchase period: 8/30 - 9/12. Qualifying audio savings: HW-Q950A (\$300), HW-Q900A (\$400), MX-T70 (\$300), HW-Q800A (\$270), HW-Q700A (\$250), HW-Q600A (\$200), MX-T50 (\$200), MX-T40 (\$100), HW-A650 (\$100), HW-A550 (\$50), HW-S30A (\$50), and HW-A450 (\$50). Qualifying audio savings available only on same receipt and at the time of eligible TV purchase. Excludes all TV drop-in models, restricted to 2021 TV Main line up. Terms and conditions apply.

# 2021 CFB/Labor Day Promo Digital: TV

# Web Banners

## TV, Generic

Web banners have been created in standard sizes and can be picked up and resized for various online and digital placements as needed. Not for print use.

Web banners can be leveraged within retail.com channels to drive awareness and interest.

Banner ads can also be utilized in external channels to drive awareness and traffic to retail.com

See [Samsung EasyAds](#) link to download these web banners.

Use keyword "CFB Labor Day Promo" to find all assets.

160x600



300x600



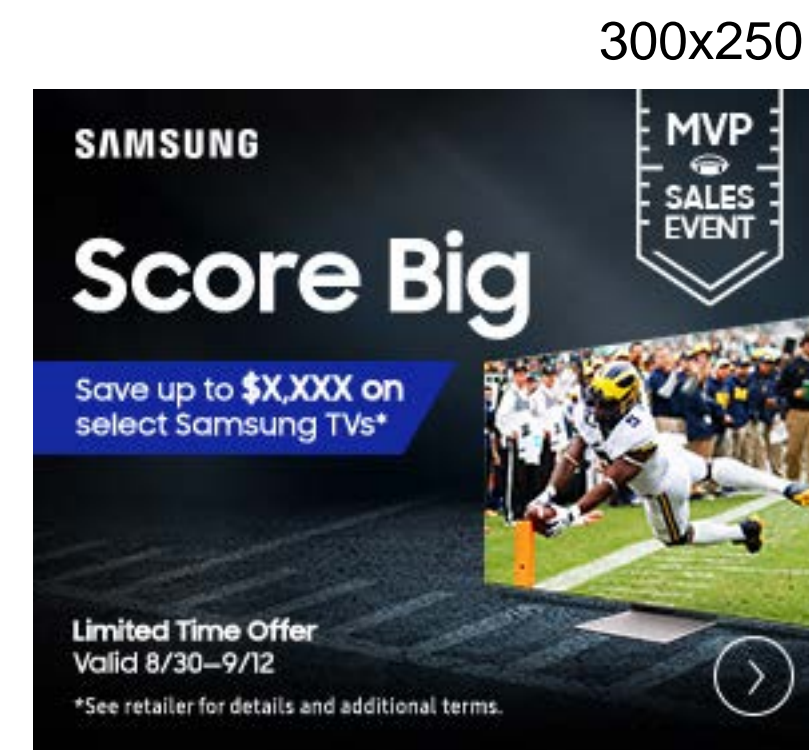
970x66



728x90



320x50



300x250

1140x300



## Web Banners

### TV, Generic

Web banners have been created in standard sizes and can be picked up and resized for various online and digital placements as needed. Not for print use.

Web banners can be leveraged within retail.com channels to drive awareness and interest.

Banner ads can also be utilized in external channels to drive awareness and traffic to retail.com

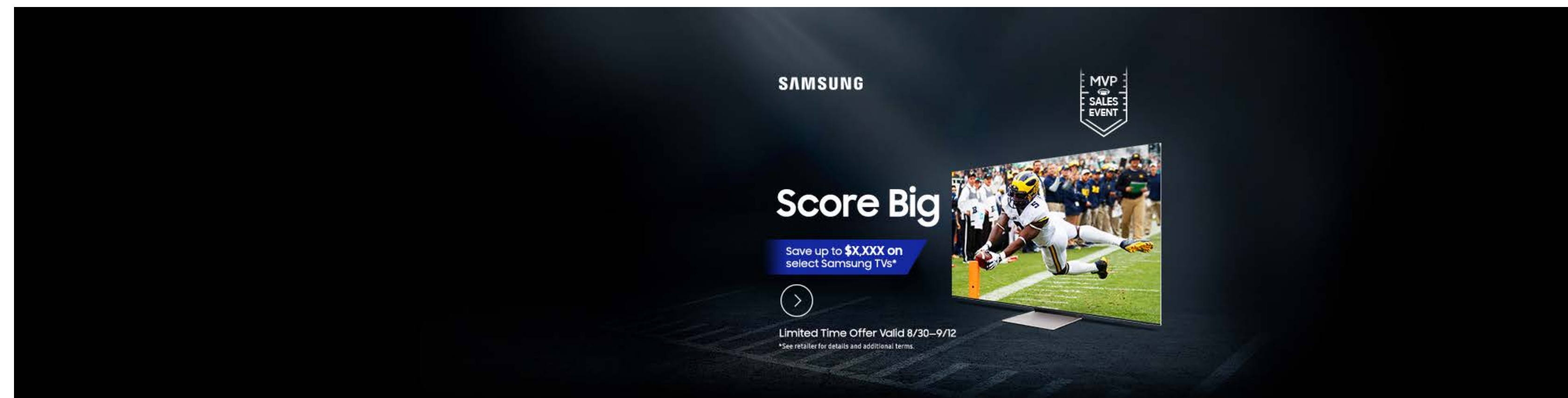
See [Samsung EasyAds](#) link to download these web banners.

Use keyword "CFB Labor Day Promo" to find all assets.

Amazon



RC Willey



# Email

## TV, Generic

This email template can be leveraged for emailed customer communication. Not for print use.

See [Samsung EasyAds](#) to download this email template.

Use keyword "CFB Labor Day Promo" to find all assets.

College Football Labor Day Promotion

SAMSUNG

MVP  
SALES  
EVENT  
8/30 - 9/12

# Score Big

Save up to **\$X,XXX** on  
select Samsung TVs\*



BUY NOW

Purchase 8/30-9/12, while supplies last. \*Savings will come in the form of an instant discount from the regular retail price taken at the register. Eligible models: QN85QN90GAFXZA, QN85QN80GAFXZA, QN85QN80DAFXZA, QN85QN90AAFXZA, QN85QN85AAFXZA, QN85Q60TAFXZA, QN75QN90GAFXZA, QN75QN80GAFXZA, QN75QN80DAFXZA, QN75QN90AAFXZA, QN75QN85AAFXZA, QN75Q60GAFXZA, QN75Q60AAFXZA, QN70Q60AAFXZA, QN70Q60AVXZA, QN65QN90GAFXZA, QN65QN80GAFXZA, QN65QN80DAFXZA, QN65QN90AAFXZA, QN65QN85AAFXZA, QN65Q80AAFXZA, QN65Q70AAFXZA, QN55Q60AAFXZA, QN55Q60AAFXZA, QN55Q90AAFXZA, QN55QN85AAFXZA, QN55Q80AAFXZA, QN55Q60AAFXZA, QN50QN90AAFXZA, QN50Q80AAFXZA, QN50Q60AAFXZA, QN43Q60AAFXZA, QN52Q60AAFXZA, UNS21U7000FXZA.

# Web Banners

## The Frame

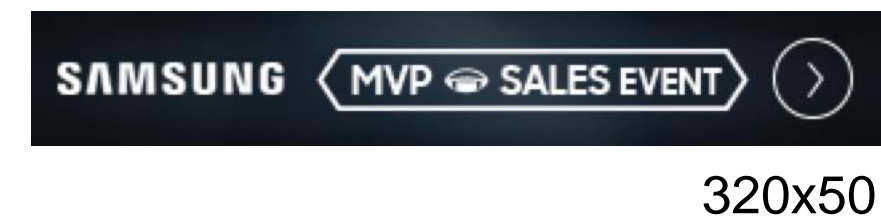
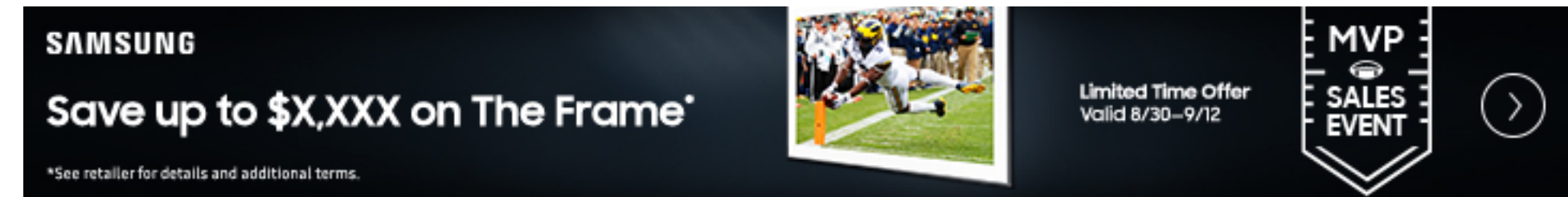
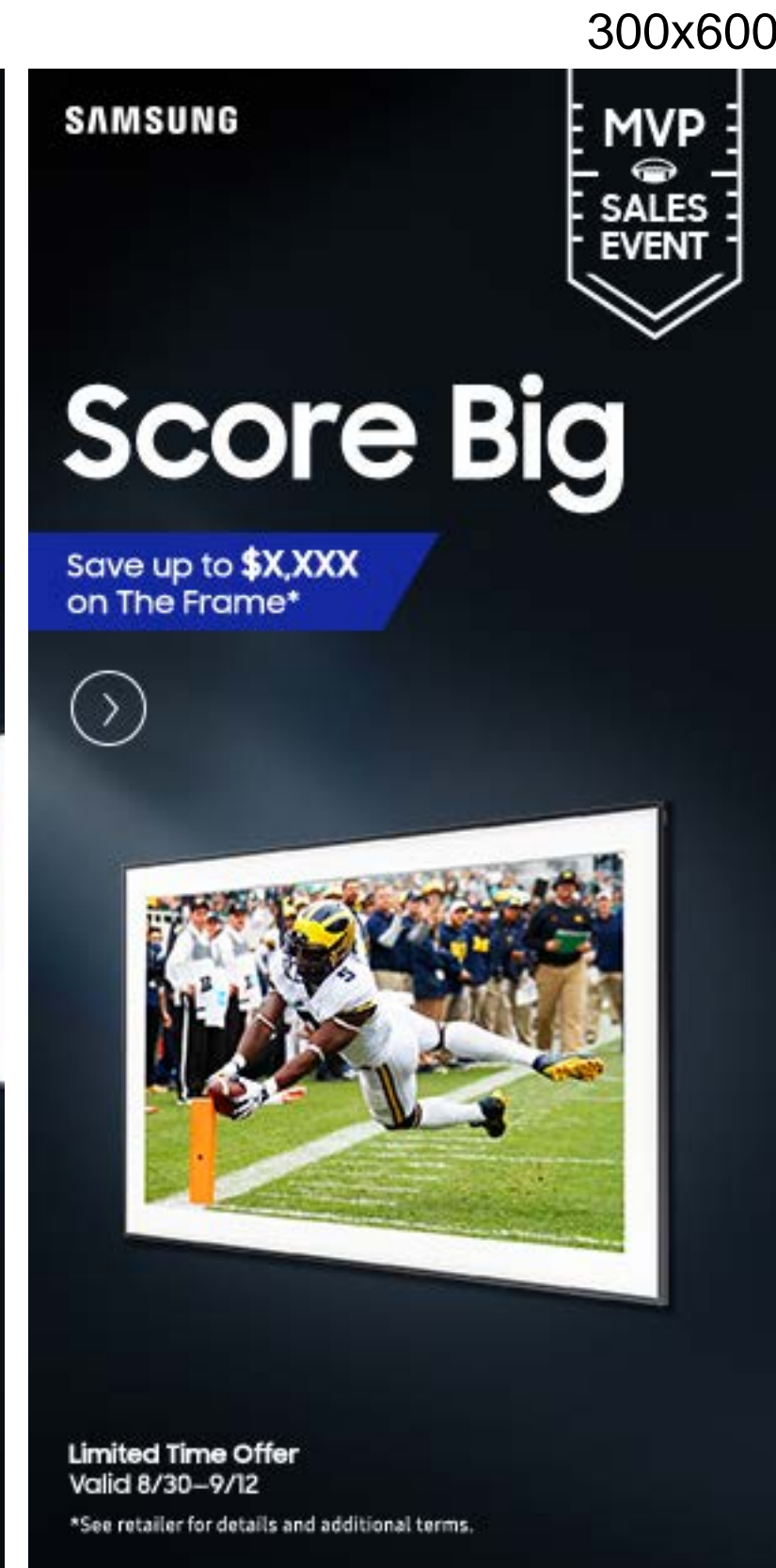
Web banners have been created in standard sizes and can be picked up and resized for various online and digital placements as needed. Not for print use.

Web banners can be leveraged within retail.com channels to drive awareness and interest.

Banner ads can also be utilized in external channels to drive awareness and traffic to retail.com

See [Samsung EasyAds](#) link to download these web banners.

Use keyword "CFB Labor Day Promo" to find all assets.





## Web Banners

### The Frame

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See [Samsung EasyAds](#) link to download these web banners.

Use keyword "CFB Labor Day Promo" to find all assets.

Amazon

RC Willey

# Email

## The Frame

This email template can be leveraged for emailed customer communication. Not for print use.

See [Samsung EasyAds](#) link to download this email template.

Use keyword "CFB Labor Day Promo" to find all assets.

College Football Labor Day Promotion

**SAMSUNG**

**MVP SALES EVENT**  
8/30 - 9/12

# Score Big

Save up to **\$X,XXX** on The Frame\*



**BUY NOW**

Purchase 8/30-9/12, while supplies last. \*Savings will come in the form of an instant discount from the regular retail price taken at the register. Eligible model(s): QN79LS03AAFXZA, QN79LS03ADFXZA, QN69LS03AAFXZA, QN69LS03ADFXZA, QN59LS03AAFXZA, QN59LS03ADFXZA, QN49LS03AAFXZA, QN49LS03ADFXZA, QN39LS03AAFXZA, QN39LS03ADFXZA, QN29LS03AAFXZA, QN29LS03ADFXZA.

# 2021 CFB/Labor Day Promo Digital: Soundbars

# Web Banners

## Soundbars

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Web banners can be leveraged within retail.com channels to drive awareness and interest.

Banner ads can also be utilized in external channels to drive awareness and traffic to retail.com

See [Samsung EasyAds](#) link to download these web banners.

Use keyword "CFB Labor Day Promo" to find all assets.

300x600

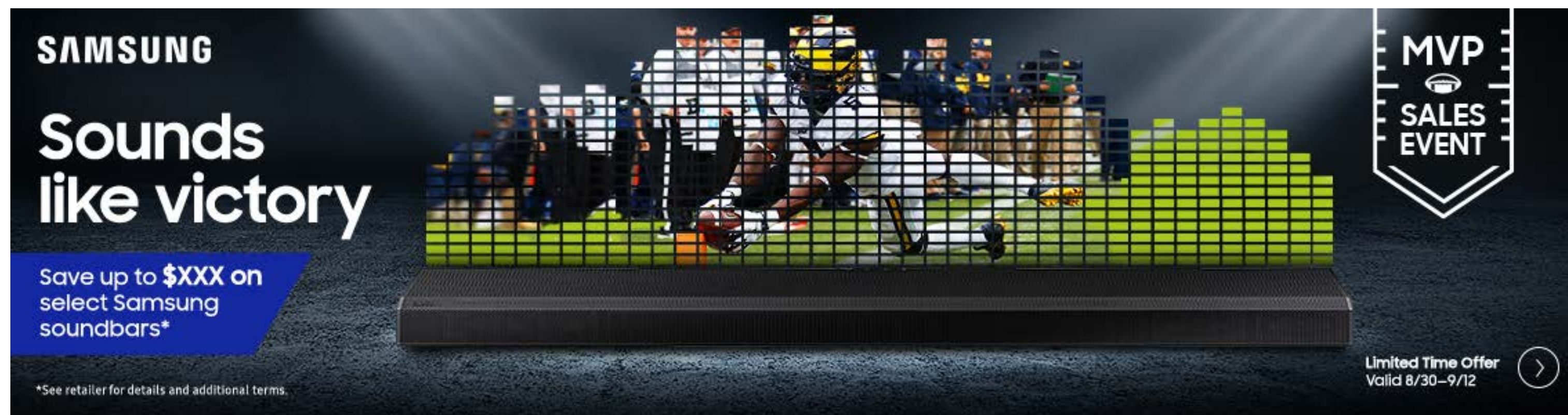


728x90



300x250

1140x300



# Email

## Soundbars

This email template can be leveraged for emailed customer communication. Not for print use.

See [Samsung EasyAds](#) link to download this email template.

Use keyword "CFB Labor Day Promo" to find all assets.

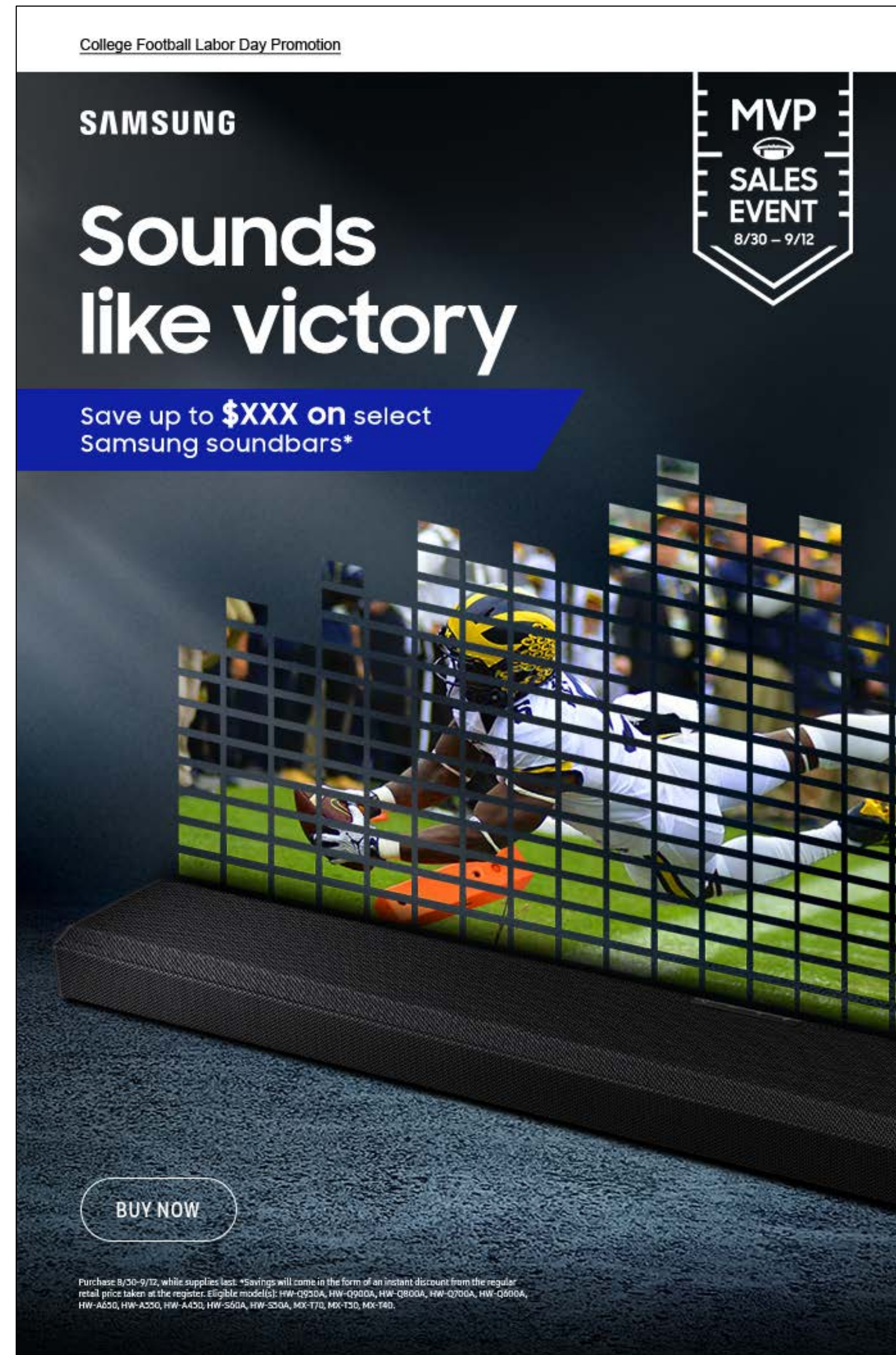
College Football Labor Day Promotion

**SAMSUNG**

**MVP  
SALES  
EVENT**  
8/30 - 9/12

**Sounds  
like victory**

Save up to **\$XXX** on select Samsung soundbars\*



**BUY NOW**

Purchase 8/30-9/12, while supplies last. \*Savings will come in the form of an instant discount from the regular retail price taken at the register. Eligible model(s): HW-Q930A, HW-Q900A, HW-Q800A, HW-Q700A, HW-Q600A, HW-A650, HW-A550, HW-A450, HW-S60A, HW-S50A, MX-T70, MX-T30, MX-T40.

# 2021 CFB/Labor Day Promo Social

## Social (Static)

### TV + Soundbar

Static and animated social assets have been created in standard sizes and can be picked up for Facebook and Instagram needs, as needed. Not for print use.

This social asset can be leveraged within social channels to drive awareness and interest around the campaign. Executions are clean and elevate the campaign benefit message within context to the space.

See [Samsung EasyAds](#) link to download the static post.

Use keyword "CFB Labor Day Promo" to find all assets.



## Social (Swipe)

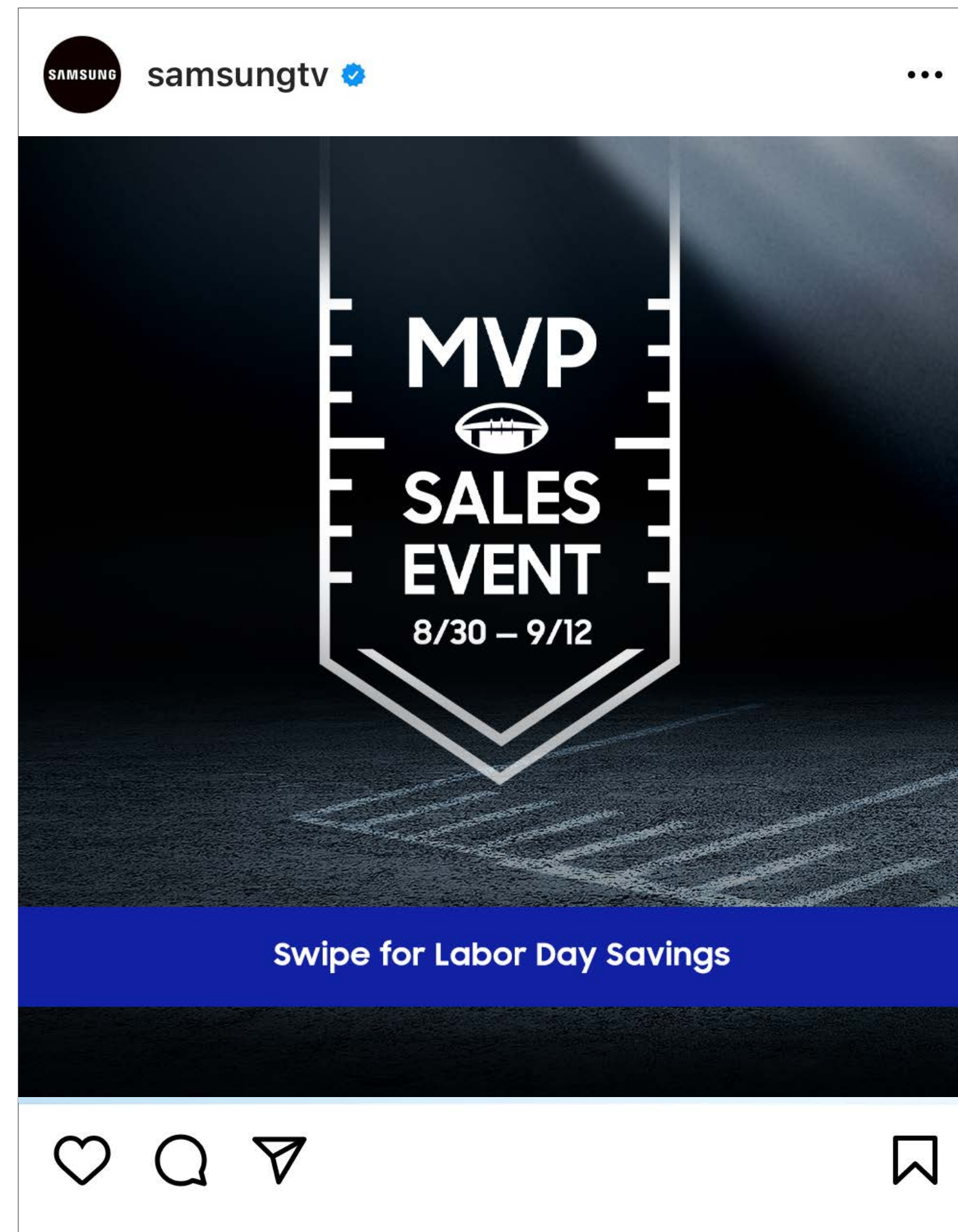
### TV + Soundbar

Static and animated social assets have been created in standard sizes and can be picked up for Facebook and Instagram needs, as needed. Not for print use.

This social asset can be leveraged within social channels to drive awareness and interest around the campaign. Executions are clean and elevate the campaign benefit message within context to the space.

See [Samsung EasyAds](#) link to download the static swipe post.

Use keyword "CFB Labor Day Promo" to find all assets.





## Social (Animated)

### TV + Soundbar

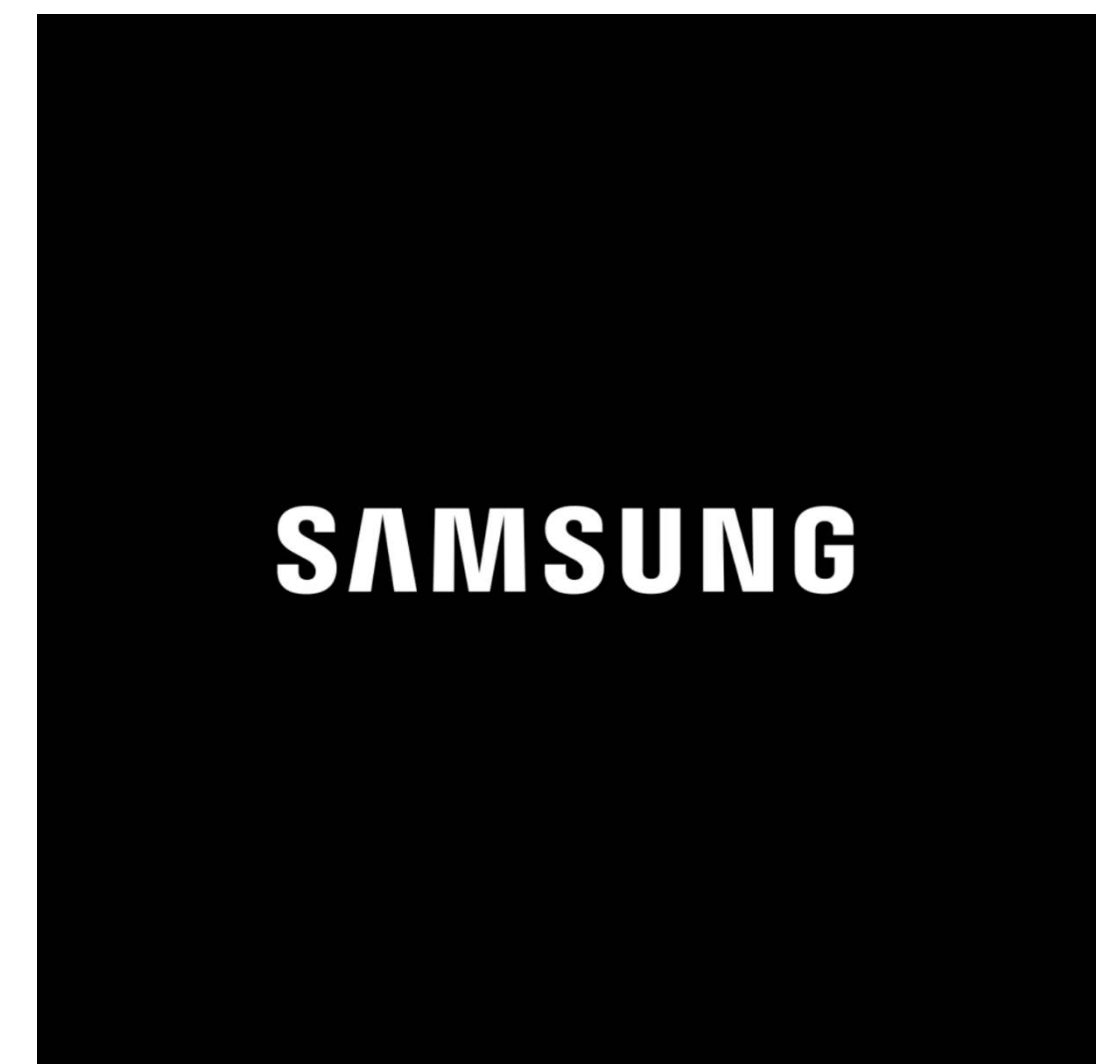
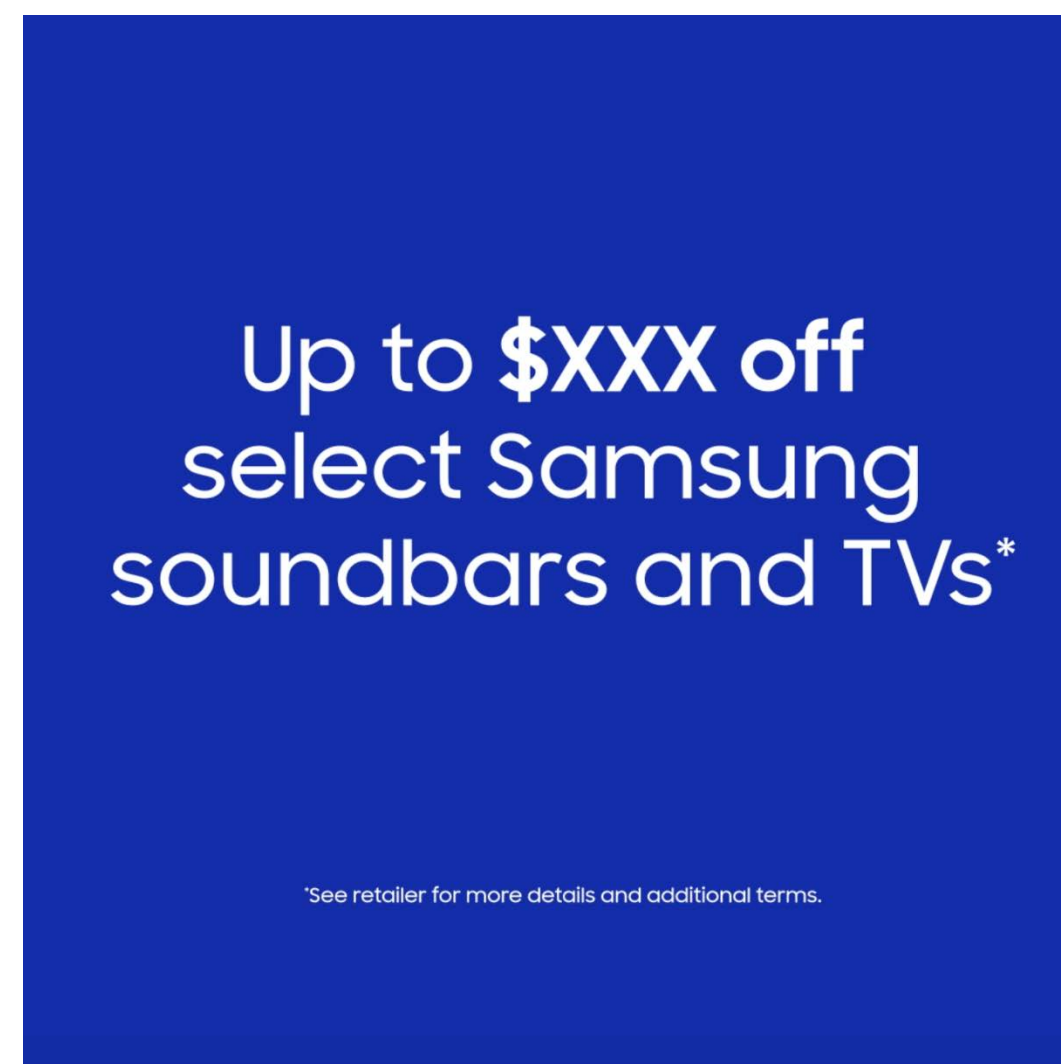
Static and animated social assets have been created in standard sizes and can be picked up for Facebook and Instagram needs, as needed. Not for print use.

The animated asset is designed for an Instagram story and an in-feed animated post.

Social assets can be leveraged within social channels to drive awareness and interest around the campaign. Executions are clean and elevate the campaign benefit message within context to the space.

See [Samsung EasyAds](#) link to download the social animation post.

Use keyword "CFB Labor Day Promo" to find all assets.



## Social (Static)

### TV, Generic

Static and animated social assets have been created in standard sizes and can be picked up for Facebook and Instagram needs, as needed. Not for print use.

This social asset can be leveraged within social channels to drive awareness and interest around the campaign. Executions are clean and elevate the campaign benefit message within context to the space.

See [Samsung EasyAds](#) link to download the static post.

Use keyword "CFB Labor Day Promo" to find all assets.



## Social (Swipe)

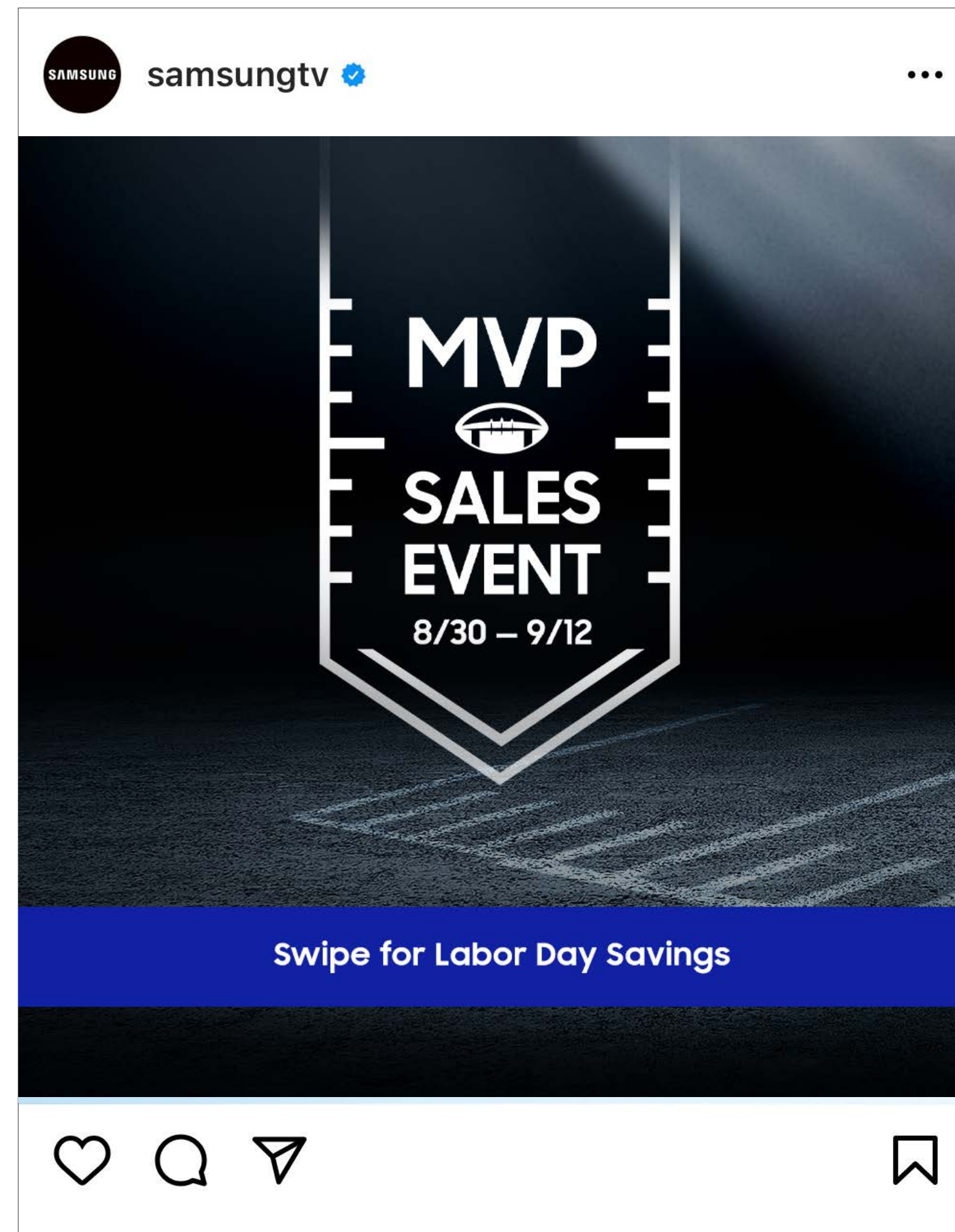
### TV, Generic

Static and animated social assets have been created in standard sizes and can be picked up for Facebook and Instagram needs, as needed. Not for print use.

This social asset can be leveraged within social channels to drive awareness and interest around the campaign. Executions are clean and elevate the campaign benefit message within context to the space.

See [Samsung EasyAds](#) link to download the static swipe post.

Use keyword "CFB Labor Day Promo" to find all assets.



## Social (Animated)

### TV, Generic

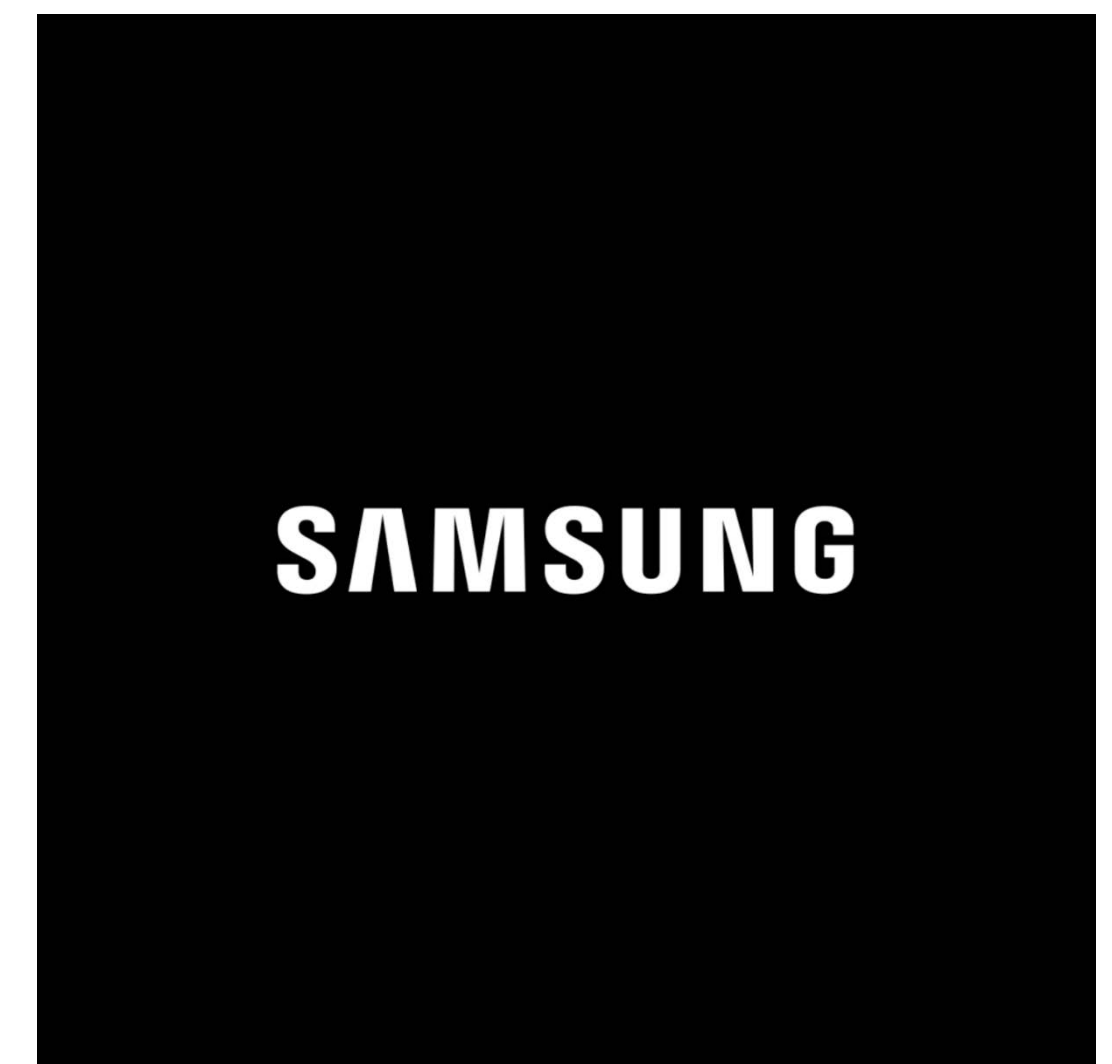
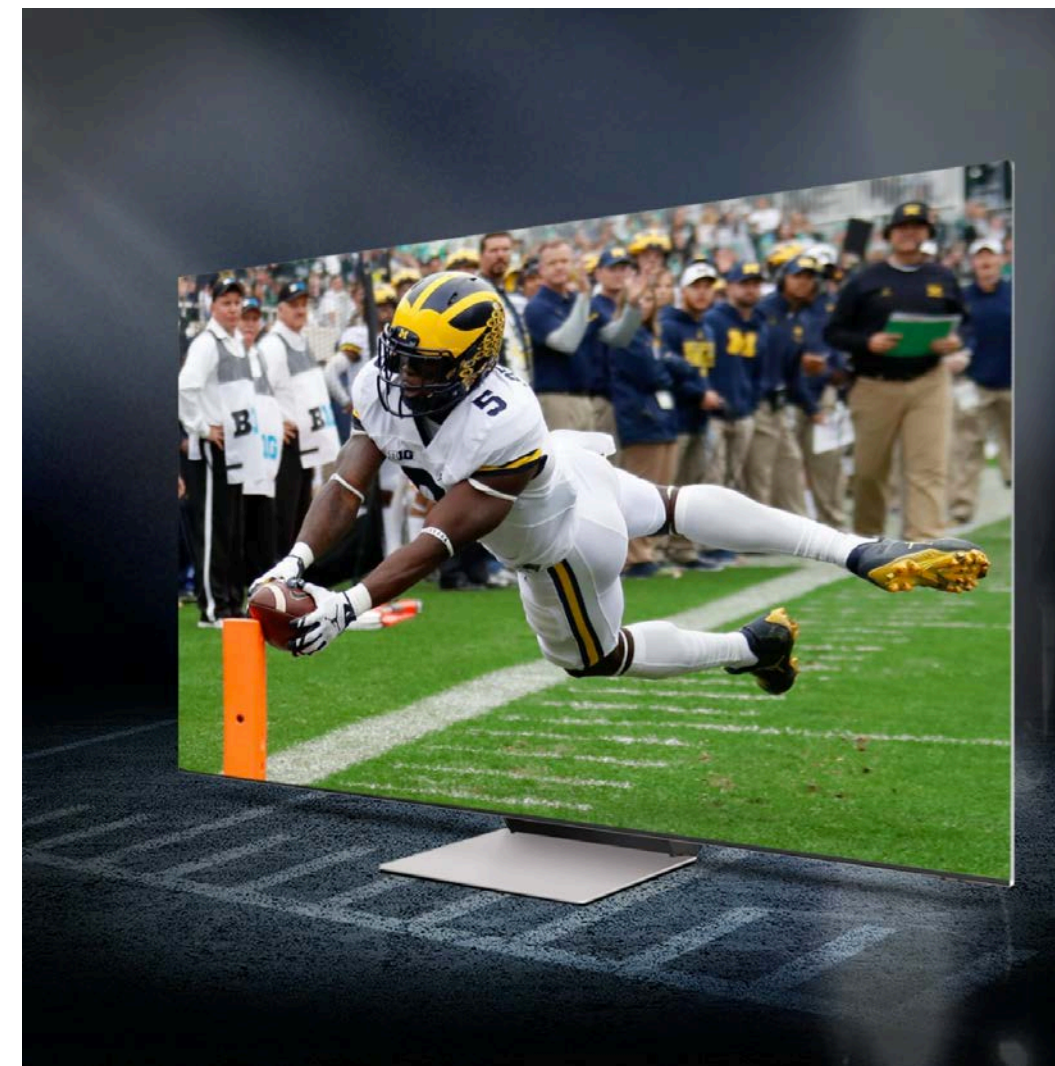
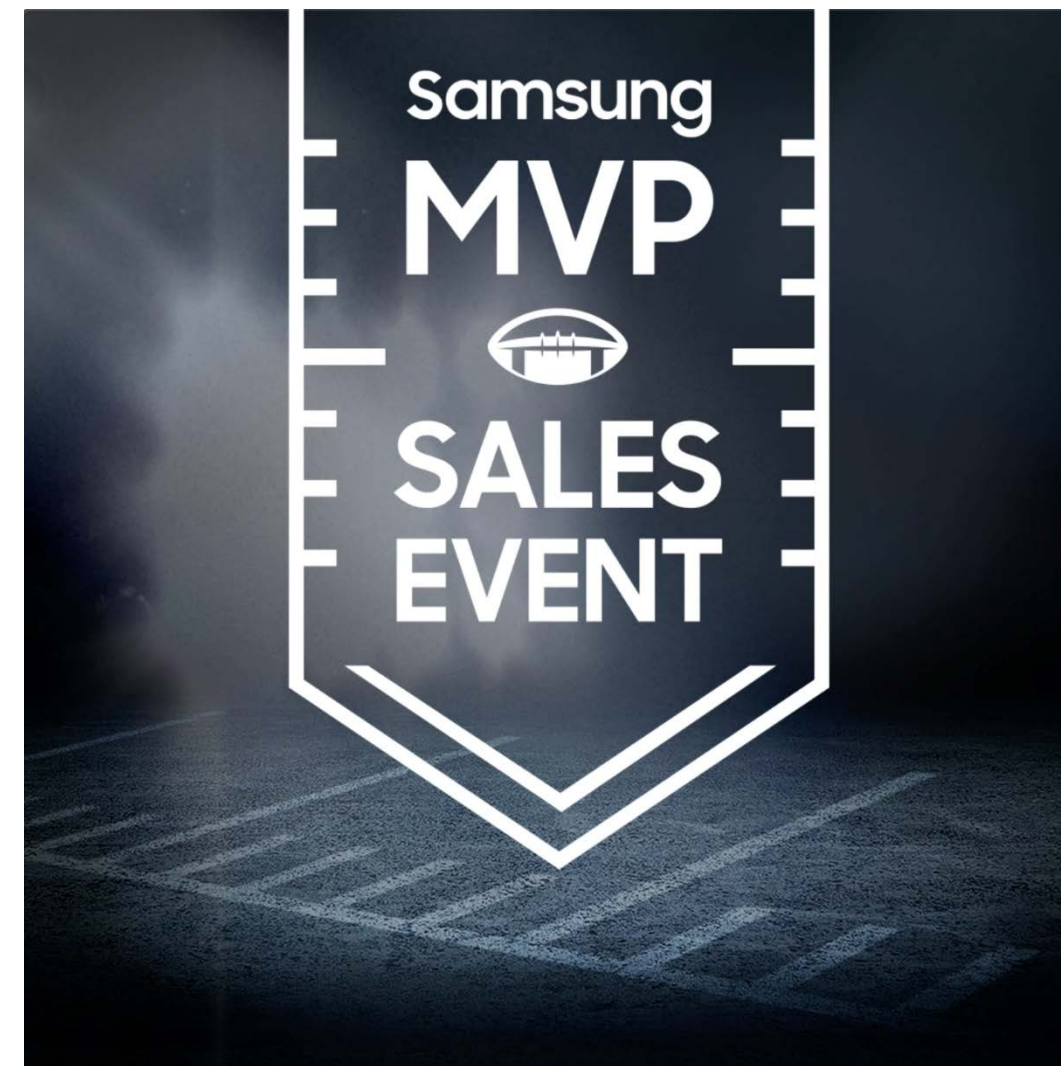
Static and animated social assets have been created in standard sizes and can be picked up for Facebook and Instagram needs, as needed. Not for print use.

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Social assets can be leveraged within social channels to drive awareness and interest around the campaign. Executions are clean and elevate the campaign benefit message within context to the space.

See [Samsung EasyAds](#) link to download the social animation post.

Use keyword "CFB Labor Day Promo" to find all assets.



# 2021 CFB/Labor Day Promo Print Elements

## Ad Template

### TV & Soundbar (Bundle)

This print ad template can be leveraged for in-store elements (i.e., counter cards, table tents, flyers) or printed circular collateral.

See [Samsung EasyAds](#) link to download this print ad.

Use keyword "CFB Labor Day Promo" to find all assets.

The ad template features a dark background with the Samsung logo in the top left. The headline "Sounds like victory" is prominently displayed in large white font. A blue banner below the headline contains the text "Save up to \$XXX when you bundle a Samsung soundbar and TV\*". The central image shows a Samsung TV displaying a football player in a white and yellow uniform (number 5) diving for a touchdown on a field. A soundbar is positioned in front of the TV. In the top right corner, a white shield-shaped badge reads "MVP SALES EVENT 8/30 - 9/12". At the bottom left, there is a small asterisked disclaimer. At the bottom right, the text "Available at" is followed by a white-bordered box containing the text "RETAILER LOGO".

**SAMSUNG**

**MVP SALES EVENT**  
8/30 - 9/12

**Sounds like victory**

Save up to \$XXX when you bundle a Samsung soundbar and TV\*

\*18+ & 50 U.S./D.C./PR/USVI with participating retailers only and while supplies last. Purchase period: 8/30 - 9/12. Qualifying audio savings: HW-Q950A (\$500), HW-Q900A (\$400), HW-Q800A (\$270), HW-Q700A (\$250), HW-Q600A (\$200), HW-A650 (\$100), HW-A550 (\$50), HW-S50A (\$50), and HW-A450 (\$30). Qualifying soundbar must be purchased within 60 days of eligible Samsung TV purchase at same retailer. Excludes all TV drop-in models, restricted to 2021 TV Main line up. See sales representative for more details. Terms and conditions apply.

Available at **RETAILER LOGO**

# Ad Template

## TV + Soundbar

This print ad template can be leveraged for in-store elements (i.e., counter cards, table tents, flyers) or printed circular collateral.

See [Samsung EasyAds](#) link to download this print ad.

Use keyword "CFB Labor Day Promo" to find all assets.

**SAMSUNG**

**MVP SALES EVENT**  
8/30 - 9/12

# Score Big

Up to **\$XXX off** select Samsung soundbars\*  
Up to **\$X,XXX off** select Samsung TVs\*\*

Purchase 8/30-9/12, while supplies last. \*Savings will come in the form of an instant discount from the regular retail price taken at the register. Eligible soundbar model(s): HW-Q950A, HW-Q900A, HW-Q800A, HW-Q700A, HW-Q600A, HW-A650, HW-A550, HW-A450, HW-S60A, HW-S50A. \*\*Savings will come in the form of an instant discount from the regular retail price taken at the register. Eligible TV model(s): QN85QN900AFXZA, QN85QN800AFXZA, QN85QN850AFXZA, QN85QN900AFXZA, QN85QN850AFXZA, QN82Q60TAFXZA, QN75QN900AFXZA, QN75QN800AFXZA, QN75QN850AFXZA, QN75QN900AFXZA, QN75QN850AFXZA, QN75Q70AAAFXZA, QN75Q60AAAFXZA, QN70Q60AAAFXZA, QN70Q60AAVXZA, QN65QN900AFXZA, QN65QN800AFXZA, QN65QN850AFXZA, QN65QN900AFXZA, QN65QN850AFXZA, QN65Q800AFXZA, QN65Q70AAAFXZA, QN65Q60AAAFXZA, QN60Q60AAAFXZA, QN55QN900AFXZA, QN55QN850AFXZA, QN55Q800AFXZA, QN55Q60AAAFXZA, QN50QN900AFXZA, QN50Q60AAAFXZA, QN43Q60AAAFXZA, QN32Q60AAAFXZA, UN82U7000AFXZA.

Available at RETAILER LOGO

# Ad Template

TV, Generic

This print ad template can be leveraged for in-store elements (i.e., counter cards, table tents, flyers) or printed circular collateral.

See [Samsung EasyAds](#) link to download this print ad.

Use keyword "CFB Labor Day Promo" to find all assets.

**SAMSUNG**

**MVP SALES EVENT**  
8/30 - 9/12

# Score Big

Save up to **\$X,XXX** on select Samsung TVs\*

Purchase 8/30-9/12, while supplies last. \*Savings will come in the form of an instant discount from the regular retail price taken at the register. Eligible model(s): QN85QN900AFXZA, QN85QN800AFXZA, QN85QN850AFXZA, QN85QN900AFXZA, QN85QN850AFXZA, QN82Q60TAFXZA, QN75QN900AFXZA, QN75QN800AFXZA, QN75QN850AFXZA, QN75QN900AFXZA, QN75QN850AFXZA, QN75Q700AFXZA, QN75Q600AFXZA, QN70Q600AFXZA, QN70Q60AAVXZA, QN65QN900AFXZA, QN65QN800AFXZA, QN65QN850AFXZA, QN65QN900AFXZA, QN65QN850AFXZA, QN65Q800AFXZA, QN65Q700AFXZA, QN65Q600AFXZA, QN60Q600AFXZA, QN55QN900AFXZA, QN55QN850AFXZA, QN55Q800AFXZA, QN55Q600AFXZA, QN50QN900AFXZA, QN50Q800AFXZA, QN50Q600AFXZA, QN43Q600AFXZA, QN32Q600AFXZA, UN82TU7000FXZA.

Available at **RETAILER LOGO**



# Ad Template

## The Frame

This print ad template can be leveraged for in-store elements (i.e., counter cards, table tents, flyers) or printed circular collateral.

See [Samsung EasyAds](#) link to download this print ad.

Use keyword "CFB Labor Day Promo" to find all assets.

**SAMSUNG**

**MVP SALES EVENT**  
8/30 - 9/12

# Score Big

Save up to **\$X,XXX**  
on The Frame\*

Available at **RETAILER LOGO**

Purchase 8/30-9/12, while supplies last. \*Savings will come in the form of an instant discount from the regular retail price taken at the register. Eligible model(s): QN75LS03AAFXZA, QN75LS03ADFXZA, QN65LS03AAFXZA, QN65LS03ADFXZA, QN55LS03AAFXZA, QN55LS03ADFXZA, QN50LS03AAFXZA, QN50LS03ADFXZA, QN43LS03AAFXZA, QN43LS03ADFXZA, QN32LS03BFXZA, QN32LS03DFXZA.

## Ad Template

### Soundbars

This print ad template can be leveraged for in-store elements (i.e., counter cards, table tents, flyers) or printed circular collateral.

See [Samsung EasyAds](#) link to download this print ad.

Use keyword "CFB Labor Day Promo" to find all assets.

**SAMSUNG**

# Sounds like victory

Save up to **\$XXX** on select Samsung soundbars\*

**MVP SALES EVENT**  
8/30 - 9/12

Purchase 8/30-9/12, while supplies last. \*Savings will come in the form of an instant discount from the regular retail price taken at the register. Eligible model(s): HW-Q950A, HW-Q900A, HW-Q800A, HW-Q700A, HW-Q600A, HW-A650, HW-A550, HW-A450, HW-S60A, HW-S50A.

Available at **RETAILER LOGO**

# 2021 CFB/Labor Day Promo Standalones

# Standalones

## TV

Samsung is a firm believer in creativity, and we would like to help you with your marketing needs.

Files will include a layer to turn on/off the background.

See [Samsung EasyAds](#) to download these standalone images.

Use keyword "CFB Labor Day Promo" to find all assets.



QN900A (w/ Logos)



QN900A (w/o Logos)



QN800A (w/ Logos)



QN800A (w/o Logos)

# Standalones

## TV

Samsung is a firm believer in creativity, and we would like to help you with your marketing needs.

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QN90A (w/ Logos)



QN90A (w/o Logos)



QN85A (w/ Logos)



QN85A (w/o Logos)

# Standalones

## TV

Samsung is a firm believer in creativity, and we would like to help you with your marketing needs.

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Use keyword "CFB Labor Day Promo" to find all assets.



Q80A (w/ Logos)



Q80A (w/o Logos)



Q70A (w/ Logos)



Q70A (w/o Logos)

# Standalones

## TV

Samsung is a firm believer in creativity, and we would like to help you with your marketing needs.

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Use keyword "CFB Labor Day Promo" to find all assets.



Q60A (w/ Logos)



Q60A (w/o Logos)



The Frame (w/ Logos)



The Frame (w/o Logos)

# Standalones

## TV

Samsung is a firm believer in creativity, and we would like to help you with your marketing needs.

Files will include a layer to turn on/off the background.

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Use keyword "CFB Labor Day Promo" to find all assets.



Q60T (w/ Logos)



Q60T (w/o Logos)



TU7000 (w/ Logos)



TU7000 (w/o Logos)



# Thank you.