

SAMSUNG

HW-B450/ZA

PDP Digital
Launch Toolkit
2022



HW-B450/ZA

Date Published: 03/28/2022

Product Headline

Ex. Product
Detail Page

Product Page:
Above the fold

GUIDELINES

1. Follow Headline Convention for recommended headline structure & order
2. Ensure to include all components within example headline
3. Refer to spec sheets for precise inputs

Headline Convention:

Brand | Model Number | Channel | Product Type |
Technology/Feature | Year

HW-B450/ZA Headline Example:

Samsung | HW-B450 | 2.1ch | Soundbar | w/ Dolby Audio | 2022



Image Carousel

Product Page: Above the fold

GUIDELINES

1. Images should follow the Image Order guidance
2. If image is missing from EasyAds folder, please use the next available image according to Image Order Guidance
3. With retail.com accounts with limited carousel slots, please prioritize including Jackpacs, What's in the Box Image(s) and Video. Benefit Based Imagery should also be prioritized, but if space is limited, drop the lowest order image first.
4. The feature video should be prioritized in the carousel. Videos can also be included in below the fold content.



EasyAds ID/Link:
[032522PRM01](#)



EasyAds ID/Link:
[032522PRM03](#)



EasyAds ID/Link:
[032522PRM02](#)



EasyAds ID/Link:
[032122EL03](#)



EasyAds ID/Link:
[032122EL01](#)



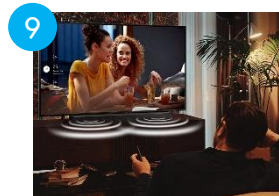
EasyAds ID/Link:
[032122EL05](#)



EasyAds ID/Link:
[032122EL02](#)



EasyAds ID/Link:
[032122EL04](#)



EasyAds ID/Link:
[032822PRM02](#)



EasyAds ID/Link:
[032822PRM03](#)



Coming soon!

Ex. Product
Detail Page



[Link to All Assets](#)

SHORT Overview & Feature Copy

Ex. Product Detail Page

Product Page: Above the fold






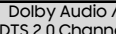




GUIDELINES

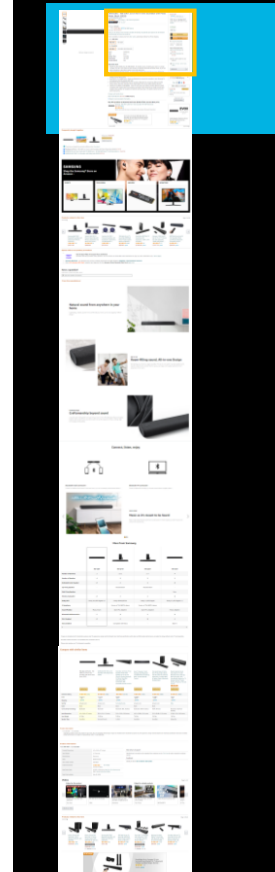
1. Feature bullets should follow the precise order as listed
2. If feature benefit rows are limited below 5, follow the order to include in priority order.
3. Follow the Key Features in Messaging Hierarchy for precise messaging as they should appear on the PDP

Model Series Number	B450
# of Surround Channel	2.1

Elevate your sound experience to the next level with the B450. Bass tones come alive with the included subwoofer* and Bass Boost amplifies bass with touch of a button. Whether you're playing games or kicking back with your favorite show, Adaptive Sound Lite enhances and optimizes your entertainment. Plus, you can seamlessly pair mobile devices with Bluetooth® TV Connection**.

*Applicable on Q series, B models and S8 series. **Please check whether your TV is Bluetooth® compatible.

1	2	3	4	5
 SUBWOOFER INCLUDED	 BASS BOOST	 Wireless TV Connection via Bluetooth*	 ADAPTIVE SOUND LITE	 GAME MODE
Subwoofer included	Bass Boost	Bluetooth TV Connection	Adaptive Sound Lite	Game Mode
<p>Experience the intensity of action movies with the powerful bass coming from the included subwoofer*.</p> <p>*Applicable on Q series, B models and S8 series*</p>	<p>Boost the bass with a touch of a button.</p>	<p>Set up is a breeze. Easily connect your soundbar to your TV wirelessly*.</p> <p>*Please check whether your TV is Bluetooth® compatible.</p>	<p>Enjoy optimized audio with enhanced voice clarity on all your favorite video content.</p>	<p>Game Mode optimizes your gaming experience with synced, directional audio.</p> <p>* Compatible with select TVs and select gaming consoles (e.g. Xbox X, PS5). * Game console sold separately.</p>
6	7	8	9	10
 Dolby Audio / DTS 2.0 Channel	 One Remote	 Voice Enhanced	 Night Mode	 Wireless Surround Sound Compatible
<p>An elevated audio experience with a full range of sound via Dolby Audio/DTS 2.0.</p>	<p>Control both your Samsung TV and soundbar with the Samsung OneRemote*.</p> <p>*Streamline the control of your Samsung TV and soundbar including volume with just the Samsung TV remote*.</p>	<p>Use your soundbar remote to boost the dialogue on the screen and hear voices clearly*.</p> <p>*Setting can be controlled by the Samsung soundbar remote and SmartThings App for Wi-Fi enabled models</p>	<p>Use your soundbar remote to reduce the bass and hear voices clearly*.</p> <p>*Setting can be controlled by the Samsung soundbar remote and SmartThings App for Wi-Fi enabled models</p>	<p>Connect easily and seamlessly to the optional Samsung speakers and enjoy room-filling sound without the wires.</p>



MEDIUM Overview & Feature Copy

Ex. Product Detail Page






Product Page: Above the fold

GUIDELINES

1. Feature bullets should follow the precise order as listed
2. If feature benefit rows are limited below 5, follow the order to include in priority order.
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Model Series Number	B450
# of Surround Channel	2.1

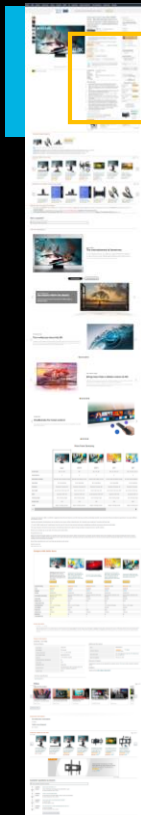
Take your audio setup to the next level with the B450. Bass tones come alive and create a more well-rounded sound with the included subwoofer*. And you want to crank it up even more, Bass Boost amplifies the deeper tones at the touch of a button. Whether you're playing games or kicking back with your favorite show, Adaptive Sound Lite enhances and optimizes your entertainment. Plus, you can seamlessly pair mobile devices with Bluetooth® TV Connection**.
*Applicable on Q series, B models and S8 series. **Please check whether your TV is Bluetooth® compatible.

1	2	3	4	5
 SUBWOOFER INCLUDED	 BASS BOOST	 Wireless TV Connection via Bluetooth*	 ADAPTIVE SOUND LITE	 GAME MODE
Subwoofer Included	Bass Boost	Bluetooth TV Connection	Adaptive Sound Lite	Game Mode
<p>Experience the intensity of action movies or the excitement of sports with the rich, powerful bass coming from the included subwoofer*.</p> <p>*Applicable on Q series, B models and S8 series</p>	<p>Feel the rumble of distant thunder as your listening experience is taken to another level. Give your bass an instant boost with the push of a button.</p>	<p>Set up is a breeze. Easily connect your soundbar to your TV wirelessly*.</p> <p>*Please check whether your TV is Bluetooth® compatible.</p>	<p>Enjoy dynamically optimized audio with enhanced voice clarity so you can follow along with action-packed games and blockbuster films.</p>	<p>Game Mode optimizes your gaming experience with synced, directional audio that moves with the onscreen action.*</p> <p>* Compatible with select TVs and select gaming consoles (e.g. Xbox X, PS5). * Game console sold separately.</p>
6	7	8	9	10
Dolby Audio / DTS 2.0 Channel	One Remote	Voice Enhanced	Night Mode	Wireless Surround Sound Compatible
<p>Elevate your experience with captivating virtual 3D surround sound that moves all around you, including above, with the simulation of up-firing speakers with DTS Virtual:X technology.</p>	<p>Control both your Samsung TV and soundbar with the Samsung OneRemote*.</p> <p>*Streamline the control of your Samsung TV and soundbar including volume with just the Samsung TV remote*.</p>	<p>Use your soundbar remote to boost the dialogue on the screen and hear voices clearly*.</p> <p>*Setting can be controlled by the Samsung soundbar remote and SmartThings App for Wi-Fi enabled models</p>	<p>Use your soundbar remote to reduce the bass and hear voices clearly*.</p> <p>*Setting can be controlled by the Samsung soundbar remote and SmartThings App for Wi-Fi enabled models</p>	<p>Connect easily and seamlessly to the optional Samsung speakers and enjoy room-filling sound without the wires.</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
2. If feature benefit rows are limited below 5, follow the order to include in priority order.
3. Follow the Key Features in Messaging Hierarchy for precise messaging as they should appear on the PDP

Model Series Number	B450
# of Surround Channel	2.1

Take your audio setup to the next level with the B450. Bass tones come alive and create a more well-rounded sound with the included subwoofer*. And if you want to crank it up even more, Bass Boost amplifies the deeper tones at the touch of a button. Whether you're playing games, watching sports, or kicking back with your favorite show, Adaptive Sound Lite enhances and optimizes your entertainment to a new level of audio excellence. Plus, you can seamlessly pair mobile devices with Bluetooth@ TV Connection**.

*Applicable on Q series, B models and S8 series. **Please check whether your TV is Bluetooth@ compatible.

1	2	3	4	5
 SUBWOOFER INCLUDED	 BASS BOOST	 Wireless TV Connection via Bluetooth*	 ADAPTIVE SOUND LITE	 GAME MODE
Subwoofer Included	Bass Boost	Bluetooth TV Connection	Adaptive Sound Lite	Game Mode
Experience the intensity of action movies or the excitement of sports with the rich, powerful bass coming from the included subwoofer*.	Feel the rumble of distant thunder as your listening experience is taken to another level. Give your bass an instant boost with the push of a button.	Set up is a breeze. Easily connect your soundbar to your TV wirelessly*.	Enjoy dynamically optimized audio with enhanced voice clarity so you can follow along with action-packed games and blockbuster films.	Game Mode optimizes your gaming experience with synced, directional audio that moves with the onscreen action.*
*Applicable on Q series, B models and S8 series		*Please check whether your TV is Bluetooth@ compatible.		* Compatible with select TVs and select gaming consoles (e.g. Xbox X, PS5). * Game console sold separately.
6	7	8	9	10
Dolby Audio / DTS 2.0 Channel	One Remote	Voice Enhanced	Night Mode	Wireless Surround Sound Compatible
Elevate your experience with captivating virtual 3D surround sound that moves all around you, including above, with the simulation of up-firing speakers with DTS Virtual:X technology.	Streamline the control of your Samsung TV and soundbar including volume with just the Samsung TV remote*.	Use your soundbar remote to boost the dialogue on the screen and hear voices clearly*.	Use your soundbar remote to reduce the bass and hear voices clearly*.	Connect easily and seamlessly to the optional Samsung speakers and enjoy room-filling sound without the wires.
	Streamline the control of your Samsung TV and soundbar including volume with just the Samsung TV remote.	*Setting can be controlled by the Samsung soundbar remote and SmartThings App for Wi-Fi enabled models	*Setting can be controlled by the Samsung soundbar remote and SmartThings App for Wi-Fi enabled models	


BTF Feature Copy (OFG)

Ex. Product Detail Page

Product Page:
Below the fold

GUIDELINES

1. BTF Features and images should follow the precise order as listed in the Online Feature Grid
2. Follow the Online Feature Grid for the Key Features, precise messaging and corresponding imagery as they should appear on the PDP



Feature ID	Feature Name	Feature Description	Headline Copy	Body Copy (Bullet Points)	Image	Link
FEATURE 1	Product Overview	Present yourself with power & class	Style	<ul style="list-style-type: none"> 7.5" Screen (Super AMOLED) 7.5" Touchscreen 		View Product Overview
FEATURE 2	Screen Size	Screen size is what you see, not just what you hear	7.5" Screen with an endless landscape	<ul style="list-style-type: none"> 7.5" Screen with an endless landscape 7.5" Screen with an endless landscape 		View Screen Size
FEATURE 3	Screen Resolution	Screen resolution is what you see, not just what you hear	Screen Resolution	<ul style="list-style-type: none"> Screen Resolution Screen Resolution 		View Screen Resolution
FEATURE 4	Screen Color	Screen color is what you see, not just what you hear	Screen Color	<ul style="list-style-type: none"> Screen Color Screen Color 		View Screen Color
FEATURE 5	Screen Brightness	Screen brightness is what you see, not just what you hear	Screen Brightness	<ul style="list-style-type: none"> Screen Brightness Screen Brightness 		View Screen Brightness
FEATURE 6	Screen Contrast	Screen contrast is what you see, not just what you hear	Screen Contrast	<ul style="list-style-type: none"> Screen Contrast Screen Contrast 		View Screen Contrast
FEATURE 7	Screen Refresh Rate	Screen refresh rate is what you see, not just what you hear	Screen Refresh Rate	<ul style="list-style-type: none"> Screen Refresh Rate Screen Refresh Rate 		View Screen Refresh Rate
FEATURE 8	Screen Protection	Screen protection is what you see, not just what you hear	Screen Protection	<ul style="list-style-type: none"> Screen Protection Screen Protection 		View Screen Protection
FEATURE 9	Screen Durability	Screen durability is what you see, not just what you hear	Screen Durability	<ul style="list-style-type: none"> Screen Durability Screen Durability 		View Screen Durability
FEATURE 10	Screen Flexibility	Screen flexibility is what you see, not just what you hear	Screen Flexibility	<ul style="list-style-type: none"> Screen Flexibility Screen Flexibility 		View Screen Flexibility
FEATURE 11	Screen Portability	Screen portability is what you see, not just what you hear	Screen Portability	<ul style="list-style-type: none"> Screen Portability Screen Portability 		View Screen Portability

Feature Copy: Add feature copy in order of appearance on online feature grid
Online Feature Grid: [032822PRM01](#)

Overview Copy:
Follow head tagline copy on online feature grid



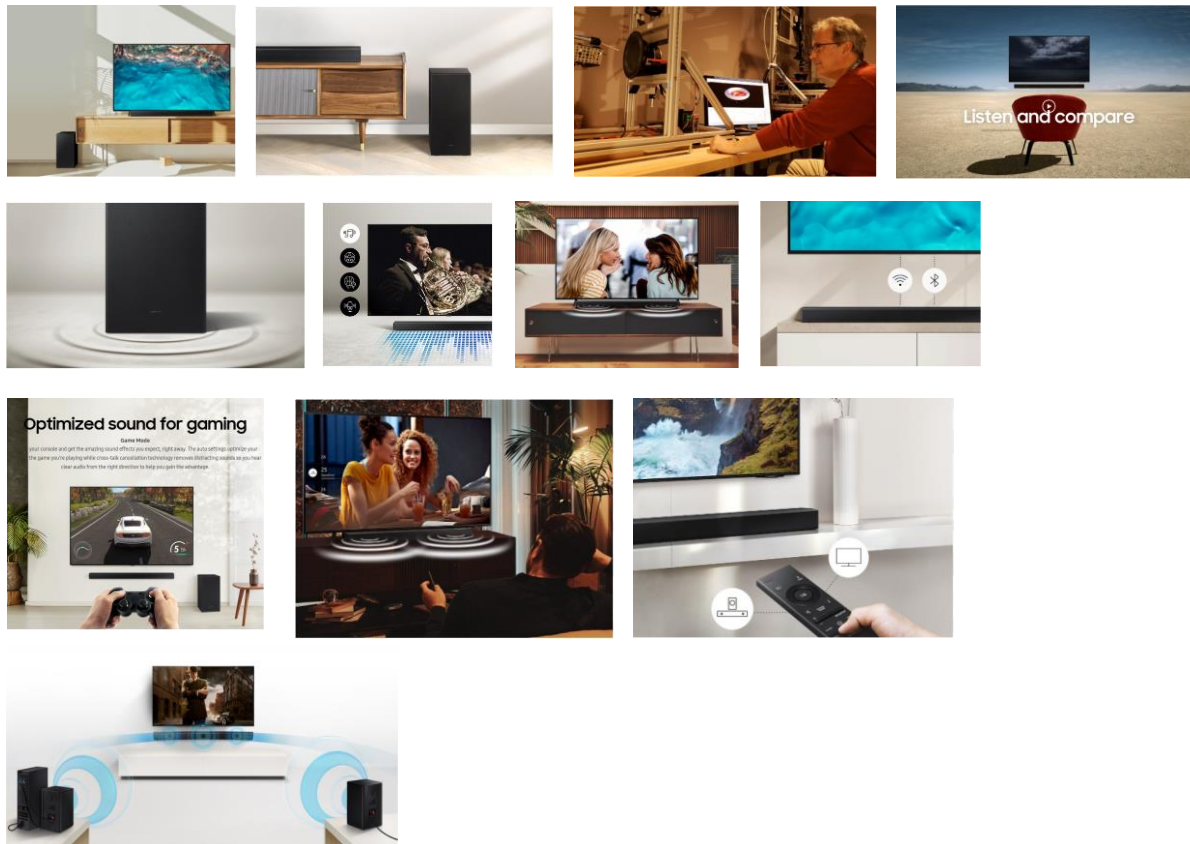
BTF Feature Images (OFG)

Ex. Product Detail Page

Product Page: Below the fold

GUIDELINES

1. BTF Features and images should follow the precise order as listed in the Online Feature Grid
2. Follow the Online Feature Grid for the Key Features, precise messaging and corresponding imagery as they should appear on the PDP



Online Feature Images: [Here](#)

Spec Sheet

Product Page: Above the fold / Below the fold

GUIDELINES

1. Load Spec Sheets and Energy Guides where required on PDP

HW-B450

SPEC SHEET



Elevate your audio experience with high-quality optimized sound.

PRODUCT HIGHLIGHTS

- A wireless subwoofer comes included.
- Instantly amplify the bass with the touch of a button.
- Optimizes sound to video content.
- Connect to your TV via Bluetooth®.

KEY FEATURES

SUBWOOFER INCLUDED¹ Experience truly full sound with powerful bass included with your soundbar.	GAME MODE² Boost your gaming experience with sound that moves with the action.
BASS BOOST Instantly amplify the bass with the touch of a button.	DOLBY AUDIO / DTS 2.0 CHANNELS An elevated audio experience with a full range of sound via Dolby Audio/DTS 2.0.
ADAPTIVE SOUND LITE Enjoy optimized sound for your favorite video content, including sports, games, movies and more.	ONE REMOTE³ Control the soundbar with just your Samsung TV remote.
BLUETOOTH® TV CONNECTION⁴ Easily connect your soundbar to your TV wirelessly.	WIRELESS SURROUND SOUND COMPATIBLE⁵ Connect easily and wirelessly to optional Samsung speakers for room-filling sound.

¹Applicable on C-Series & S-Series models only. ²Please check whether your TV is Bluetooth® compatible. ³Compatible with select Tix and select game consoles only (e.g. Xbox Series X, PS5, Nintendo Switch). Please refer to samsung.com for more information. ⁴Function and remote control design may vary by TV model and region. Only available on select Samsung TVs. ⁵Samsung Wireless Home Speaker Kit sold separately (accessory model: SWK-0000). The wireless module requires a power cord, function and speaker cables to connect to rear speakers.

SAMSUNG

SEE BACK FOR DETAILS

EasyAds ID / Link:
[031622ABFOI](#)

Ex. Product
Detail Page



Keywords (Metatags)

Product Page: Above the fold

GUIDELINES

1. Include keywords into metadata section in setup sheets for loading PDPs

	Top Category Keywords	Top Branded Keywords
1	soundbar	samsung soundbar with subwoofer
2	soundbar with subwoofer	samsung soundbar
3	soundbar bluetooth speaker	samsung bluetooth soundbar
4	tv soundbar	samsung soundbar for tv
5	soundbar with wireless subwoofer	sound bars for tv samsung soundbar with bluetooth
6	bluetooth soundbar	soundbar dolby audio
7	tv soundbar with subwoofer	samsung 2.1 soundbar with wireless subwoofer and dolby audio
8	bluetooth soundbar for tv	samsung dolby audio/dts 2.0 channel soundbar with built-in woofer
9	bluetooth soundbar with subwoofer	samsung tv bluetooth soundbar
10	wireless bluetooth soundbar	samsung dolby audio soundbar
11	bass boosted soundbar	samsung dts 2.0 soundbar
12	bass boosted bluetooth soundbar	samsung 2.1 channel soundbar dts 2.0
13		samsung b450
14		b450
15		hw b450za
16		samsung adaptive sound

Alt Text

SAMSUNG

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 provides for SEO optimization on images
4. It is best practice to include ALT text on all images on the web page
5. The ALT Text should look something like this in the code when added: ``



1
Alt Text:
Samsung HW-B450/ZA
Soundbar Set with
Subwoofer and Remote



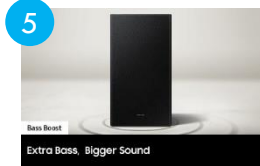
2
Alt Text:
Samsung HW-B450/ZA
Soundbar Front View



3
Alt Text:
Samsung HW-B450/ZA
Soundbar Detailed Angled
View



4
Alt Text:
Samsung HW-B450/ZA
Soundbar. Subwoofer
included: Discover rich
bass like never before



5
Alt Text:
Samsung HW-B450/ZA
Soundbar. Bass Boost:
Extra bass, bigger
sound



6
Alt Text:
Samsung HW-B450/ZA Soundbar.
Bluetooth™ TV connection: Easily
connect your soundbar to your TV
wirelessly



7
Alt Text:
Samsung HW-B450/ZA
Soundbar. Adaptive Sound
Lite: Optimized sound for
various content



8
Alt Text:
Samsung HW-B450/ZA
Soundbar. Game Mode:
Optimized sound for
gaming



9
Alt Text:
Samsung HW-B450/ZA
Soundbar Night Mode
Feature Image



10
Alt Text:
Samsung HW-B450/ZA
Soundbar Key Visual



11
Alt Text:
Samsung HW-B450/ZA
Soundbar Overview Video