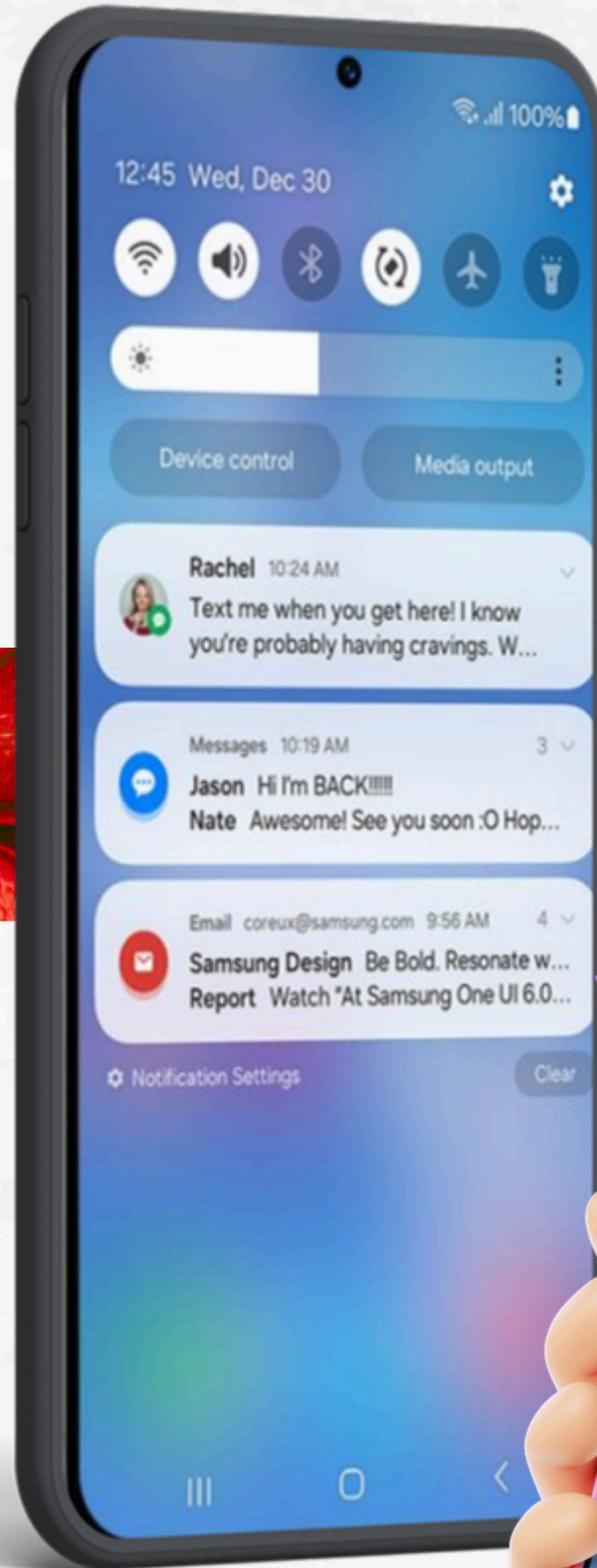


# Case Study

# Samsung One UI 6

**Driving Brand Preference Through  
Contextual Storytelling on YouTube**



# The Client

## Samsung Mobile Indonesia

Samsung is one of the world's leading smartphone brands, focused on delivering intuitive and seamless mobile experiences.

# Campaign Objective

- Establish One UI 6 as the most intuitive and comfortable smartphone experience
- Drive brand preference through narrative-driven YouTube storytelling
- Reach tech-savvy users through high-trust content environments



# Inside DotContext

## Contextual YouTube Campaign for Samsung One UI 6

01

### Intelligent Analysis of Client's Brief

Our AI doesn't just look for keywords; it understands the goals and client's requirements

02

### Data Extraction

analysing YouTube videos frame by frame, detecting visual objects, reading on-screen text, and recognizing audio cues in real-time.

03

### Intent Categorization

We categorize every video by Intent: Awareness, Consideration, or Purchase.

04

### Contextual Scoring

It evaluates every video against a rigorous scoring matrix, measuring engagement signals, semantic fit, and contextual strength

05

### The Dual-AI Firewall

safety AI works alongside our Slop-Filter to instantly eliminate deepfakes, misinformation, and low-quality AI-generated slop, protecting your brand's prestige.



# DotContext Strategy

---

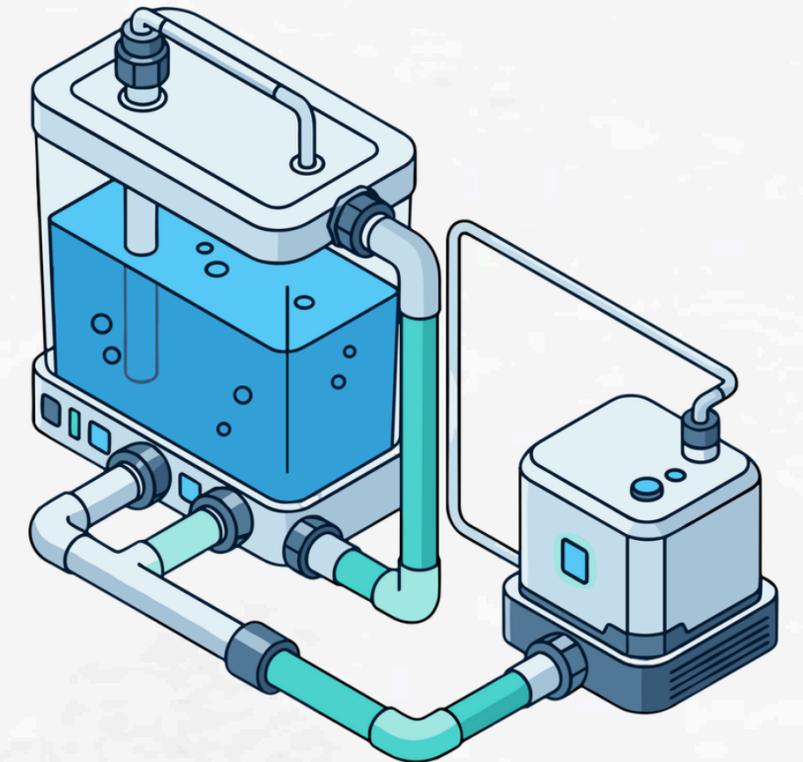
## Contextual YouTube Campaign for Samsung One UI 6

Samsung's message was placed within content built on trust, simplicity, and familiarity, reflecting the core of One UI 6.

### Key Contextual Content Pillars

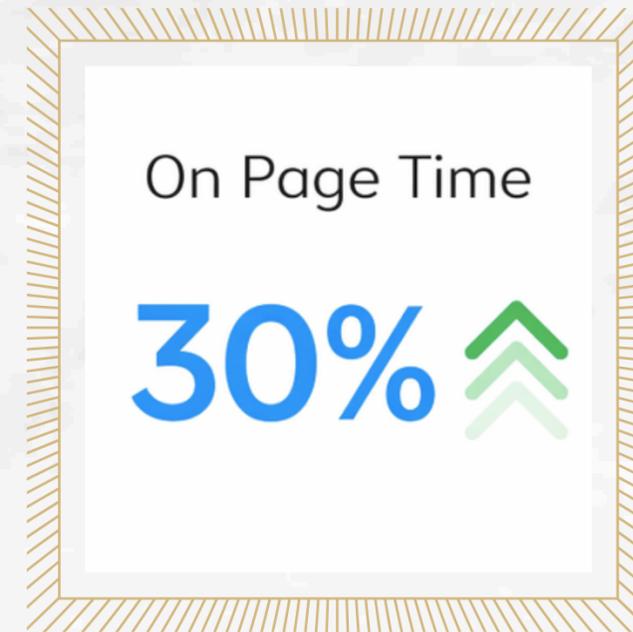
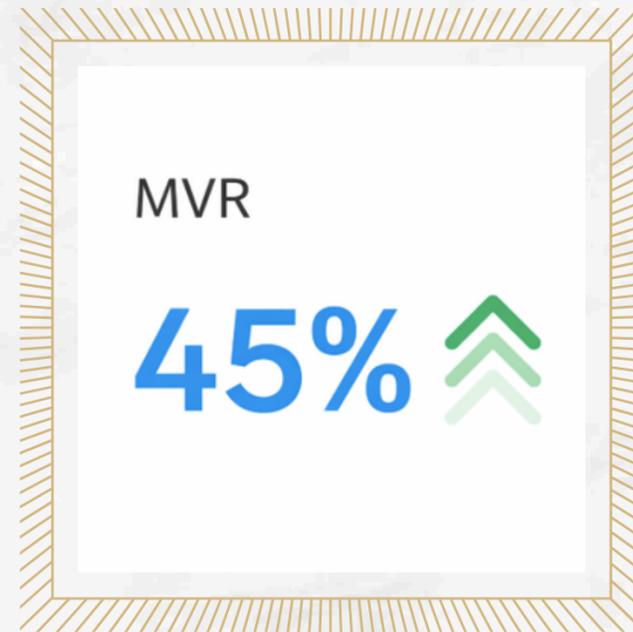
- UI/UX-focused tech reviews
- Productivity and study vlogs (students and professionals)
- Personalization and device setup content

**This ensured Samsung's message appeared inside content where viewers were actively learning and evaluating smartphone experiences.**



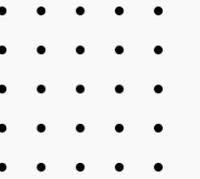
# The Result ?

## Driving High-Intent Engagement



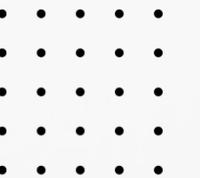
**Contextual storytelling increased engagement, brand consideration, and time spent with Samsung One UI 6 content.**





# Thank You

**For Your Attention**



**DotContext – Youtube Contextual engine**