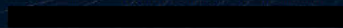
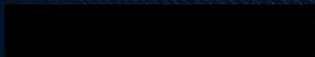




MARKETING WEEKLY MEETING





# MARKETING STATUS

## **This Week**

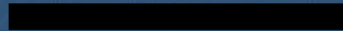
- Weekly Update:
  - Q3 razr media recap
  - PR holiday results
  - OnePlus 12 media reactions
- CRM support:
  - Winter Deals Reminder 2 + Final Call
  - Metro New Deals
  - RAZR Family Sustainment
  - [REDACTED] (CA)
    - Excite
    - On Sale
    - Onboarding
- PR
  - [REDACTED] Planning
  - MWC Outreach
  - Business Essentials Outreach
  - [REDACTED] / [REDACTED] Materials
- Digital:
  - Planning Q4 razr campaign

## **Next Week**

- CRM Support:
  - Apres Ski Week Launch + Reminder
  - [REDACTED] Excite (US)
- PR:
  - MWC Planning
  - [REDACTED] Planning
  - [REDACTED] / [REDACTED] Materials + Prep
- Digital:
  - Planning Q4 razr campaign



## Q3 razr Media Recap





## Wins

- Lower overall CPM than planned despite holiday timing (\$3.82 vs \$3.20)
- Amazon streaming/OLV good option for CTV placements
- TikTok branded creative drives even higher recall & awareness brand lift compared to influencer
- Competitive conquering performs well for carrier campaigns
- Social shorts a winner overall, once again
  - Test out a few new concepts to drive product consideration

## Learnings

- Lower funnel brand lift metrics not significant
- Lower CTR in consideration display tactics (especially desktop) compared to [redacted]
- Venus creatives strongest performers for carriers
- Display conversion product creative outperforms lifestyle
- Do not run "Going Up" in Q4 campaign due to higher CPMs and lower overall performance
- Run branded creatives in TikTok upper & mid funnel



# Media Performance vs. Q1/Q2 Campaign

Q3 spend +7% higher than Q1/Q2

Unique Reach

**218M**

**-11%**

vs. 244M

Impressions

**6.5B**

**+14%**

vs. 5.7B

Clicks

**20.7M**

**+6%**

vs. 19.5M

CPM

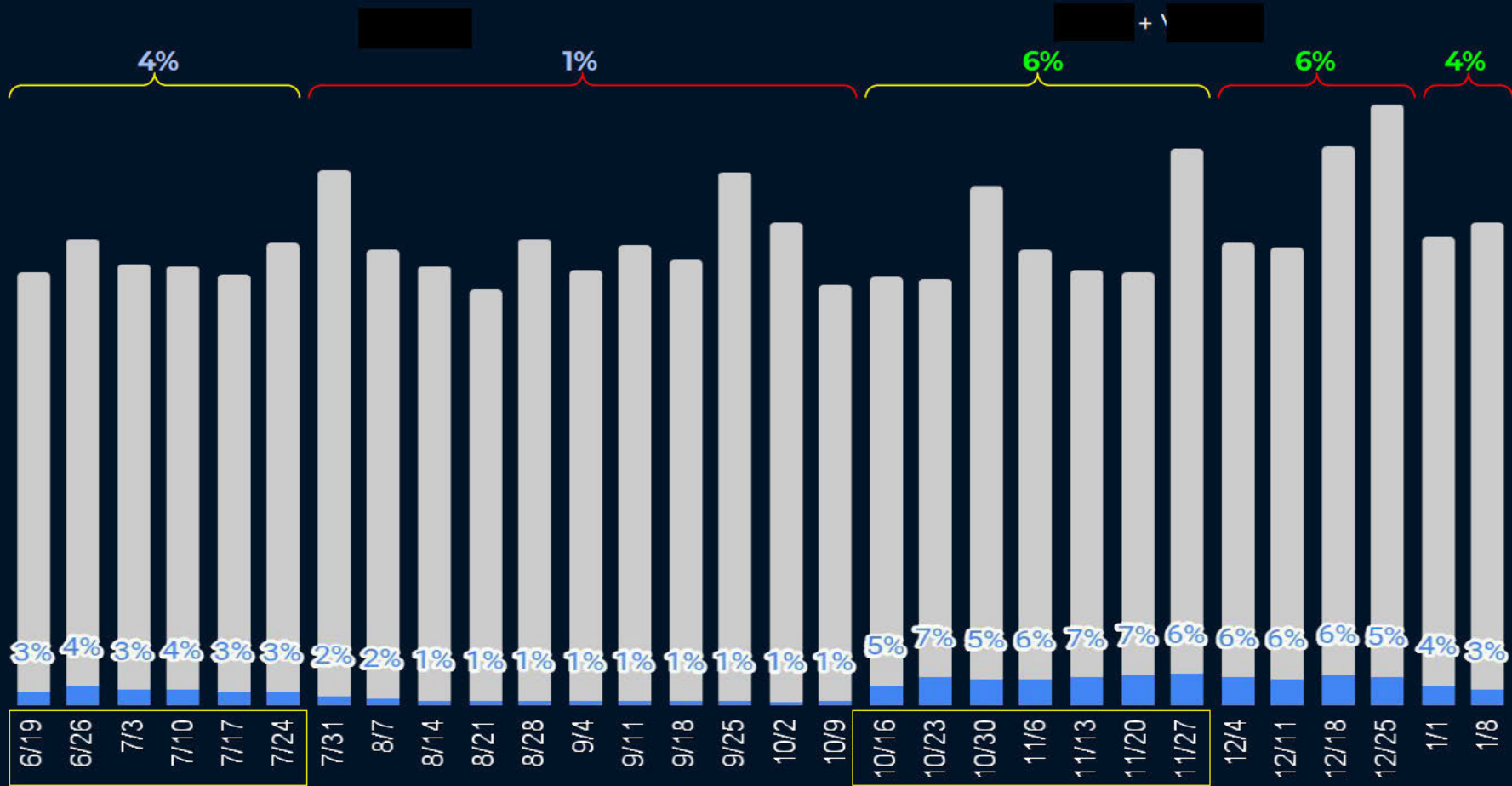
**\$3.2**

**-6%**

vs. \$3.4



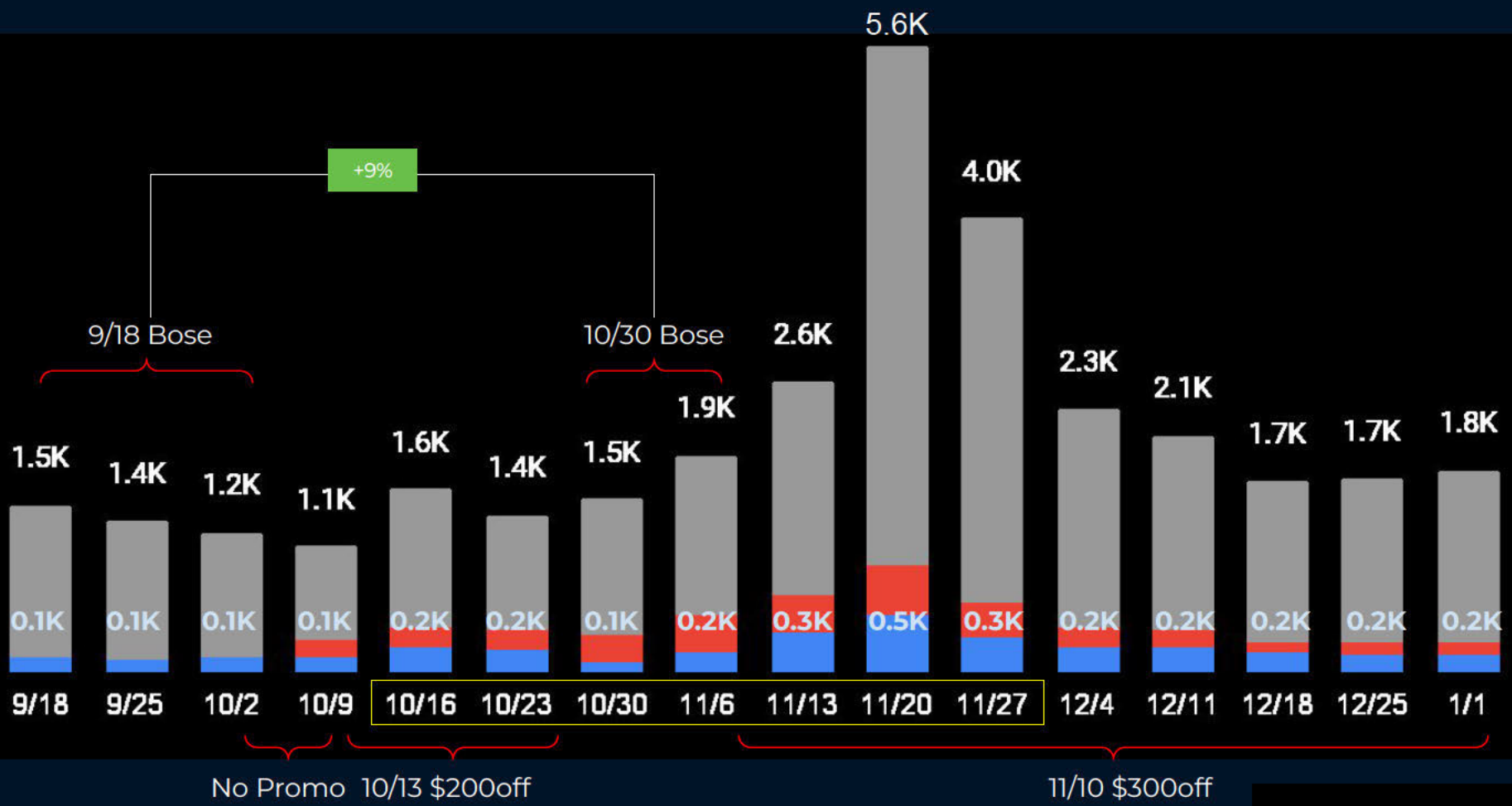
NA Activation with Razrs sales -> accounts for 6% of total activation on peak





MOT sales - [redacted] -> +9% on [redacted] sales with media

+9%



No Promo 10/13 \$200off

11/10 \$300off



## Weekly Updates







# PR ( [REDACTED] )

## THEMES

device leaks/rumors

android 14 updates

winter deals

## METRICS

**373**  
40% Validated Articles

**57**  
19% Impactful Articles

**30%** **70%** **0%**  
Pos. Neu. Neg.

## ARTICLE SNAPSHOT

Outlets	Headlines	Tone
<a href="#">9to5_Google</a>	Motorola's 2024 Razr foldable leaks as Lenovo sets its sights on top three spot	pos.
<a href="#">GSM_Arena</a>	Here's the official list of Motorola smartphones getting Android 14	neu.
<a href="#">Gadget_360</a>	Motorola's Android 14-Based My UX Rollout Plan Revealed: See List of Compatible Phones	neu.
<a href="#">Phone_Arena</a>	The impressively powerful Motorola ThinkPhone can be yours for peanuts; up your game now	pos.
<a href="#">Android_Central</a>	Supposed render of Motorola's Razr Plus 2024 looks familiar	neu.

8%



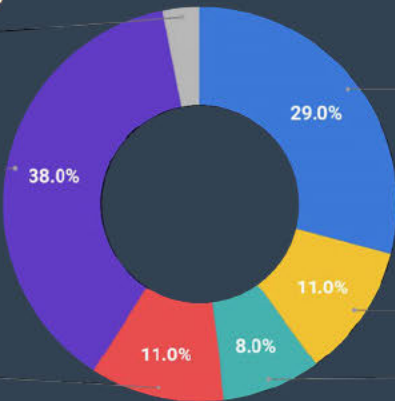
## SOV & SENTIMENT

Motorola -4pp

Other 3.0%

Samsung 38.0%

OnePlus 11.0%



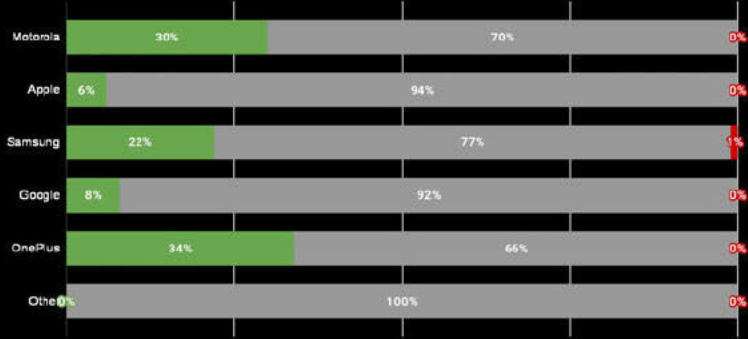
Apple 29.0%

Google 11.0%

Motorola 8.0%

## INDUSTRY NOISE

**APPLE:** iPhone 16 rumors and comparisons vs. the S24 series  
**SAMSUNG:** Galaxy AI features, Partnerships with IG and Snapchat  
**GOOGLE:** "Minty fresh" Pixel 8 colorway pre-reveal buzz  
**ONEPLUS:** OnePlus 12 U.S. launch and reviews



# PR Holiday Coverage



**2,924**

ARTICLES

+92% YOY



**208**

IMPACTFUL

-17% YOY



**35**

LIFESTYLE

+150% YOY

## KEY MOMENTS

EARLY BLACK  
FRIDAY

HALLOWEEN

BLACK FRIDAY/  
CYBER MONDAY

GIFT GUIDES/  
EOY ROUNDUPS

OCT

NOV

DEC

## TOP OUTLETS

PHONE  
ARENA



Android Police

techradar

## TOP DEALS

**RAZR+**  
\$300 off

Motorola Razer+ folds down to the lowest price its been all year in this last-minute deal

**RAZR**  
\$200 off

Feeling nostalgic? Motorola's Razer foldable phones have hit record-low prices

**EDGE+**  
\$200 off

Amazon's Black Friday deal on the amazing Motorola Edge+ (2023) is back with a bang

**G STYLUS**  
\$150 off

Motorola's stylus-powered beauty, the Moto G Stylus 5G 2023, is \$150 off its price and a real steal at Best Buy

**THINKPHONE**  
\$300 off

My Favorite Motorola Phone in 2023 Is on Sale for \$400



# OnePlus 12 Series Global Launch

## OVERVIEW

The "Smooth Beyond Belief" event was hosted in person at Pragati Maidan in New Delhi, India and live streamed on OnePlus' [website](#) and [YouTube](#).

## PRODUCTS

- OnePlus 12 (\$799.99, February 6)
- OnePlus 12R (\$499.99, February 13)
- OnePlus Buds 3 (\$99.99, February 26)

Available across North America, India and Europe

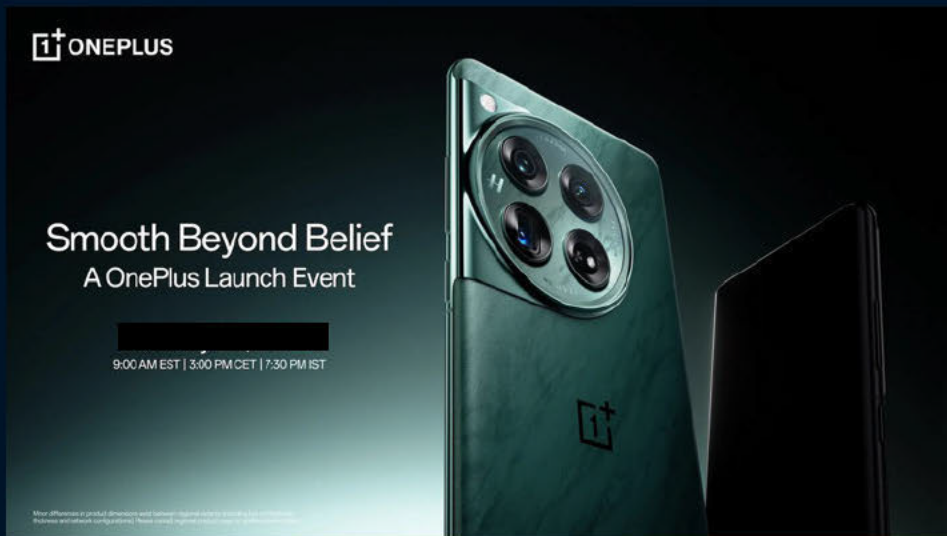
## MEDIA REACTION

- **LACK OF AI:** media generally found the lack of focus on AI refreshing and the attention paid to enhancing the basics to be refreshing and polished.
- **BATTERY + CHARGING:** positive reaction towards return of wireless charging and impressive battery life compared to competition.
- **MINIMAL DESIGN CHANGE:** options on design were split, with some appreciating the subtle updates and others finding it too similar to previous generations.
- **CAMERA UPGRADES:** significant camera upgrades when compared to past devices, impressed with the zoom and dynamic lighting

## KEY QUOTES

*"Instead, OnePlus worked with chipmaker Qualcomm to polish the hardware and software in the OnePlus 12, crafting a powerful, fully featured Android phone that's attractive and well-rounded—nothing more, nothing less. In a world where the term 'AI' is thrown around to hype everything, it's refreshing to test a phone that just works."* [WIRED](#)

*"I'm not saying I think the new OnePlus 12 looks bad, and I don't think things should be changed just for the sake of change. But a phone is a personal device that most people hang onto for at least two years, and when it's time for a new device, most don't want to get something that looks nearly the same as what they've hauled around the past two years."* [Android Police](#)



# Organic Social - Winter Deals



Reach: **18,359** (10,166)  
Engagements: 225 (351)  
Eng. Rate: 1.23% (3.45%)




Reach: 1,846 (3,074)  
Engagements: 55 (857)  
Eng Rate: 2.98% (27.88%)



Reach: **2,319** (1,565)

# CRM: Winter Deals Final Results



**NEW RAZR+  
\$300 OFF**

## WINTER WONDER SALE

The weather outside may be frightful, but we have deals that are so delightful, with **up to \$300 off**.

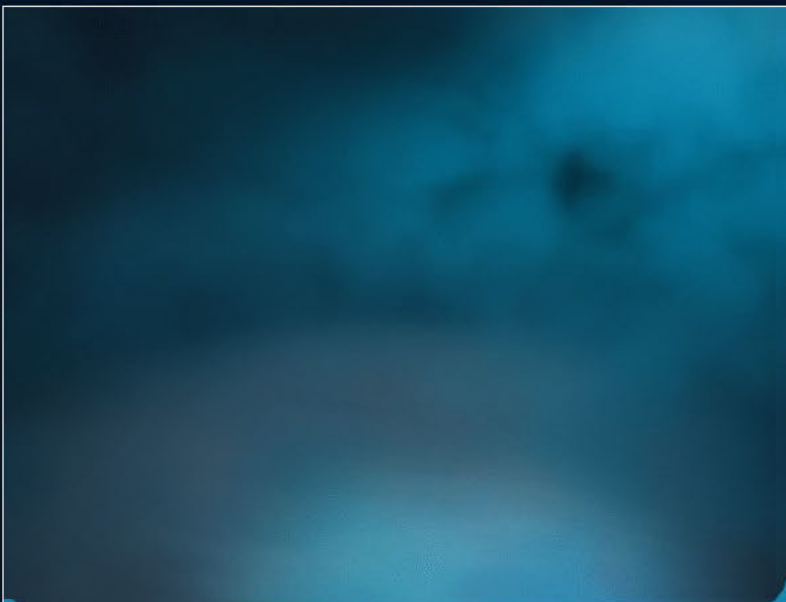
[Shop Sale](#)

Delivered: 13.3MM  
Open Rate: 20.19% ●  
Click Rate: 0.82% ●  
CTOR: 4.07% ●  
Conversion Rate: 0.004% ●  
Units: 782  
Order Revenue: \$191k ●



CRM: [REDACTED]

# Announce Results - Updated



Snapdragon® processor. Fast-refreshing 6.5" 90Hz\* display.  
Immersive stereo sound. Great entertainment is (almost) here with  
**moto g play - 2024.**

[Register to Order](#)

Delivered: 3.6MM

Open Rate: 14.77% ●

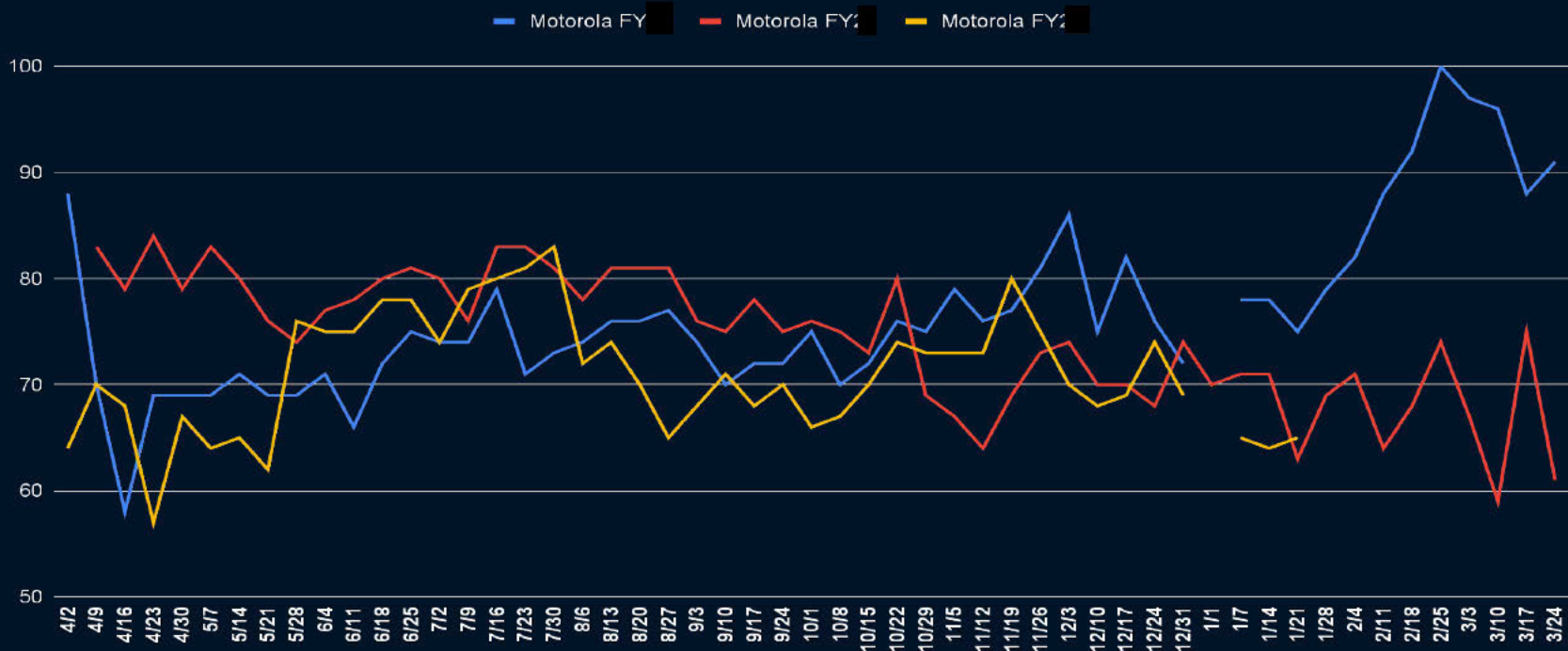
Click Rate: 0.37% ●

Registrations: **13,003\*** ●

\*Compared to [REDACTED] at 973 registrations.



# Motorola search interest maintains low after holiday WoW

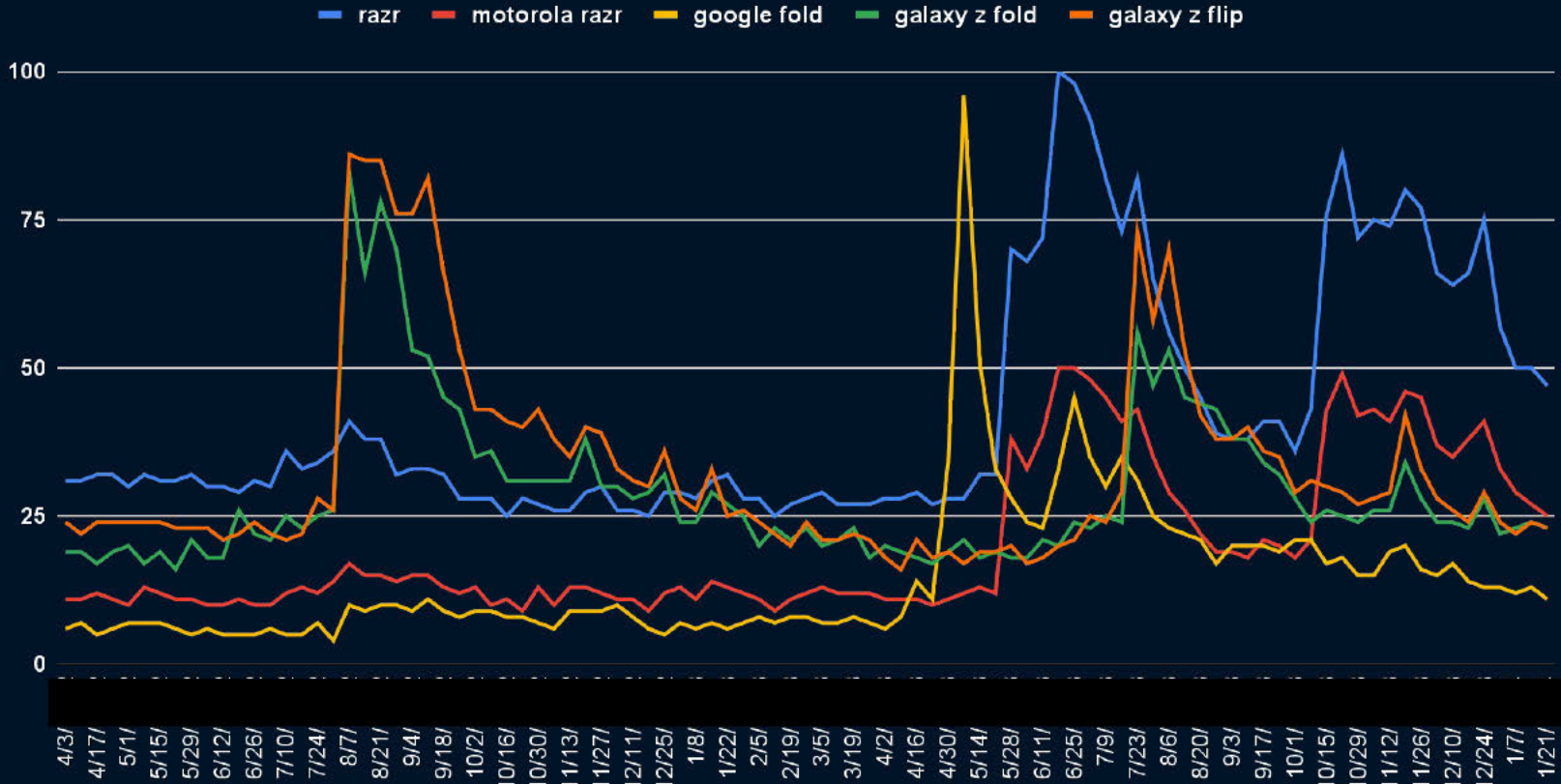


## Top Related Rising Inquiries

- Motorola [redacted]
- Motorola edge [redacted]
- Motorola [redacted]
- Motorola razr [redacted]
- Motorola g pure [redacted]



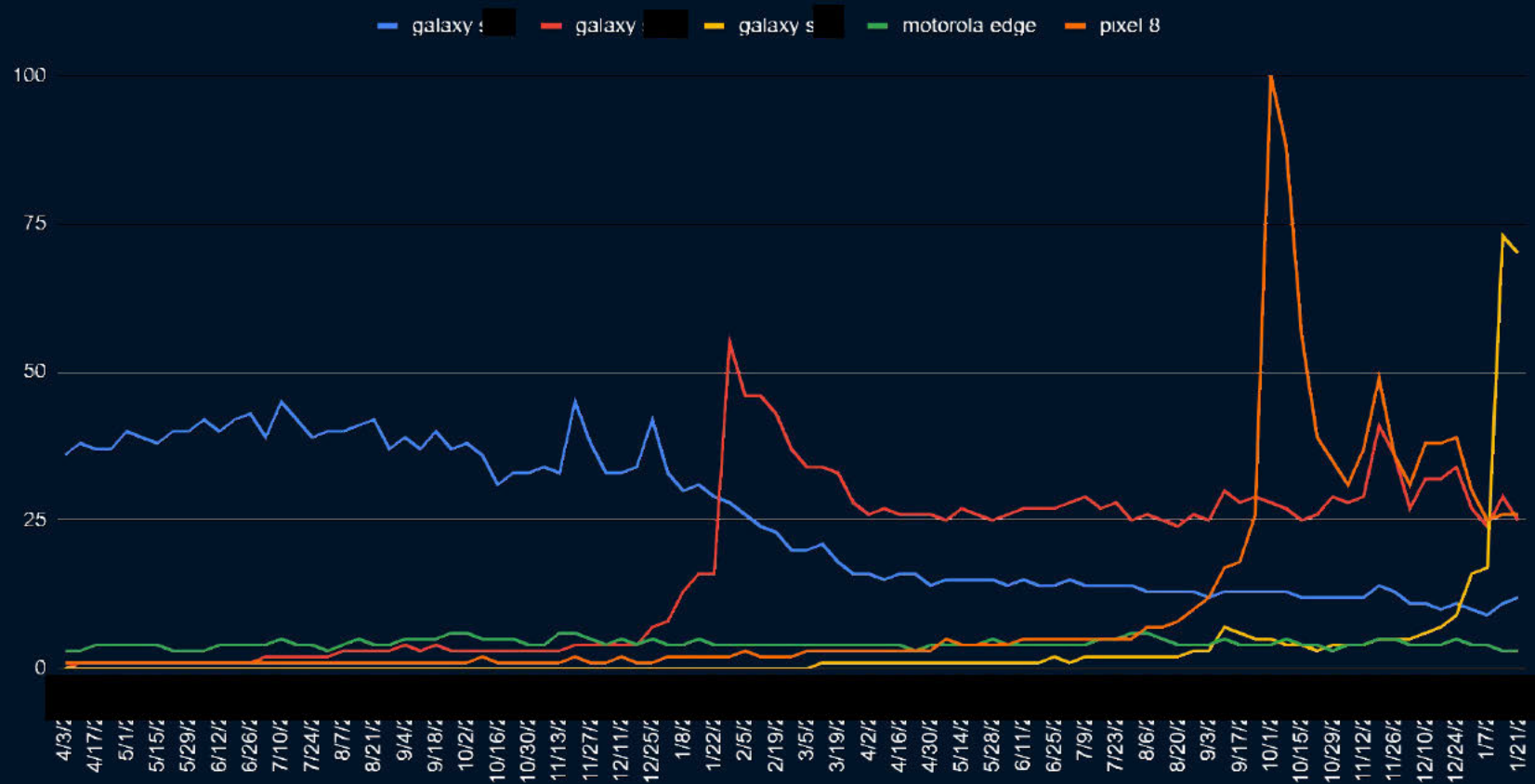
# RAZR interest trend down but still higher than galaxy devices





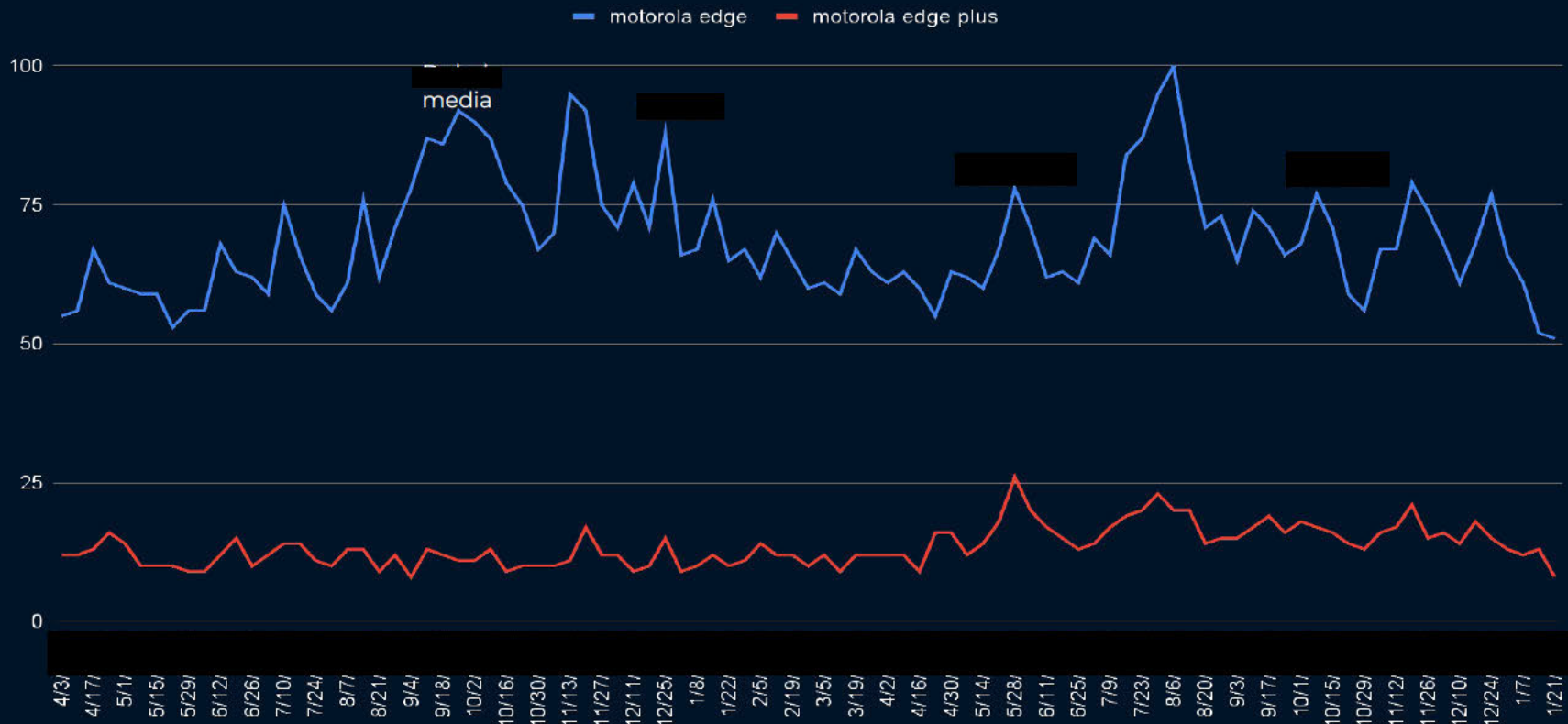


# Galaxy [redacted] spiked after launch and higher than [redacted] launch



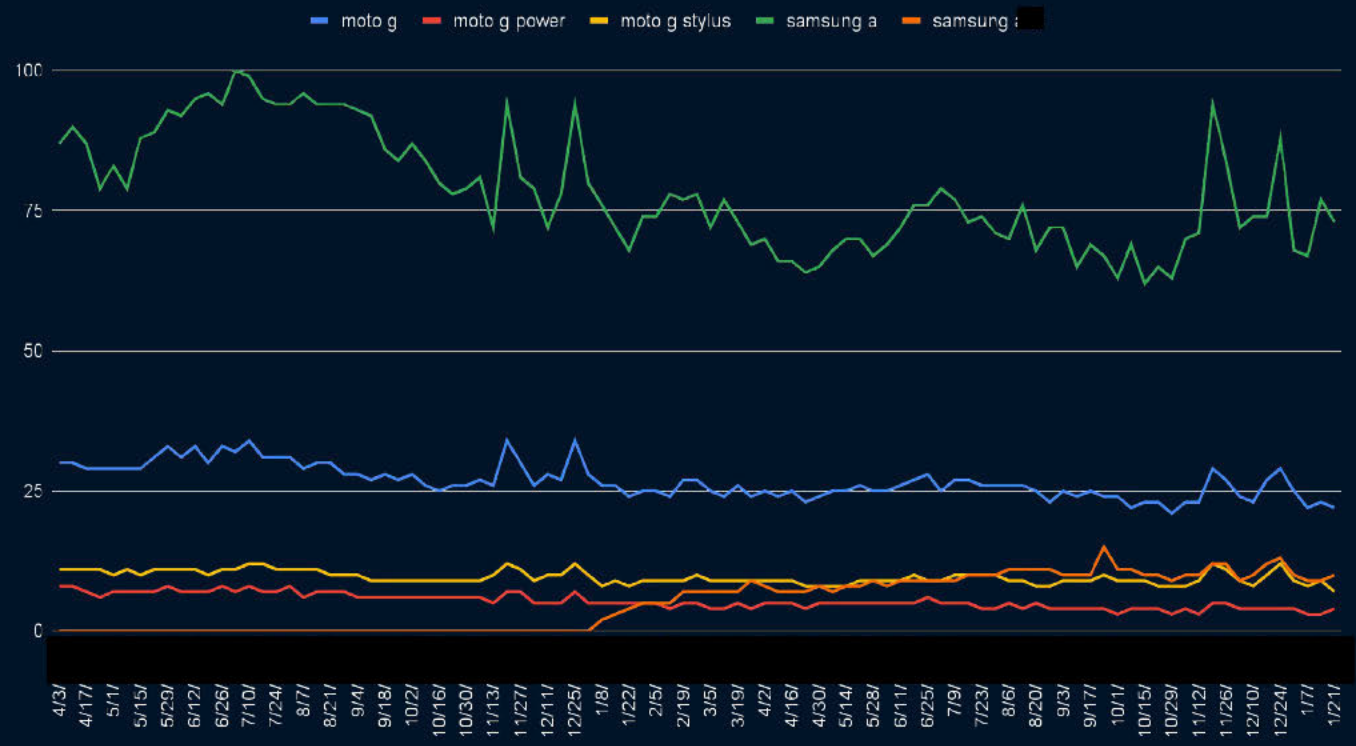


# Edge search interest trend down WoW





# Moto G interest slightly trend down along with G stylus



## Top Moto G Stylus Related Rising Inquiries

- Moto g stylus : [redacted]
- Moto g 5g : [redacted]
- Moto g stylus : [redacted] 5g
- 2022 moto g stylus
- Moto g stylus 2023 case

## Moto G Top Related Rising Inquiries

- Moto g play [redacted]
- Moto g power [redacted]
- Moto g power 5g : [redacted]
- Moto g [redacted]
- Moto g stylus : [redacted]



# RAZR MotoAgents trained 17K reps in person + in webinars

## Reps LOVE

- **Vegan Leather** - feels premium, stands out
- Large **4200mAh battery** easing concerns of short battery life in a flip device
- **Teardrop Hinge** - Seamless w/ no gap looks clean & feels more durable & premium
- **1.5" external screen** - more functionality than anticipated
- **Color options** where available - Lilac

## Reps WANT

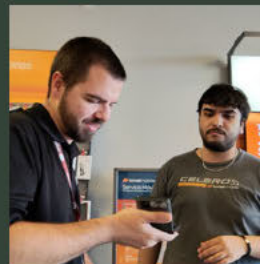
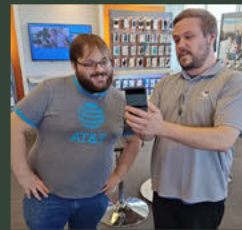
- **Durability concerns** - Shared built in screen protector with 1 free replacement and durability info.
- **Metro - Higher on hand inventory** at launch
- **More colors** as seen at Best Buy
- **Lack/Limited accessories**

3k  
Unique  
Stores

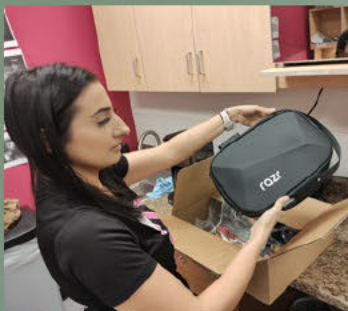
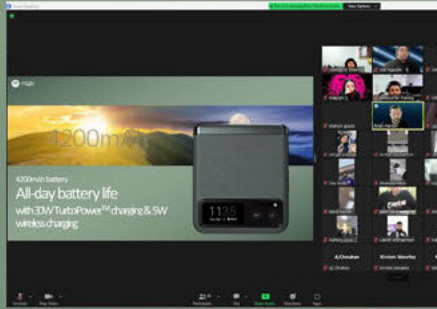
102% to goal

17.1k  
Reps  
Trained

115% to goal



# RAZR REPS TRAINING - In person and Virtual

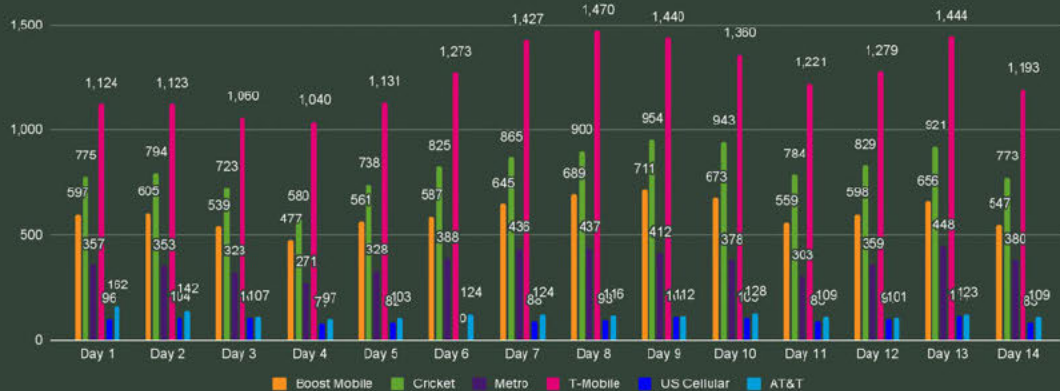


# razr virtual training (store reps)

## 14 days of razr

### 6.4K REPS TRAINED

- 93% of goal
- 21% of base participated
- TMO + Cricket as top



## Channel Hosted Training

### Best Buy Accommodation Learn to get a RAZR discount

- **2.6k** Trained online
- **4.9** rating (out of 5)

### T-Mobile Training pushed on 10/16

- **40k** Sales Reps
- **HubTV content** to 800 stores



1.8B

Total Media Impressions

Plan: 1.1B

\$3.28

Total Campaign CPM

Plan: \$3.82

354.9M

Combined reach

Plan: 180.2M

## Highlights

- **CPM** performance lower-than-benchmark in display & paid social
- YouTube already has an 8.1% lift in **consideration**
- YouTube Shorts CPMs higher than ██████ (\$1.85 vs \$1.29), but still very low compared to TikTok (\$2.77) and IG (\$2.66)
- TikTok TopView had **lower CTR** than ██████ (3.27% vs 4.34%), but higher **VCR** (2.31% vs 1.93%) and **watch time** (7.07 vs 2.4)



# Importance of Point of Sale - Must be effective and efficient

## NPS Day2 Data

### Main sources of awareness influencing their purchases from Motorola users who bought our devices

#### Reps and POS displays as top 2 sources for US

Awareness Sources - US	
	US
salesperson in a store	34%
phone display, videos, information in a store	21%
carrier or retailer website	18%
friends/family	15%
online search	11%
motorola website	10%
online tech reviews/articles	5%
online consumer reviews	5%
email or phone notification from motorola	5%
tv commercial (regular tv and/or streaming)	4%
online videos (youtube, etc.)	4%
online ad that appeared while browsing	4%
on facebook	3%
online articles/blogs in lifestyle/fashion publication	2%
on twitter	1%
on instagram	1%
celebrity / influencer endorsement on social media	1%

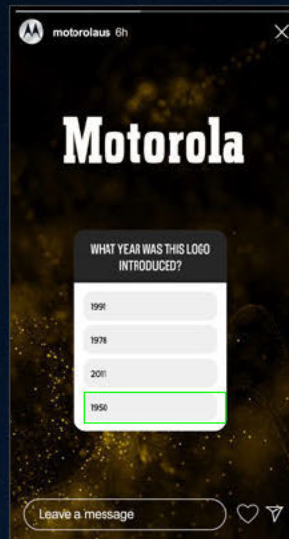
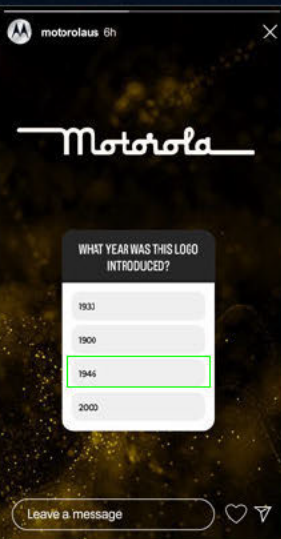
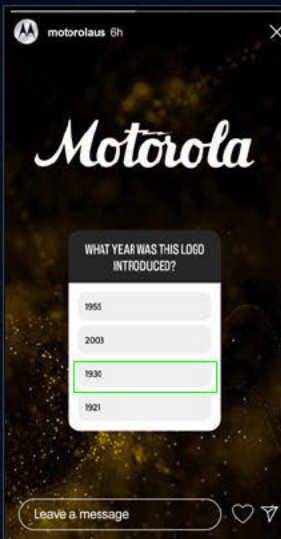
Awareness Sources - All								
	G 5G (2022)	G POWER (2022)	G STYLUS (2022)	G STYLUS 5G (2022)	EDGE+ 5G UW	EDGE+ (2022)	EDGE (2022)	G PLAY (2023)
salesperson in a store	39%	37%	27%	33%	27%	4%	21%	41%
phone display, videos, information in a store	20%	26%	21%	18%	12%	5%	11%	19%
carrier or retailer website	18%	14%	19%	20%	29%	14%	25%	20%
friends/family	14%	15%	18%	15%	6%	8%	9%	15%
online search	8%	9%	15%	13%	15%	28%	17%	6%
motorola website	7%	7%	9%	11%	23%	48%	22%	6%
tv commercial (regular tv and/or streaming)	4%	3%	3%	3%	3%	1%	3%	5%
online tech reviews/articles	4%	4%	5%	6%	11%	19%	11%	4%
online consumer reviews	4%	4%	6%	5%	7%	11%	8%	4%
email or phone notification from motorola	4%	4%	3%	5%	13%	15%	8%	6%
online videos (youtube, etc.)	3%	3%	5%	5%	4%	12%	6%	5%
online ad that appeared while browsing	3%	3%	4%	5%	5%	8%	5%	4%
on facebook	3%	3%	3%	4%	3%	4%	2%	5%
online articles/blogs in lifestyle/fashion publication	2%	2%	2%	2%	3%	5%	2%	2%
on twitter	1%	1%	1%	1%	1%	0%	1%	2%
on instagram	1%	1%	1%	2%	2%	1%	1%	2%
celebrity / influencer endorsement on social media	1%	1%	1%	1%	0%	1%	0%	3%

**Study - Live units on display drive 73% higher sales vs not on display - Boost (actual sales data)**





# Organic Social - Motorola Anniversary Organic



Reach: **19,571** (13,266)  
 Engagements: 406 (914)  
 Eng. Rate: 2.07% (6.89%)



Reach: **10,988** (7,447)  
 Engagements: **2,972** (2,408)  
 Eng Rate: 27.05% (32.24%)



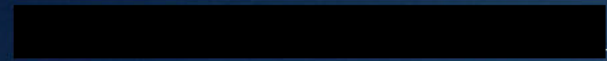
Reach: **6,986** (5,932)



Reach: 15,501 (23,592)  
 Engagements: **1,642** (1,322)  
 Eng Rate: **10.59%** (5.6%)



Reach: 1,031 (3,647)  
 Eng Rate: **7.56%** (4.28%)





2022

# Device Seeding Review

- Recalled aging Edge+ VZW inventory
- BBY study indicates 3.5 device lift for seeded users vs non
- VZW showing decreasing usage after 4 months of activation



## moto g STYLUS 5G



AT&T	1K	1K	643 (64%)
	650	266	231 (87%)
		364	316 (87%)
	400	358	299 (83%)
	500	426	329 (77%)



## edge



AT&T	1.5K	1.4K	1.1K (77%)
	2.2K	2.2K	1.9K (86%)
	1K	748	465 (62%)



## edge+



	2.3K	1.9K	1K (57%)
--	------	------	-------------



## Upcoming Razr Mystery Shopper Contest

By participating in this contest you will be helping our team track compliance, merchandising insights, and gather valuable feedback. Your input helps us to shape our future strategies and initiatives!

- Starting the week of Oct 23rd
- Prizes include moto swag and possible sponsorship game!
- More details to follow!



If you have any questions or feedback you can contact [\[REDACTED\]@motorola.com](mailto: [REDACTED]@motorola.com)



# Boost - razr merchandising - mocks

120° mock (2.8K doors)



mock display (1.3K doors)



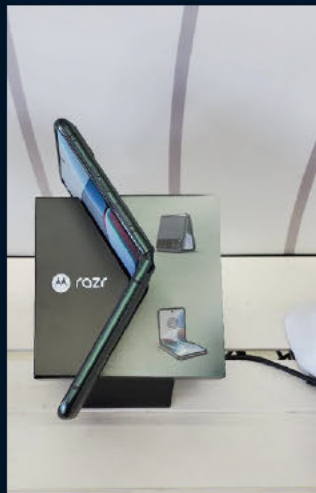
2.8K door should have either the 120° mock on display or the razr mock display installed



# Boost - razr merchandising - Tiered approach



**Tier 1**  
500 live unit  
100 installed



**Tier 2**  
1.3K standout displays  
382 installed



**Tier 3**  
2.8k doors



**11/17 reset**  
Wall poster  
3.8K doors



## Venus Activation and On Display Compliance

Carrier	Live Display Units	Live Devices connected Network	WoW Change	On Display Compliance	Main Root cause of non compliance / Action Taken
ATT	4.7K	86%	1%	85%	<b>RC:</b> Device cannot be located; Power Issues <b>Action:</b> MTI audits begin in Feb (390 uncovered COR); escalated to Prime leadership
Cricket*	4.6K	91%	1%	90%	<b>RC:</b> Merchandiser Not Available <b>Action:</b> Scorpion brackets delivered
BBY	530	80%	7%	92%	<b>RC:</b> Misc. Security Components <b>Action:</b> B&F audits
TMO	5.6K	76%	+1%	86%	NOD main reasons: 1) Merchandiser N/A 10% 2) Not on Planogram 6%
Comcast	575	N/A	--	100%	based on limited visits
USC	245	N/A	--	100%	based on limited visits
Boost	500	N/A	--	89%	mock display 93% late installs cause 2 live stores NOD 1. stolen 2. mgr refused for space reason

## Seeding Status

- 100 additional purple Metro units arriving this week
- Cricket/Metro stylus 5G lower adoption due to limited audience
- Leverage remaining inventory for larger Insiders incentives



		Ordered	Requests	Shipped	Activated
razr <sup>+</sup>	AT&T	1.3k	2.3k	789	95%
	T-Mobile	2.2k	7k	2k	96%
razr	AT&T	200	213	71	90%
	cricket wireless	300	653	131	95%
	metro by T-Mobile	200	117	42	86%
		300	273	96	78%
moto g STYLUS 5G		300	378	262	91%
	cricket wireless	300	382	271	81%
	metro by T-Mobile	300	249	178	79%



# RAZR MYSTERY SHOP CONTEST

Oct. 27 - Dec. 17

## INSTRUCTIONS

- Look for an email to join **SimpliField**
- Create an account with your Motorola email
- Download the app
- Watch the instructions



## PRIZES



**1 STORE VISIT**  
razr belt bag



**5 STORE VISITS**  
razr sling bag

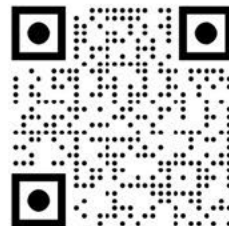


**10 STORE VISITS**  
razr hoodie



*More contest and grand prize info available on the app*

Scan the QR code  
to watch the  
instructional video

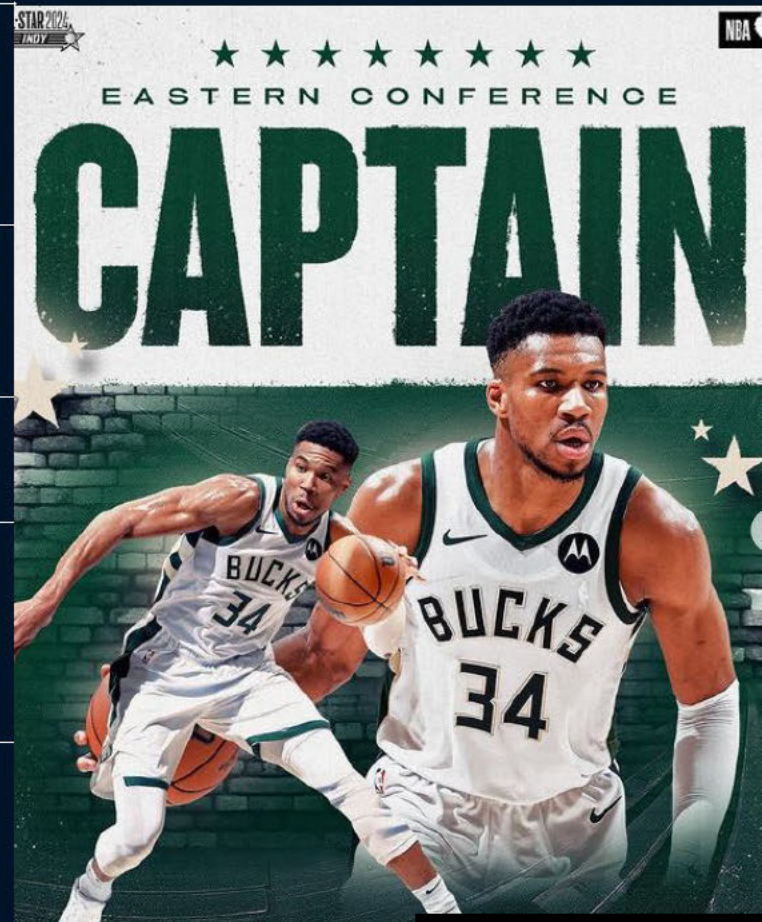






## Partnerships: 1/26

- **Bucks:**
  - Giannis & Dame announced as starters for NBA All-Star in February!
  - Partner marketing summit
- **Bulls:**
  - Bulls x Motorola youth clinic #2 for Boys & Girls Club- **1/30**
- **Padres:**
  - [REDACTED] / [REDACTED] digital + social planning
- **Tennis Ambassadors**
  - Brandon Nakashima Tenerife Challenger
  - Motorola summer long marketing plan -**WIP**
  - BNP photoshoot storyboard - **WIP**
- **New Business**
  - College Sports - NIL inclusion
  - Cincinnati Open
  - New Ambassadors





THANK YOU



# Samsung Unpacked Audit





This year's Samsung Galaxy Unpacked was hosted July 26th, 2023 in Seoul, South Korea where they launched the [Samsung Galaxy Z Flip5](#) (starting at \$999) and the [Samsung Galaxy Z Fold5](#) (starting at \$1799).

Initial impressions indicate the larger external screen, or "Flex Window", as a major upgrade from the Galaxy Z Flip4. However, **some questioned its versatility** due to the limited amount of apps that it can run and slightly confusing rename.

While the Galaxy **Z Flip5** was praised for its IPX8 rating, it was called out that it doesn't have a dust rating especially **compared to the motorola razr+**.

Overall, coverage trended **positive** to neutral, with publications noting that the Galaxy Z Flip5 brings Samsung back to the top of the foldable conversation.



 Android Police

**The Samsung Galaxy Z Flip 5 and Fold 5 are here to face a vastly different mobile world**

**CNET**

**Samsung Galaxy Z Flip 5 Hands-On: Bigger Display, More Personal Customizations**

**Forbes**

**Samsung Galaxy Z Fold 5 First Impressions: Small Changes Add Up**

**xdadevelopers**

**Samsung Galaxy Z Flip 5 vs Motorola Razr+: Which is the best small foldable?**



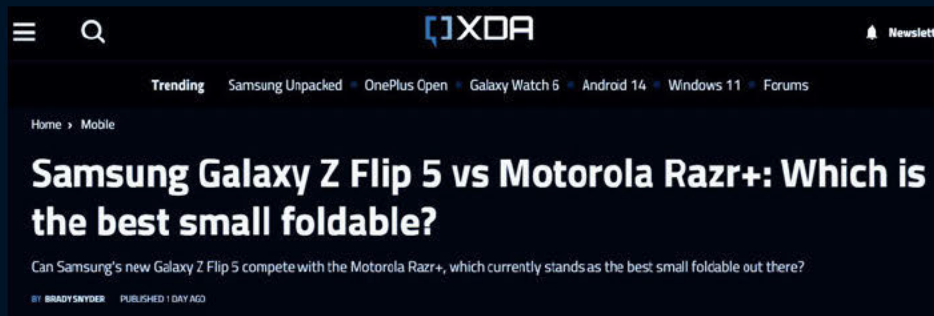
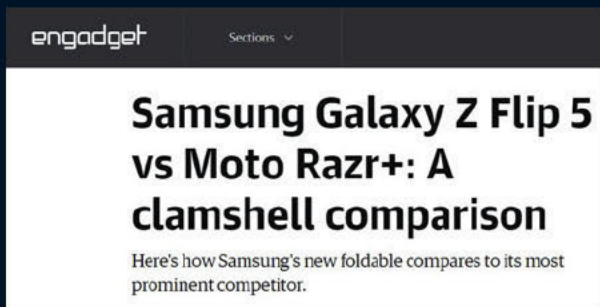
# RAZR+ & ZFLIP 5 COMPARISONS



**95+**  
Articles



**98%**  
Neu/Pos



## KEY REACTIONS

*"Motorola's simple approach by just making it possible to run any Android app on the cover display by default really is the way to go here. It just works out of the box, without any extra steps or settings required. Samsung made it overly complicated and for no good reason."*

**digitaltrends**

*"The Galaxy Z Flip 5's cover display, which Samsung now calls the Flex Window, measures 3.4 — That makes it just slightly smaller than the 3.6-inch front screen on the Motorola Razer Plus — When I reviewed the Razer Plus, for example, I was enamored with the phone's spacious cover screen."*

**CNET**

*"The Motorola Razer Plus [redacted] has really shaken things up in what was a very quiet flip phone space. It's an excellent phone! — The reason to pick the Motorola would be the slightly more functional and larger outer screen, but the Galaxy has the advantage of the Samsung brand name, longer software support and the Samsung ecosystem."*

**PHONE ARENA**



# Samsung Z Flip Social



1.21B Impressions



39.94% Positive Sentiment



**Introducing Galaxy Z Flip5**

19 114 223 69.1K

9:22 Search Twitter

**#GalaxyZFlip5**  
Mini phone. Mighty innovation.  
Promoted by Samsung Mobile US

**FIFA Women's World Cup - LIVE**  
Canada vs Ireland

Trending in United States  
**#XDOGE**  
15.8K Tweets

Videos for you  
Check out these popular and trending videos for you

133 41.5K 146.1K

**Samsung Mobile** @SamsungMobile · 3h  
Unveiling the new #GalaxyZFlip5 - a fashion icon that fits in your pocket!  
#JoinTheFlipSide #SamsungUnpacked

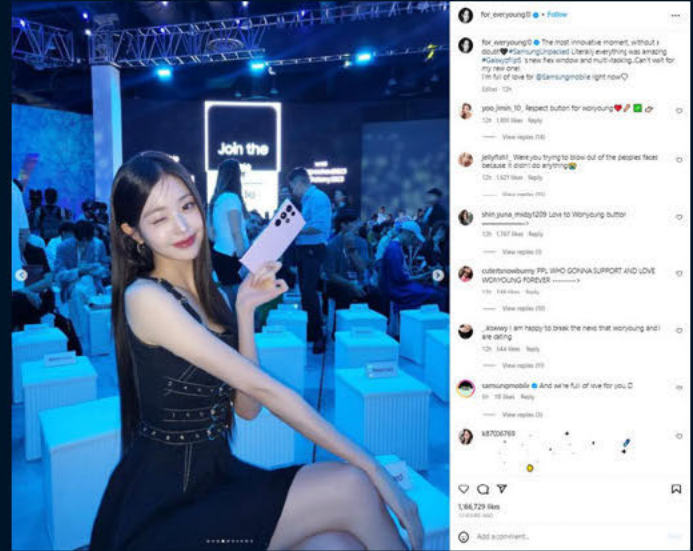
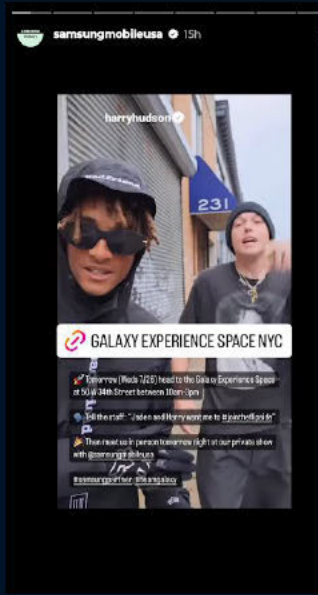
Learn more: [smsg.co/ZFlip5\\_unveil...](https://smsg.co/ZFlip5_unveil...)

727 11.5K 19.3K 526.8K

**Galaxy Z Flip5**  
Our most compact Galaxy Z Flip yet

**Galaxy Z Flip5**  
Colors inspired by nature

# Samsung Z Flip Influencer



Sydney Sweeney (15.3M)

Jaden Smith (19.9M) & Harry Hudson (996K)

Wonyoung (8.9M)

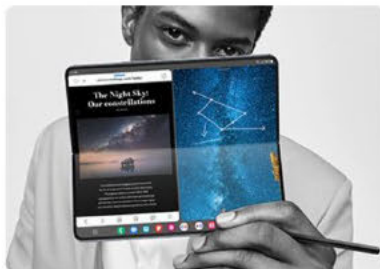
**SAMSUNG**



Pre-order to get your \$50 reserve credit,<sup>2</sup> plus save a minimum of \$200 and up to \$1000 with eligible trade-in.\*

GALAXY Z FOLD5 | Z FLIP5

## Unfold an exceptional new experience



They're here! Unfold immersive entertainment<sup>1</sup> or pocket-perfect convenience and get a free storage upgrade.<sup>2</sup>

GALAXY Z FOLD5

GALAXY Z FLIP5

## Expand your Galaxy



GALAXY Z FLIP5

Tiny, trendy and totally flex-worthy



GALAXY Z FOLD5

Unfold an expansive, immersive screen<sup>1</sup>



GALAXY TAB S9 ULTRA

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PRE-ORDER NOW



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STACK YOUR SAVINGS

Texting with 98346 (SMS/MMS)



Galaxy Z Fold5 | Z Flip5

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PRE-ORDER NOW: <https://samsung.attn.tv/sl/h153y8mF>

See details at [samsung.com](https://samsung.com)

2:19 PM



Text message






# Samsung Z Flip Web

### Galaxy Z Fold5

Pre-order to get a free storage upgrade and up to \$1,000 trade-in credit<sup>1,2,3</sup>

[Learn more](#) [Pre-order now](#)



The image shows two Samsung Z Flip5 phones. One is fully unfolded, displaying a woman's face on the screen. The other is partially folded, showing the hinge mechanism.

### Galaxy Z Flip5

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[Learn more](#) [Pre-order now](#)

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With your Samsung Offer Program membership.

## Galaxy Z Flip5

Unlocked | 512 GB | Mint

Pricing after instant trade-in credit<sup>1</sup>

Total: **\$799.99** (MSRP \$899.99)

With Samsung Financing: **\$33.34/mo** See terms for 24 mo<sup>2</sup>

[Pre-order now](#)

Search about Galaxy Z Flip5 in features

Save up to an extra \$100.00 with [Samsung Offer Programs](#)

[Chat with an Expert](#)

### Select type of device

Mobile Phone  Tablet  Watch

### To your device eligible for trade-in?

Yes, my device is eligible and in good condition

Yes, my device is eligible but is cracked

No, my device is not eligible

### Select your mobile phone model

Brand:

Device:  Estimated Trade-In Credit: **\$200**

### Trade-in program agreement

Yes, I Agree

Trade-in your old device. After your purchase follow the instructions sent via email to complete your trade-in.

#### Good condition (Full trade-in value)

- Device turns on and boots normally
- Charging port, supporting charging and data transfer
- All software and apps installed, accounts are removed and device is factory reset
- Screen, body (front and back) and camera lens are free of cracks
- The device must be on a bonded list

#### Cracked (Partial trade-in value)

- Must be above certain but device has crack on screen, body or camera lens

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