

# Case Study

## SAMSUNG

### OVERVIEW

Talent Resources partnered with Samsung to activate a holiday lifestyle campaign featuring Brooks Nader, positioning the SmartThings ecosystem as the ultimate solution for stress-free hosting.

### STRATEGY

We identified Brooks as a natural bridge between fashion, entertaining, and modern home living, allowing Samsung’s connected technology to be showcased through authentic lifestyle storytelling.

### EXECUTION

Talent Resources led talent procurement and execution across a multi-touchpoint program that included social content, product integrations, and editorial moments highlighting how Samsung devices simplify decorating, cleaning, and entertaining. The narrative framed Samsung as the holiday “co-host,” demonstrating how lighting, music, cleaning, and entertainment could be controlled seamlessly from Galaxy devices. Public campaign coverage emphasized how Brooks used SmartThings routines to manage décor, cleaning, and recovery during the busy season.

### IMPACT

The program translated product functionality into culturally relevant lifestyle content, expanding Samsung’s relevance within millennial audiences and reinforcing SmartThings as an everyday solution rather than a technical feature set.

### TALENT RESOURCES’ ROLE

Talent identification, negotiation, creative alignment, and execution oversight.

