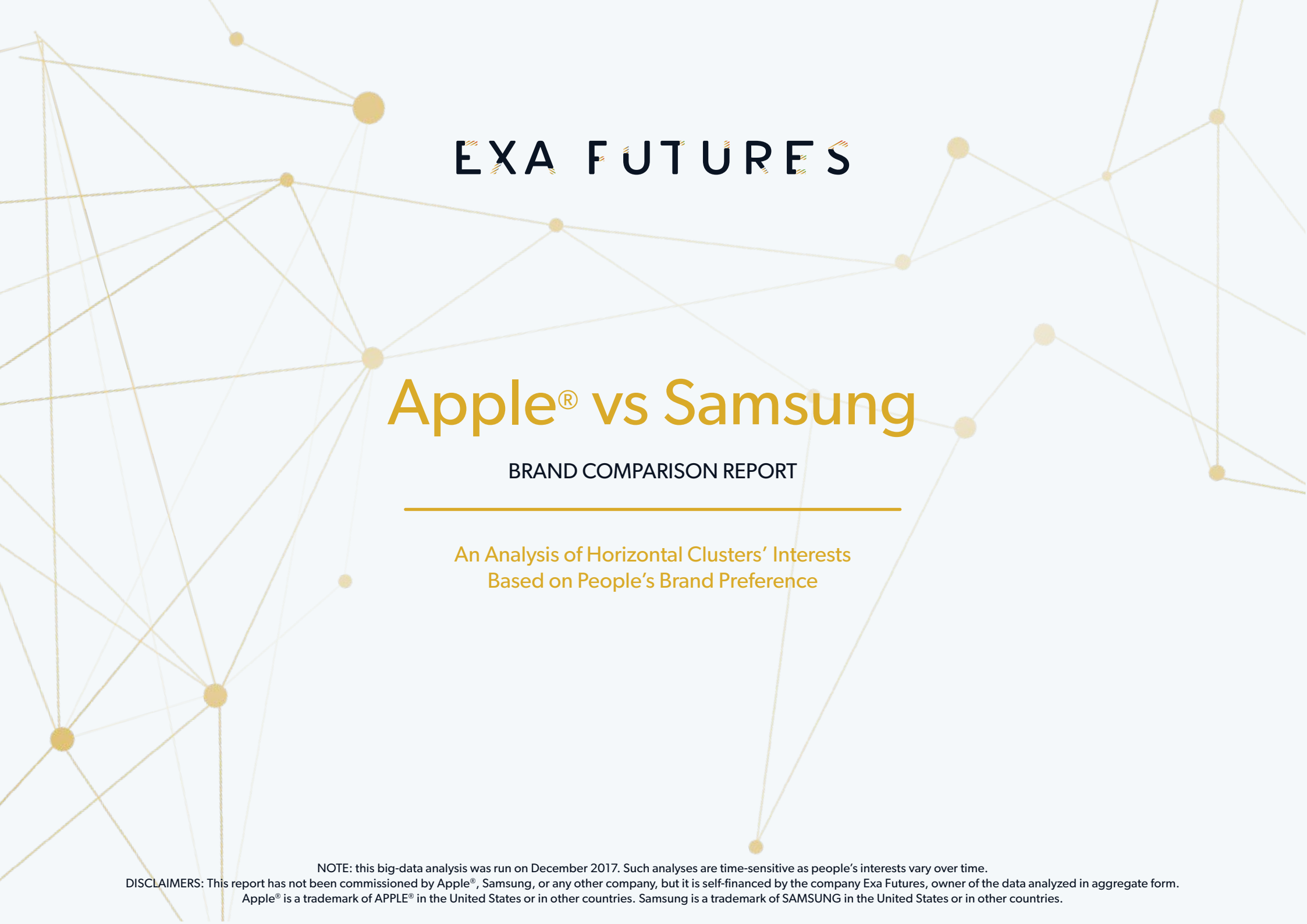




EXA FUTURES

Apple® vs Samsung

BRAND COMPARISON REPORT

An Analysis of Horizontal Clusters' Interests
Based on People's Brand Preference

NOTE: this big-data analysis was run on December 2017. Such analyses are time-sensitive as people's interests vary over time.

DISCLAIMERS: This report has not been commissioned by Apple®, Samsung, or any other company, but it is self-financed by the company Exa Futures, owner of the data analyzed in aggregate form. Apple® is a trademark of APPLE® in the United States or in other countries. Samsung is a trademark of SAMSUNG in the United States or in other countries.

Introduction

Since 2012, our team at Exa Futures has developed technologies, which enable us to map the world's interests onto a digital platform (CircleMe).

CircleMe enables us to build an interest-graph of 1 million different interests (from music to books, from cities to personalities, from food and drinks to products and much more), for which we study each graph's nodes relationship. For any of our 1-million interests we hold data, categories and sub-categories, videos, audios, content and much more, and most importantly we know who is interested in the topic (i.e., LIKE) and who would like to learn more about it (i.e., To-Do).

Exa Futures' aim is to help companies to learn more about people's interests, by learning about people, what they like, their intentions to consume, and what in the future they could be interested in. We do this by analysing data statistically, hence respecting everyone's privacy. The advantage of our method is that we ask transparently to our users their preferences, but we protect their privacy by analysing collected data in an aggregate form.

What we can extract from such data is very interesting for any business which wants to learn more about its current customer-base and its potential audience.

In this sample analysis, we have identified two clusters representing people who like the brand "APPLE" and people who like the brand "SAMSUNG". The clusters do not include people who like both brands. For this specific study, the people selected are from Europe and North America.

Context

To achieve statistical relevance, the analysis is done on a total sample community pool of about 8,500 members, representing a subset of the available community with interest in one of these brands.

The set of users has been identified to be statistically representative.

The 8,500 users have expressed a total of 290,000+ interests (i.e. LIKE) and 11,000+ intentions to discover more about a topic (i.e., TO-DO).



A Like is the direct expression of a user's interest



A To-Do is the intention to discover more about that interest

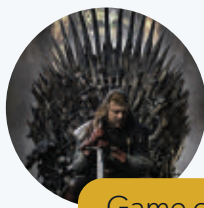
The report can be customized for more specific analysis, such as country-specific clustering or other demographic filtering.

All statements below are inferred by statistical analysis. The conclusions are reported solely if the data processed is sufficient and homogeneously distributed to be considered statistically relevant.

Entertainment



WE ARE INTENSE



Game of Thrones

**Dramatic TV series
are liked by 14.5% of all Apple fans,
vs. 8.8% of Samsung fans**



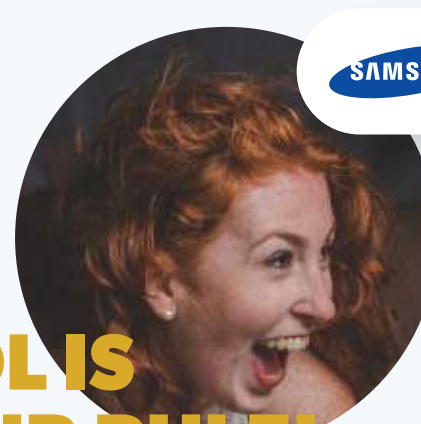
The Walking Dead



House

More than a thousand (or 14.5%) have expressed a LIKE for either Game of Thrones, HouseMD and The Walking Dead. This is significantly a higher percentage than the 8.8% fans of Samsung. The latter show though a clear preference for light-motif series, with 42.7% endorsing the three comedy series shown.

Would Apple want to grasp some of their attention, they should get some "face time" on Comedy Central or a similar entertainment channel.



LOL IS OUR RULE!

**Considering the Top-10 most preferred
tv series by Samsung fans, 42.7% of the preferences
will go to one of these three**



Family Guy



The Simpsons

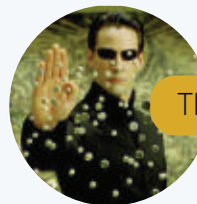


The Big Bang Theory



IF THERE IS AN IMAGINARY WORLD OUT THERE, WHY WATCHING REALITY?

Fantasy & Science Fiction



The Matrix



Star Wars



Harry Potter



WELL, THE GOLDEN TIMES ARE IN THE PAST!

Epic Movies

BOTH LOVE TARANTINO'S MOVIES

7% of Apple fans into Pulp Fiction,
and a whopping 17% of Samsung
fans into Reservoir Dogs.



Gladiator



Rocky



Titanic

Among the top-10 movies for Apple fans, we find mostly Fantasy and Science Fiction titles. Specifically the 3 titles above group at least 12.5% of the entire pool of Apple fans. Looking at the top ranking movies for the Samsung cluster, we find several "epic" movies which represent at least 13.2% of their community of movie fans.

On the big screen, a nostalgic screenplay could win the heart of Samsung customers.

Curious to know the 4th movie preferred by either group? Inception wins the hearts of Apple fans, while the others opt for the visually-stunning Avatar movie.

BOOKS



Novels

13 Reasons Why

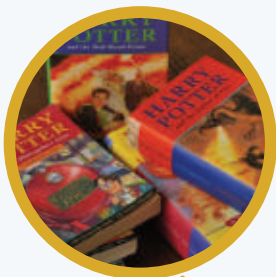
The Winter Horses

1984

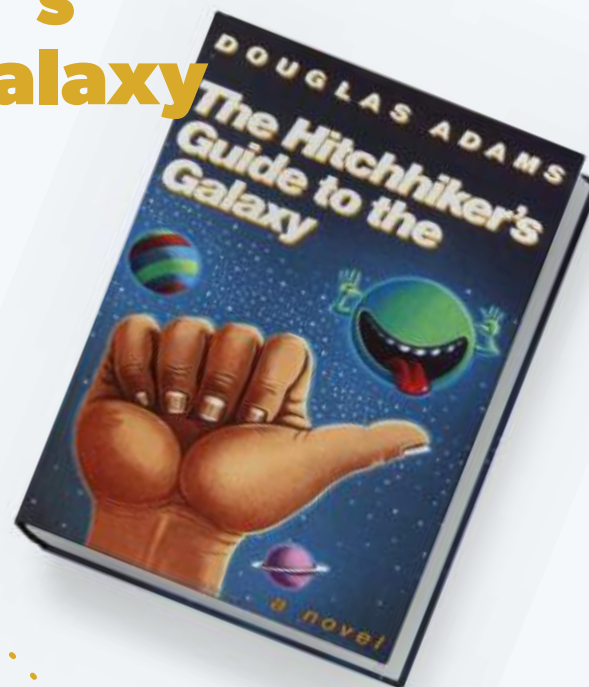
There is a match!

Both are huge fans of

The Hitchhiker's Guide to the Galaxy

**8.5%
is fan of
the series**

Harry Potter



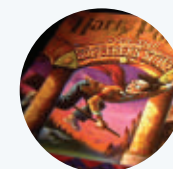
SAMSUNG

Fantasy

The Lord of The Rings

Twilight Series

Hunger Games

**just 2%
is fan of
the series**

Harry Potter

Apple fans are 200% more likely than Samsung fans to read novels such as 13 Reasons Why, The Winter Horses and 1984 (Nineteen Eighty-Four). Samsung's fans are 25% more likely to prefer fantasy books, such as The Lord of the Rings, Twilight Series and Hunger Games.

Both communities are great fans of the humoristic novel The Hitchhiker's Guide to the Galaxy.

An impressive 8.5% of the entire Apple community is fan of one or more of the Harry Potter books (compared to a more subdued 2% for the Samsung crowd).



IF I WOULD READ A BOOK? WELL...



Life of Pi



Perfume

And, surprise-surprise ;)



Steve Jobs Biography

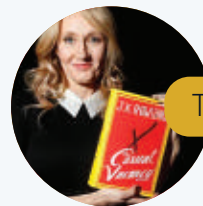
Analyzing our users' To-Do actions within CircleMe, we infer that Apple fans are most interested in reading fantasy novels such as "Life of Pi" and "Perfume" or biographical books such as (surprise-surprise) the biography of Steve Jobs by Walter Isaacson.

Samsung's fans prefer to open up the pages of real-life novels, such as the popular J.K.Rowling The Casual Vacancy.

Among magazines, Samsung fans are 85% more likely to appreciate the National Geographic when compared to Apple fans.



I'D PREFER SOMETHING MORE OF A REAL-LIFE NOVEL!



The Casual Vacancy

Regarding Magazines

**Apple fans are 85%
more likely to appreciate
the National Geographic.
Say hello to big data
analytics!**



ALTERNATIVE ROCKS ME!

64% more likely to be fans of Alternative Rock



Muse



Coldplay



Radiohead

With several hundreds declared fans, representing 6.9% of the total community, Apple fans are 64% more likely to be fans of Alternative Rock, when compared to Samsung's. The latter ones though show great appreciation for traditional rock bands, with 12% of the entire cluster liking either Queens or Pink Floyd. This is a 40% higher likelihood when compared to Apple's fans, who see 8.6% support for the same two bands. Among other classic bands, Apple fans are 164% more likely to choose Beatles when compared to Samsung's ones (a population of 6.6% for Apple versus one of 2.5% for Samsung).

Apple fans are 164% more likely to choose Beatles



SAMSUNG

THE REAL ROCK

40% more likely supporters of traditional rock tunes



Queens



Pink Floyd

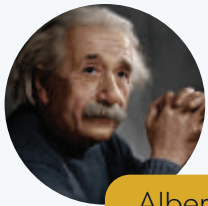


Apple supporters are 1,730% more likely to be fans of Steve Jobs



& GREAT MINDS OF THE PAST

with 12% liking at least one of them



Albert Einstein



Leonardo Da Vinci

Unsurprisingly, with a whopping +1,730%, Apple fans love its founder Steve Jobs much more than Samsung's (7.8% of the Apple base versus 0.45% of the Samsung one).

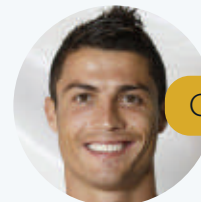
If we then analyze the Top-20 personalities liked by each community, we see an interesting affinity of Apple fans with science and innovators figures, including A.Einstein and L.Da Vinci (totaling at least 12% of its cluster liking at least one of them).

The same top-20 list shows very different content for the Samsung community, where sport superstars such as Ronaldo, Rossi and Del Piero enchant at least 18% of the entire cluster. Rossi alone is at least 4-fold more popular among Samsung's supporters. These results could give a sense of the potential for an effective communication campaign that would involve sport celebrities (or specific sport themes) to attract new Apple consumers.



WE SEE GENIUS ALSO ELSEWHERE

with 18% liking at least one of them



Cristiano Ronaldo



Valentino Rossi



Alessandro del Piero

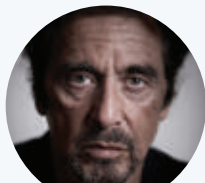


DRAMA KINGS

with 12% liking at least one of them



Tom Hanks



Al Pacino



Bradley Cooper

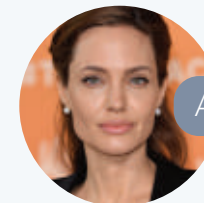


Johnny Depp

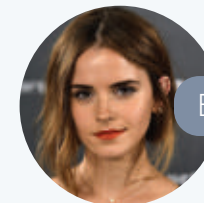
& QUEENS OF ALL HEARTS



Scarlett Johansson



Angelina Jolie



Emma Watson



C'MON! WE NEED ACTION

with 21% liking at least one of them



Vin Diesel



Morgan Freeman



Will Smith



Jason Statham

In their top-20 of favorite personalities, Apple fans show strong appreciation for drama actors, with at least 12% of the community liking one of the above. The percentage for the same actors drops to below 5% when looking at the Samsung's cluster. The latter are much more fans of actors of thrillers and action packed movies, with more than 21% liking one of the shown talents.

Interestingly, we see a much less polarized set of preferences for women personalities, where actresses such as Emma Watson, Angelina Jolie and Scarlett Johansson are appreciated by most group members. Good to consider contracting any of these celebrities if Apple and Samsung want to appeal to a broader pool of consumers.

Lifestyle



**94% more likely
to prefer
THE OLD WORLD**

Italy, Ireland & Austria

**In cities, we prefer
Spanish vibes**



Barcelona



Madrid

We have identified the top-20 countries and cities for each cluster, and determined a higher interest by Apple for European destinations: 94% more likely to prefer such destinations when compared to the Samsung cluster.

The latter group shows in fact a broader set of travel interests, with a slight preference for USA and Australia, overall 15% more popular than for Apple fans.

On the favored cities, both groups top their preferences with NYC, London and Rome.

Looking though at how they differ, Apple's group tends to love the verve of the Spanish cities of Barcelona and Madrid, while the others look for the 'dolce vita' lifestyle characteristic of the Italian cities of Milan and Venice.

SAMSUNG

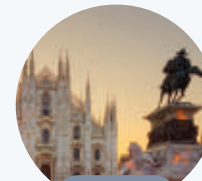
**15% more likely
to prefer
THE NEW WORLD**

USA & Australia

**we look for
*la dolce vita***



Venice



Milan

Cities top-of-the-charts for both

New York City

London

Rome



PREPARING FOR THE NEXT TRIP?

Next desired destinations



Most desired city to visit? Guess what...

New York I love you



The analysis of users' To-Do on CircleMe, enables to determine which could be the next desired destination for the pool of 8,500 people studied. With such premises, by the data it can be inferred that Apple fans would invest primarily on visiting Japan or Australia. Samsung's group would buy tickets for New Zealand and Brazil.

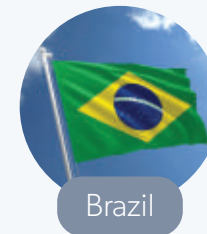
Most importantly, clusters have marked Italy as the most desired destination with close to 3% of the entire people set ready to visit the country on their next vacation.

In terms of most desired cities, besides the winners, Paris, San Francisco and Tokyo are also of interest.

**The desired destination
that conquered all is**



**I DID THE LUGGAGE
ALREADY! BYE ;)**



Hey, hold on for a tea-time together!

London Calling





FOREVER CARBS

35% stronger interest in

Pasta

I should finally try my mom's recipe

Meatloaf

Besides all time favorites, like chocolate and pizza, it is interesting to observe how tastes may vary even on the table. Analyzing the first 50 food preferences for each cluster, we find a 63% higher likelihood for Apple fans to prefer carbohydrates when compared to Samsung's (9.6% for Apple cluster versus 5.9% for Samsung).

Curiously, Samsung fans are more clearly in favor of a protein-based diet.

25%+ of all users represented by just two emoticons



SOMEBODY SAID MEAT?

20% of Samsung fans would prefer

Barbecue

Why not try something new?

Carbonara



**Apple fans
are 41% more likely**

**TO PREFER WINE
OVER BEER**

**To keep awake
WE PREFER
REAL COFFEE**



Coffee

Analyzing all the most popular drinks and their Likes expressed, we determine a clear preference for wine over beer for the Apple group, with wine fans 41% more frequent than beer ones.

In the Samsung cluster, data indicates a switch in preferences, with a 28% preference for beer over wine.

Interesting to see 3.7% of all Apple fans being into coffee. This drink is much less popular among Samsung fans, but the effect gets somewhat substituted by the energy drink Red Bull, with 1.3% of people marking it as a Like.

**Doesn't matter what you prefer
if we can cheer together!**



**table turns for Samsung fans
who are 28% more likely**

**TO PREFER BEER
OVER WINE**



Red Bull

**& WE LOVE
ANOTHER
CAFFEINETED
DRINK**



ROUGH PEOPLE

30% are more into

Tattoos

& 350% are more into

Street Art



**75%
more likely
go to the**

Cinema

**than
Theatre**

With a likelihood of 4.8% versus 3.7%, Apple fans are 30% more likely to be fans of tattoos. The likelihood increases even more (to 350%) when talking about street art, where 2.7 Apple fans out of 100 would have it marked as a "passion", compared to the 0.6 of Samsung's.

The latter though show a particular propensity for photography, with more than 15% of the entire cluster expressing an interest for this hobby, compared to a more subdued 5.5% from Apple's one.

Cinema and theatre show on both cluster's top-list, with a different preference level.



THE WORLD IN FRAMES

**Samsung fans
are 170% more into**

Photography

**the gap
is less evident,
just 10% more into**

Cinema

**than
Theatre**





RUN BABY RUN

94% more likely to be into



Running

130% MORE
INTO TENNIS

than into Swimming



Looking at the stats of our clusters, Apple fans are almost twice as likely (i.e., 94%) to be into running when compared to Samsung ones.

Among the favorite sports of the Apple group, we find 2.3 fans of tennis for each fan of swimming found. Among Samsung fans, we get 4 fans of dancing for each 3 of tennis.

The data revealed by this study could suggest that Samsung could get an effective ROI by sponsoring sport events to which Apple fans relate to, such as city marathons or Grand Slam tennis tournaments.



THE KING OF ALL SPORTS

160% more likely to be into



Football

25% MORE
INTO DANCING

than into Tennis



Memorable Brands

CARS



Super cars

Ferrari



**44% MORE LIKELY
TO PREFER
To Mercedes**



**Samsung fans
are at least
50% more interested
in cars**



Sporty cars

Audi



**FOR US, MERCEDES
WINS BY 14%**



In the top-10 list of favorite Goods for both clusters, we find just one automotive brand for Apple fans, and 5 different ones for Samsung's. Furthermore, the density of LIKES for car brands is at least 50% higher for Samsung fans. Ferrari charms 2.4% of the entire Apple cluster, while Audi wins 4.5% of the Samsung buyers.

Regarding the eternal battle between BMW and Mercedes, we see a potential polarization depending on the cluster, and at least 4% of the entire population leaning for one brand or the other.

FASHION



FRENCH CLASS

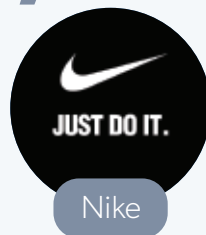
Chanel



Let's start with the basics

H&M

FOR SNEAKERS,
27% MORE
LIKELY TO GET



The data analyzed in the Fashion category shows multiple divergences. Interestingly, in the sneakers' market, we find that Apple's group will more likely prefer a Nike sneaker over an Adidas one, by 27%. The polarization is even stronger on Samsung's side, where both Adidas and Converse are brands chosen over Nike, by 65% and 45% respectively. Considering the strong marketing strategy put together by Apple & Nike, with the release of a special version of the Apple Watch, Samsung could consider a counter-active measure by co-investing on a new campaign with Adidas, recently gaining lots of traction on the market.



OLDER FRENCH

Almost 4x more into

Louis Vuitton



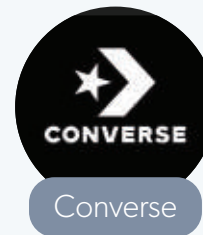
Casual textures keep the style

Desigual

BUT



IS THE NEW
HYPE +65%



& LET'S HAVE
SOME ATTITUDE!

Would prefer it 45% more



NO SURPRISES HERE :P

Apple lovers



**94% more likely
to prefer**

Sony Playstation

than Xbox

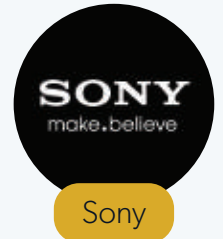
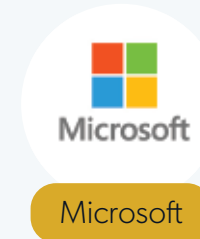
Unsurprisingly, Apple fans love all Cupertino-designed products, with more than 25% of the group (i.e., over 1,750 people) having expressed likes for the Apple Watch, the iPhone, the MAC and more.

Interestingly, Samsung fans seem to be more open to other technology brands, showing preferences also for LG, Microsoft and Sony.

Top game box for either cluster? Sony Playstation, 94% more likely to be preferred by Apple's group and 75% by Samsung's group, when compared to the Xbox.



WE ARE MORE OPEN ;)



**75% more likely
to prefer**

Sony Playstation

than Xbox



APPLICATIONS



With an overall strong fan-base for both applications (11.5% vs 10.8%), Apple fans do show a slight propensity to prefer using Instagram over WhatsApp, estimated at +7%. Looking at the Samsung cluster, tables turn, with total preferences being 30% greater for WhatsApp than for Instagram.

Apple fans are 110% more likely

TO PREFER SPOTIFY

when compared to Samsung fans (i.e., 2.38% vs 1.13%)



Samsung fans are 30% more likely to prefer

Whatsapp

than

Instagram



WE LIVE & PLAY IN A MATERIAL WORLD

~180% likely to prefer non-tech games



Board Games



LEGO

SAMSUNG

AND WE ENJOY A DI-DI-DI-DIGITAL ONE

with 12% liking at least one of these games



Candy Crush Saga



Criminal Case



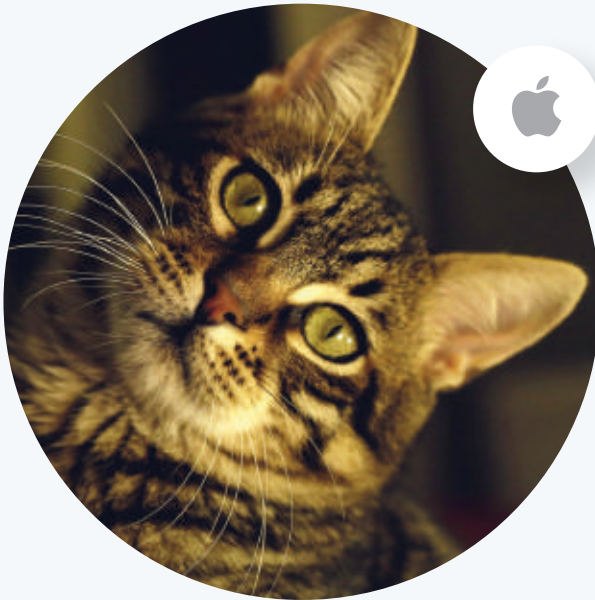
Assassin's Creed

With 267 fans, Apple's group is 180% more likely to prefer traditional (non-tech) games such as LEGO and board games than a Samsung fan.

The latter are more into digital games and have expressed close to 200 preferences (covering over 12% of the cluster population) for games such as Candy Crush Saga, CityVille, Criminal Case and Assassin's Creed.

Missing one last key information?

Yeah! Cats & Dogs



CAT (KINDA) LOVERS

**4% Apple fans
are more likely to prefer
a cat to a dog**

No web report would feel entirely complete without a note on human's most popular life companions. Yes, cats and dogs got into our stats as well.

Now our job is done. #micdrop



DOG BEST FRIENDS!

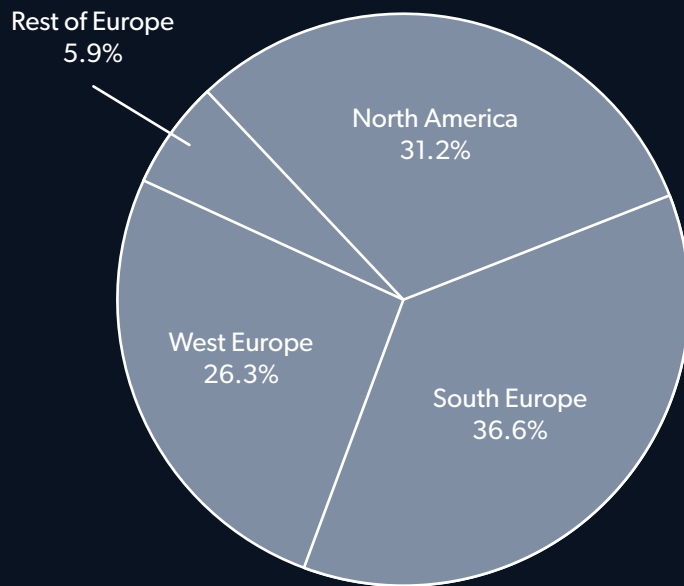
**32% Samsung fans
are more likely to prefer
dogs to cats**

Report Data

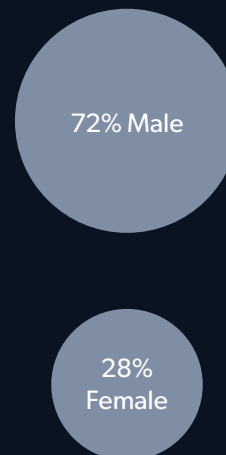
This report has been developed by analyzing user interaction on the interest-based platform CircleMe. In the study, approximately 8,500 active users have been considered. This cluster of people have registered on the platform and willingly expressed a targeted interest for the brand Apple or Samsung. All people who have liked both brands have been excluded from the research.

The identified cluster has been limited to the regions of Europe and North America. This report is willingly broad in terms of region covered, but it can be narrowed upon specific request.

Users' Regions*



Gender split is as follows**



Interpretation

In the report we use the lexical construction "Apple fans are X% more likely to prefer [INTEREST] than Samsung fans". The value X is calculated as follows:

$$X = ((\% \text{ of cluster Apple liking [interest]}) / (\% \text{ of cluster Samsung liking [interest]})) - 1.00$$

Total number of LIKES expressed

♡ 290,466

& TO-DOs

☑ 11,381

All interests that users interacted with belong to **10 different macro-categories** and **~770 (dynamic) sub-categories**

*Note: as of Dec.2017, CircleMe is a platform used primarily in Europe.

**Such difference, significantly greater when compared to the entire CircleMe population, is likely due to the initial cluster filtering done by selecting all users with either an Apple or Samsung preference. Some of the analyzed results certainly depend on this gender ratio.

Are you looking for big-data analysis on a set of brands that interest your business? Do you have data, but do not know how to extract value from this set of information?

Drop us a line and get the full report:

the entire data-set (raw data) along with detailed statistical analysis, graphical data representation, and inferred business advise.



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info@circleme.com

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