



Samsung Knox success stories

One design— thousands of fans united

With Knox Configure, Samsung helped Lithuania's top basketball team, Žalgiris Kaunas, create a special edition Samsung Galaxy device for their loyal supporters. The project gave supporters a new way to celebrate their favorite team by combining cutting-edge mobile technology with team pride—uniting thousands of fans under one design.

Facts and figures

Devices fully developed under

12 weeks

5% uplift in the reseller's
yearly turnover

10% of each device's revenue
going to Žalgiris

Online fanbase increased by

73k users



01 About the club

BC Žalgiris Kaunas

In Lithuania, basketball is more than a sport—it's part of the nation's identity. Founded in 1944, Žalgiris Kaunas has become a symbol of that passion, securing 33 national championship titles and earning a place among Europe's most respected clubs.

From record-breaking attendance to an unmatched base of devoted supporters, Žalgiris has built a community like no other. With such dedication from the stands, it was only fitting to create something equally special—a smartphone dedicated exclusively for the fans who live and breathe basketball.



"We are the strongest team in Lithuania, but we want to grow, to be more competitive. And I think Samsung will help us do it. Also, they will bring the team closer to the fans and the fans closer to the team."

Paulius Jankūnas

President of Žalgiris BC



02 Challenge

Žalgiris had already built a strong digital presence through its official app, giving fans instant access to news, history, and future plans. Yet, there was still room to make that connection even stronger.

The goal was to find an exciting way to harness the growing enthusiasm around the team and expand their merchandising portfolio in an innovative, authentic way—something that would let fans showcase their loyalty beyond the arena. They needed a project that combined emotional connection with technical innovation, creating a result that felt purposeful and true to the Žalgiris identity.

To make this a reality, three key elements were necessary:

- 1. Finding the right partner:** working with a trusted company that could lead and actively shape the creative process
- 2. Strengthening connection and loyalty:** ensuring the collaboration felt genuine and deepened the bond between the team and its supporters
- 3. Delivering distinction through design:** generating excitement with an exclusive product that stood apart in a competitive space

"We have literally created a Samsung Galaxy smartphone for Žalgiris fans. A fully branded device, straight from the store."

Tadas Sungaila

Chief Executive Officer
at Premiumstore, UAB.

**03 Solution**

Žalgiris found the perfect teammates in Samsung and Premiumstore, a leading electronics retailer in the Baltics. Together, and powered by Knox Configure, the teams turned an ambitious idea into reality in under 12 weeks.

The result was the Samsung Galaxy S23 Žalgiris Limited Edition—a customized smartphone for the club's loyal fanbase. Using Knox Configure, devices were pre-set out of the box with exclusive content and personalized design elements, ensuring a seamless, ready-to-enjoy fan experience.

Key fan features included:

- **A pre-installed Žalgiris Insider app with a one-year free subscription**
- **A built-in Žalgiris theme and exclusive wallpapers**
- **Laser-etched branding on the screen protector**
- **Matching Samsung Galaxy S23 cases in the signature green colorway**

This provided fans with new opportunities to feel closer to their favorite team, access exclusive content, and proudly show off their loyalty in everyday life.

"Our partnership with Samsung has elevated Žalgiris experience for our fans. By combining basketball with Samsung's cutting edge technology, we're redefining how fans connect with the game and the team."

Paulius Jankūnas

President of Žalgiris BC



04 Result

The collaboration proved to be a resounding success

In 2023, the Samsung Galaxy S23 Žalgiris edition accounted for 5% of the Samsung Experience Store's total yearly turnover, with the club itself earning €100 per unit.

Building on that success, Samsung, Premiumstore, and Žalgiris expanded the partnership beyond smartphones—in the following year, they launched the Žalgiris Samsung Galaxy Buds FE and the Žalgiris Samsung Galaxy Watch 6 Classic.

Beyond sales, this initiative achieved measurable impact:

- 73,000 new users joined the Žalgiris app, significantly expanding its online fanbase.
- Brand visibility for Samsung and Premiumstore grew through cross-promotion and media coverage.
- Knox Configure enabled quick turnaround—fully customized devices were launched in under 12 weeks.
- New revenue streams demonstrated the business value of exclusive co-branded devices.

What started as one bold concept evolved into a nationwide celebration of sport and innovation—a testament to how Knox Configure empowers partners to deliver personalized, meaningful technology at scale.

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