

LG LAYS DOWN THE CHALLENGE

LG Australia adopts new tactics to reach its audience

SYDNEY, 12th October 2015 – LG Electronics Australia (LG) recently finished the #G4Recommender campaign, a social media influencer program designed to take a fresh approach to creating awareness of LG mobile's latest smartphone release. The program sought to take a new approach in a cluttered media space for an audience that is increasingly becoming hard to reach through traditional means.



THE CHALLENGE

LG faced a number of challenges when approaching the launch of the 2015 flagship device, the LG G4. In Australia the smartphone market is dominated by a few large players that have extensive media budgets and smaller players need to look to creative ideas to gain cut through.

The Australian mobile phone market requires challenger brands to take new approaches to opening up discussions with consumers and educating prospective new customers on the relative benefits of their products.

THE CAMPAIGN OBJECTIVES

LG decided to take this challenge head-on in 2015 by creating a social media influencer program to engage the audience in a creative way.

The first step saw LG decide upon the following objectives.

- Generate talkability for the LG G4 where consumer and lifestyle media coverage had been traditionally hard to foster through traditional PR activities.
- Provide broad scale awareness within an environment of limited 'ATL' budgets
- Build 'word-of-mouth' recommendation for the product
- Establish advocacy for the product with users with varying interests – eg fashion, photography, fitness, food, etc.
- Ensure the campaign offered the voice of genuine consumers to build credibility
- Showcase the key selling points of the LG G4
- Use social media to ensure a cost effective campaign with broad reach

THE G4 RECOMMENDER PROGRAM

LG decided to run a six-week influencer activity to be called the 'G4 Recommender' program.

Over 30 social media influencers with significant existing follower bases were recruited and provided with an LG G4 handset and became the 'G4Recommenders' for the duration of the campaign.

Each 'G4Recommender' was chosen according to set criteria. They had to have an engaging and exciting Instagram page and have a large existing follower base. LG targeted influencers from all around Australia and influencers with varied interests, a mix of foodies, fashionistas, photographers and an even split between males and females.

Each week a new challenge was set and each challenge showcased a particular feature of the handset or usage scenario.

THE SOCIAL MEDIA PLATFORM

In order to effectively run this campaign LG engaged with Hypetap (<https://www.hypetap.com/>) which is an end-to-end collaboration platform that connects an invitation-only network of agencies, brands & influencers. Hypetap was used to source, connect and collaborate with the social media influencers.

Social media influencers on this platform go through a thorough screening before being introduced to brands which offers a heightened sense of reliability.

The platform was instrumental in allowing LG to focus on developing the creative aspects of the campaign. Hypetap offers a host of great influencers, makes it easy to communicate with all of them regularly, and also, most impressively, has an incredible reporting tool.

The Hypetap reporting mechanism was one of the most valuable aspects of the platform. It was fundamental to the success of the G4 Recommender program to keep an eye on influencer activity and audience engagement. Hypetap offered both a holistic view of the campaign results as well as making it very easy to dive-in and look at individual Recommenders.

THE RESULTS

The G4 Recommender program by numbers

- Total influencers: **31**
- Total audience reached per week: **2,714,048**
- Total number of posts: **363**
- Total audience engagement (likes, shares and comments) over six weeks: **462,390**

A comparative measure of estimated PR value as assessed against mainstream media was **\$1.5m**

RECOMMENDER SENTIMENT

The most important result for this campaign, however, was the G4Recommender sentiment. It was important to understand if the six-week program had a positive effect on those taking part and their perception of the brand and product.

Here are some examples of the closing comments from the social media influencers regarding the G4 product and overall campaign.

- "Congratulations on running such a successful campaign, I think it's wonderfully creative how you chose to advertise the LG G4 and use social media as a vehicle for that [...] by running challenges every week to ensure great content and engagement with those involved." **@mr.gumbatron**
- "A big thanks to @LGAustralia! It's an honour to be selected as an official #G4recommender [...] Still blown away with the camera on the G4! Haven't gotten as sharp and clear lowlight photos before until the G4 so to anyone looking for a great phone for instagramming, the #LGG4 is the way to go!" **@anjomiranda**

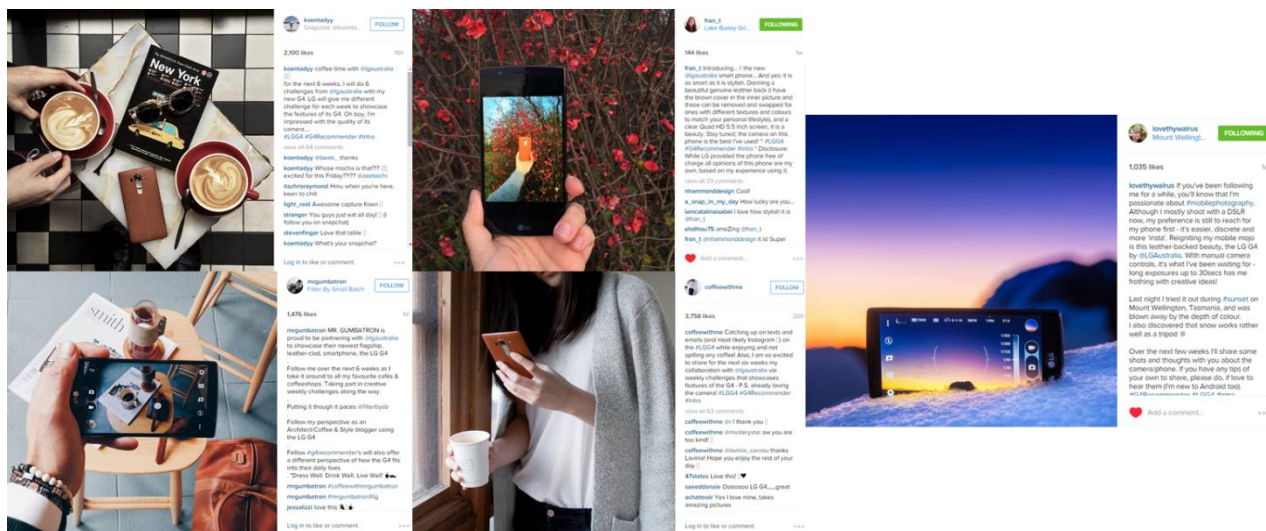
- "I've been road testing this curvy little leather-backed beauty for the past few weeks, and am delighted to say that I've been impressed by its camera and style. The #LGG4 by @lgaustralia has brought #mobilephotography to a whole new level. Having control of ISO, shutter speed, white balance and focus - independent of each other - has been a game changer." [@lovethywalrus](#)

LG SENTIMENT

Brad Reed, Mobile Communications Marketing Manager at LG Australia, was impressed with the results of the G4 Recommender program: "It was clear we needed to take a approaches to media when we launched this year's flagship device, the LG G4. Being aware of the power of social media is one thing, turning on that power to support your brand in a relevant way is not necessarily that straightforward. Brands can easily overstep in the social space and be viewed cynically. We wanted to ensure that we created something new and different that would in turn develop unique and creative content engage the audience"

"We were delighted with what we saw from the G4Recommenders as an initial trial. The level of engagement and creativity of the posts exceeded our expectations. Judging by the feedback we have been able to convert customers across to our brand and created an independent voice to support awareness building for the G4. The challenge is now to continue this success and expand it further to develop an even larger group of advocates for the brand.

THE RECOMMENDER POSTS



* LG 'G4 Recommenders' received an LG G4 handset for the purposes of completing the program of 6 weekly challenges and were eligible to win weekly prizes based on engagement levels of posts and creative contributions each week.

-ENDS-

The LG G4 specifications:

- Chipset: Qualcomm Snapdragon™ 808 Processor with X10 LTE
- Display: 5.5-inch Quad HD IPS Quantum Display (2560 x 1440, 538ppi)
- Memory: 32GB eMMC ROM, 3GB LPDDR3 RAM / microSD slot
- Camera: Rear 16MP with F1.8 Aperture / OIS 2.0 / Front 8MP with F2.0 Aperture
- Battery: 3,000mAh (removable)
- Operating System: Android 5.1 Lollipop
- Size (ceramic): 148.9 x 76.1 x 6.3 - 9.8 mm
- Size (leather): 148.9 x 76.1 x 6.3 - 10.1mm
- Weight (ceramic): 155g
- Weight (leather): 157g
- Network: 4G / LTE / HSPA+ 21 Mbps (3G)
- Connectivity: Wi-Fi 802.11 a, b, g, n, ac / Bluetooth 4.1LE / NFC / USB 2.0
- Genuine leather colours: Black / Brown from sales start
- Other colours: Titan Grey
- Other: Manual Mode / Gesture Interval Shot / Quick Shot

Media assets:

For images of the LG G4 please click [HERE](#)

For high resolution photographs taken using the LG G4, click [HERE](#)

For low-res screenshots of some of the G4 Recommender posts, click [HERE](#)

About LG Electronics Australia

LG Electronics Australia is based in Sydney and is a subsidiary of LG Electronics, Inc, a global force and technology leader in consumer electronics, home appliances and mobile communications. In Australia, LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions, all under LG's "Life's Good" marketing theme. For more information, please visit www.lg.com.au or facebook.com/LGaustralia

About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing 83,000 people working in 128 locations around the world. With 2014 global sales of USD 55.91 billion (KRW 59.04 trillion), LG is comprised of the following business units -Home Entertainment, Mobile Communications, Home Appliance & Air Solutions, and Vehicle Components and is one of the world's leading producers of flat panel TVs, mobile devices, air

conditioners, washing machines and refrigerators. LG Electronics is a 2014 ENERGY STAR Partner of the Year. For more news and information on LG Electronics, please visit www.LGnewsroom.com.

About LG Electronics Mobile Communications Company

LG Electronics Mobile Communications Company is an innovator and trend leader in the global mobile communications industry. LG is driving the evolution of mobile forward with its highly competitive core technologies in the areas of display, battery and camera optics and strategic partnerships with noted industry leaders. LG's consumer-centric products – including the flagship premium LG G Series models – incorporate unique, ergonomic designs and intuitive UX features that enhance the user experience. The company remains committed to leading consumers into the era of convergence, maximizing inter-device connectivity between smartphones, tablets and a wide range of home and portable electronics products. For more information, please visit www.LG.com.