

LG InstaView and TwinWash launch Life's Good

Models of efficiency

About

LG Electronics was established in 1958 and has since led the way into the advanced digital era. With its vision to become the market leading company with broad market recognition, LG has unveiled many new products, applied new technologies in the form of mobile devices and digital TVs in the 21st century and continues to reinforce its status as a global company.

Objective

- Promote the launch of its new innovative products, LG Twin Wash and InstaView, and raise awareness about their unique features.

Target Audience

- Females, housewives, aged between 45-20 year old, consumers who want quality, lifestyle products at the best price, at the same time concerned with the safety and health issues.

Markets

- United Arab Emirates.

Solution

- Launch **Advertising Campaigns** across Layalina site, focusing on LG target audience in UAE.
- Focus on **high impact ad solutions**, Desktop Special Execution, Desktop & Mobile Interstitial ads, across with high viewability ads "BB & HP".
- Run competition using Layalina Social Media strong presence, giving the products as prizes for users in order to get real customers feedback which can reach potential customers.
- Produce videos which consists of interviews with the winners, along with focus on their experience and after using the product.

Results

- Achieved **4.76% CTR** for the Overall campaign, delivered a total of **13,915 clicks** and **292,182 impressions**.
- Interstitial ad, achieved a total of 4.39% CTR.
- Desktop Special Execution, achieved a total of **11.61% CTR**.

