



## LG Mobile

Increasing brand awareness with Facebook video ads and Canvas

### SUCCESS STORIES

Looking to the Hong Kong market, the electronics company used Facebook video ads and Canvas to raise awareness of its new LG V20 mobile phone and strengthen the link between its features and the LG brand.

4.75 million

people reached (first and second campaigns combined)

1.8 million

video views

240,000

Canvas clicks

9%

lift in ad recall

#### THEIR STORY

### Global technology leader

LG Electronics is a leading Korean brand and technical innovator in electronics and mobile communication devices. Its LG V20 mobile phone features a 135-degree wide-angle rear camera and 120-degree wide-angle front camera for a highly user-friendly experience. LG Mobile has previously used Facebook and Instagram to launch new products.



#### THEIR GOAL

### Strengthening the brand in Hong Kong

LG Mobile set out to raise awareness of the V20's wide-angle cameras (the main selling point) in global markets, including Hong Kong. The company also wanted to strengthen the link between the V20's features and the LG brand.

#### THEIR SOLUTION

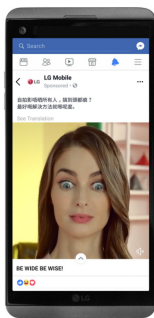
### Raising awareness through video

LG Electronics established an ad creative strategy to highlight the V20's wide-angle cameras, running a 2-phase campaign to progressively refine its message.

The first phase was a video ad campaign. The aim was to raise awareness of wide-angle cameras using video while carefully considering the connection to the second phase of the campaign. The storyline emphasised the frustration of not having wide-angle cameras and how the LG V20 could solve the problem. To expand its reach and generate leads from the widest possible audience, LG targeted ads to all people aged 18 and over.

In the second phase, LG used Canvas. The company wanted to improve the association between the LG Mobile brand and wide-angle cameras. To increase the Canvas click-through rate, the LG team created a nudge banner that encouraged people to "tap to open." Rather than relying on fancy graphics, colour and animation, LG emphasised the eyes of the model in the refined campaign to focus people's attention on the "Tap to Open" message and encourage clicks. The Canvas ad used videos and images that highlighted the LG V20's wide-angle cameras to increase the time people spent viewing the ad. Interactive elements prompted people to position their mobile devices in landscape mode, highlighting the advantages of wide-angle cameras.

In this phase, LG reached potential V20 purchasers by targeting people interested in cameras and smart devices. The company also targeted a Custom Audience of people who viewed the video from the first phase of the campaign, encouraging those already aware of the LG brand to open the Canvas, check out the product and its wide-angle cameras and visit the product details page.



#### THEIR SUCCESS

### Reaching more potential customers

LG Electronics effectively showcased the V20's features and, as a result, the campaign reached 4.75 million potential customers and garnered 1.8 million views. LG confirmed a 9% lift in ad recall, and a 5% lift in message association through a Facebook brand lift study conducted during the campaign.

LG Electronics' achievements for its January 31–February 13, 2017 campaign include:

- 4.75 million people reached (first and second campaigns combined)
- 1.8 million video views
- 240,000 Canvas clicks
- 9% lift in ad recall



### Products used



#### Canvas

Use the full screen to bring your story to life.



#### Video ads

Capture attention with engaging video adverts.



#### Custom Audiences

Reach your customers and contacts on Facebook.



#### Measurement

Make better marketing decisions based on insights.



In this campaign, we created unparalleled synergy through innovative ad creative that drove user engagement: a campaign plan designed to take full advantage of the engagement and Facebook's sophisticated targeting options. The campaign increased awareness of the LG V20 and the LG brand overall. We successfully defined our brand and our product's unique selling point through attractive yet informative creative.

LG Electronics