

Customer Spotlight

How LG creates engaging product experiences with Vimeo interactive video

LG Electronics, headquartered in Seoul, South Korea, was founded in 1947 and operates in 142 global locations with more than 70,000 employees worldwide. As a global technology leader specializing in consumer electronics, home appliances, and mobile communications, LG is consistently pushing the boundaries of innovation to enhance everyday experiences through technology.



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“LG actively utilizes [Vimeo’s] interactive videos throughout the customer experience journey. Our goal is to go beyond simple product sales and provide ongoing support.”



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and personalized products.

Byeonghun Kim
Senior Researcher, HS Technical Communications

Challenge

Organizations in the consumer electronics space face a common problem: How do you communicate complex product information without boring paper manuals or conventional videos?

Static text and images are limited when it comes to conveying the finer details of product assembly, maintenance, and usage. Traditional videos, while more engaging than paper, have become oversaturated and keep customers passively viewing without allowing them to interact and explore.

"Video is typically consumed passively," explains Bomun Kim, a Senior Researcher in LG's HS Technical Communication team. The team



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Scale was another consideration. LG has an extensive product portfolio, and no team could afford to reinvent the wheel every time. They needed a solution that was compelling and practical and allowed the team to update content while implementing changes easily and quickly.



Solution

LG discovered Vimeo's video platform and began to create interactive 3D videos that sh

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refrigerator's water filter in the video to learn more about it or tap a built-in call to action to purchase replacement parts directly on the website. This immersive experience creates a more personalized journey that helps customers fully understand LG's products at their own pace, whether they're considering a purchase or taking care of a product they already own.

Best of all, when content needs to be updated, the team can make changes once and have them instantly reflected everywhere the video appears — whether that's on LG's website or via QR codes on printed materials.

"Vimeo has greatly helped us achieve our goals by providing a platform where customers can easily



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video content. Vimeo's
interactive features
convey complex product
information intuitively,
increasing customer
satisfaction.”

Yong Soo Kwon,
HS Technical Communication Research Fellow

Outcome

Since [implementing interactive videos](#) through Vimeo, LG has seen measurable improvements in how customers engage with product information. LG's own analytics demonstrate a substantial increase in view counts, meaning that digital manuals are [reaching more customers](#).

“I believe it helps customers understand the products better,” confirms Bomim Kim. “It also



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with valuable insights into customer behavior. The team now collects data on which features customers click most frequently, revealing what information matters most to users. This feedback loop creates opportunities for ongoing optimization, allowing LG to refine its content strategy based on [customer engagement](#).

“The fact that viewers can interact with the video means that LG Electronics can obtain data from that interaction,” explains Bomin Kim. “Ultimately, the more customer data we get, the more we can provide customized services.”

More importantly, these interactive experiences strengthen LG's reputation for innovation and customer-centricity. The team has already rolled out [Vimeo's interactive capabilities](#) across over 40 product lines, with plans to expand beyond its current focus on consumables and create even more engaging customer experiences.

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