



Maximizing Buzz with Honest Earned Content

They Engaged
748,252
People

Who Spent
1m 45s
On Average

Delivering
43%
Brand Lift

LG's Goal: Generate Product Awareness

Leading up to the debut of its flagship G4 phone release, especially in the weeks following the launch announcement, LG wanted to create a positive buzz for the product that would generate awareness and influence consumers' decision-making process.

Our Solution: Let the Best Earned Content Ring

Over a two-month period around the launch, inPowered continuously discovered and curated the most relevant earned content pertaining to the LG G4, including reviews and comparisons to competitor phones as well as short-term sales promotions. Stories were optimized on a weekly basis for both Phase One (post announcement, pre in-store) and Phase Two (in-store and online), generating a 43% lift in brand favorability.

Content

With 27 stories in Phase One and another 14 in Phase Two, the campaign included a total 41 of the most engaging pieces of content, with an emphasis on product reviews. The content with the highest engagement rates was comprised of in-depth reviews and promotional offers such as a free extra battery or memory card.



“ *What inPowered does for us is strategically very important. We have been seeing great success using inPowered for product launches and they are consistently one of the top performers for driving product consideration.* ”

Audience

The target audience was an early majority consumer segment that included both men and women 25-54 who are known shoppers and likely to influence the buying decisions of their friends. The most engaged audience was males 18-55 interested in smartphones.

Ads & Distribution

LG content was presented to consumers via three primary ad formats, including social, in-feed and in-ad units. Social ads delivered the highest engagement rate.

The inventory sources used for the campaign included Facebook, Yahoo Gemini and DoubleClick AdX. Facebook was the strongest distribution channel in terms of engagement rate.

According to Millward Brown, consumers exposed to the inPowered campaign were 112% more likely to recall the G4 in aided

awareness studies than the industry benchmark for the electronics category and 343% more likely to express consideration intent.

