**Case Study**

**LG’s Campaign Goals:**

- Promote awareness and boost sales of its innovative LG OLED AI ThinQ TV.
- Reach affluent individuals with a high propensity for adopting innovative home technologies.
- Provide a way for its target audience to try out the device’s features without having to go to a store.

**Targeting Relevant Audiences**

- Business Professionals
- Upscale Resident Dwellers
- Frequent Fliers
- Gaming Subscribers
- Tech/Entertainment Enthusiasts

**Campaign Overview:**

InMobi created mobile ads describing the AI-powered device targeted to those who matched LG’s target audience for the campaign. LG and their ad agency reached desired audiences via InMobi’s ad network, targeting via city and mobile device type. The campaign’s creative included augmented reality, enabling people to test the product out and its key features directly from their phone.

**Campaign Results:**

- 14.7% impressions delivered
- 4X higher engagement
- 7X higher dwell time on the ad unit
- 136% TV value growth

*“We are glad to be driving in a first-of-its-kind innovation to leverage the potential of mobile to its fullest.”*

Abhiral Bhansali, Product Head, Premium TVs, LG Electronics