



Case Study



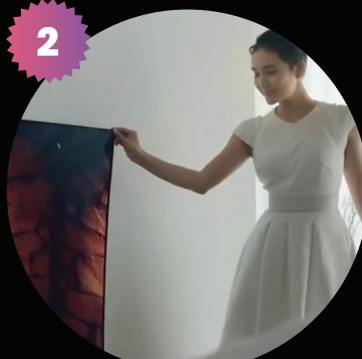
LG's Campaign Goals:

1



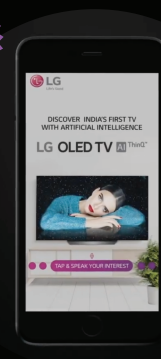
Promote awareness and boost sales of its innovative LG OLED AI ThinQ TV.

2

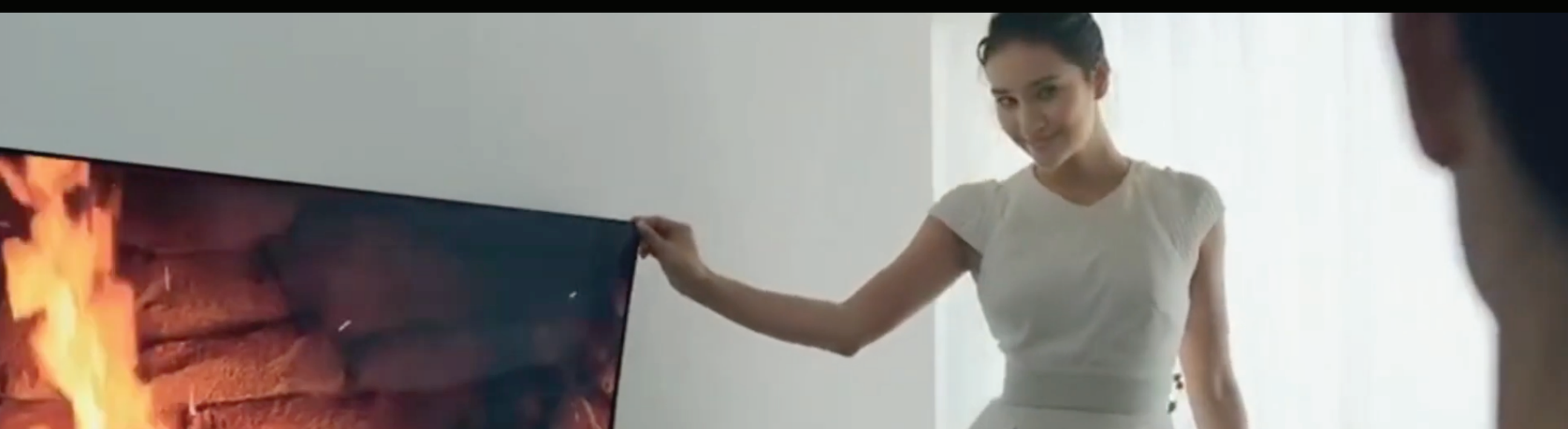


Reach affluent individuals with a high propensity for adopting innovative new technology.

3



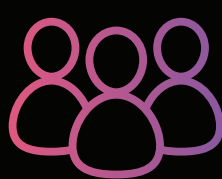
Provide a way for its target audience to try out the device's features without having to go to a store.



Targeting Relevant Audiences



Business Professionals



Upscale Resident Dwellers



Frequent Fliers



Gaming Subscribers



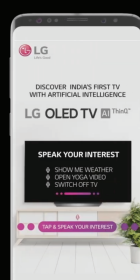
Tech/Entertainment Enthusiasts



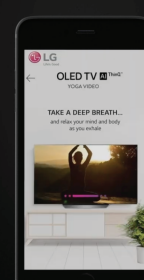
Campaign Overview:



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 endengagement

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