

LG gets mobile consumers ThinQ™-ing with augmented reality

LG OLED TV AI ThinQ™

LG is a multinational electronics company headquartered in Yeouido-dong, Seoul, South Korea, and is part of LG Corporation, employing 82,000 people working in 119 local subsidiaries worldwide. LG aims to enhance the life of consumers with great values, benefits, promise and personality.

Highlights

14.7

million impressions delivered

4x

higher engagement ¹

136%

TV value growth ²

Testimonial

“InMobi’s expertise in building highly engaging, mobile-first experiences is critical for brands like LG. We are glad to be partnering in a first-of-its-kind innovation to leverage the potential of mobile to its fullest.”

Abhiral Bhansali, Product Head, Premium TVs, LG Electronics

¹ Engagement defined as CTR and compared to average CTR seen on rich media creatives

² In targeted cities where campaign was live

Objective

LG launched its AI-ThinQ™ powered smart TV range with the aim of bringing artificial intelligence to TVs in India and **targeted at affluent users** with a knack for adoption of advanced technology. The TVs support 800+ offline voice commands and online commands.

LG India aimed to drive brand awareness among its target audience about the AI ThinQ™ TVs with a pinch of innovation. The focus was on **driving active brand engagement and enabling customers to experience the voice recognition feature** of the newly launched smart TVs. All of this with **minimal effort from consumers and unlike conventional channels such as store visits.**



Solution

LG launched a **mobile-only campaign** to give users a sneak peek into the world of LG's latest AI-enabled TVs. They turned to InMobi's expertise in building a **mobile-first, rich media ad experience** - an audio-enabled, augmented reality experience for smartphone users across top 10 tier-1/metro cities in India. LG leveraged InMobi's audiences such as business professionals, upscale resident dwellers, frequent fliers, gaming subscribers and technology/ entertainment enthusiasts to engage with prospective customers.



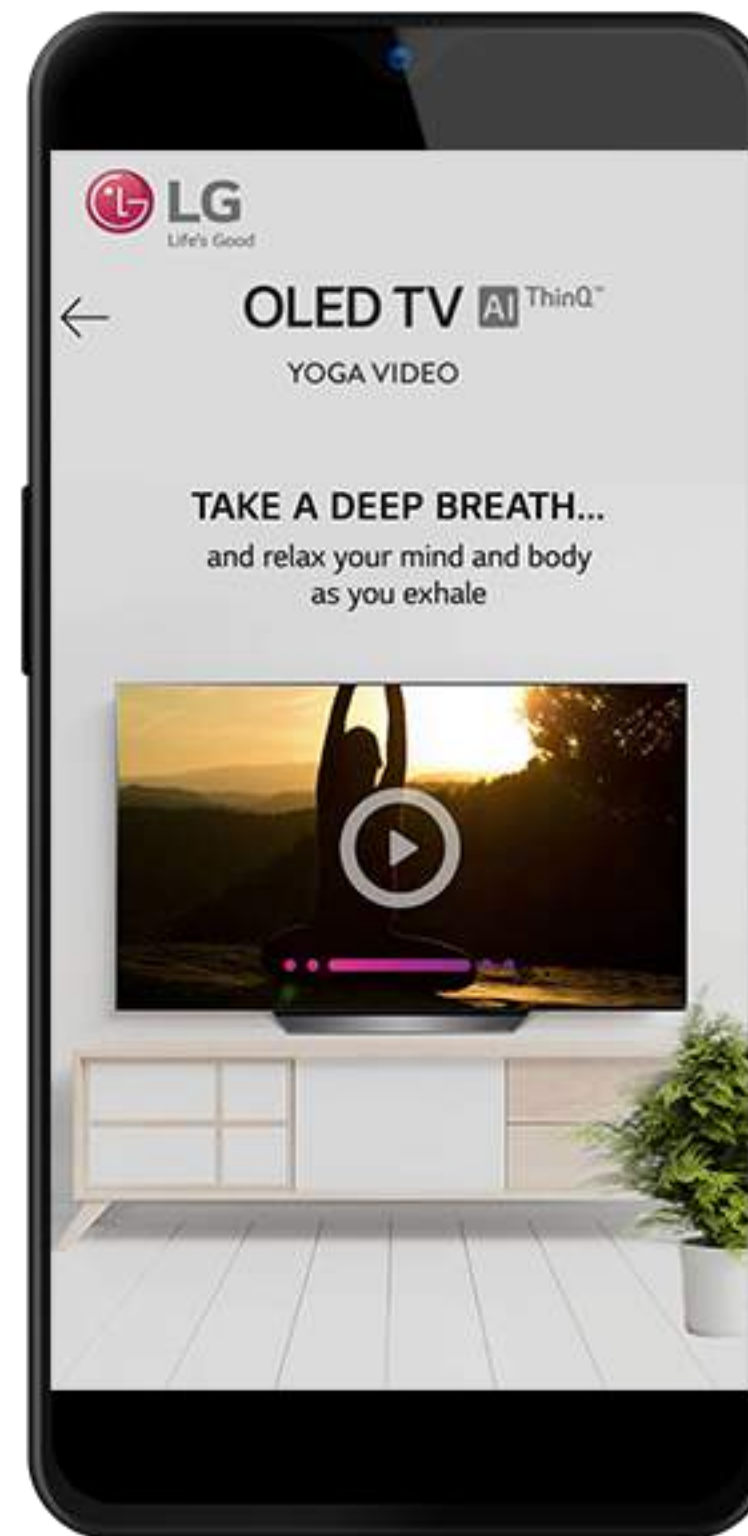
Solution

Consumers engaged with the AI ThinQ™ to

Receive live weather updates



Play a video



Switch off the TV



[Click here](#) for the LG AI ThinQ™ experience

Results

- The brand reached its target audience with 14.7 million impressions
- The mobile-first experience garnered 4x higher engagement and 7X higher dwell times on the ad unit.
- The LG 4k TV saw a 136% year-on-year growth in cities where the campaign was live ³

³ TV value in 2019 vs 2018