

Case Study | LG | Arena



1. Challenge

Our challenge was to earn attention for the new LG Arena mobile phone by creating 500.000 online video views within 90 days and increase sales with 1%, among a 24-34 year old target audience in the UK, France and Germany.

4. Use of Media

With social media planning we identified the social hotspots and most important influencers. Next, we seeded the online videos to more than 300 relevant blogs, forums, communities, social networks and video sharing portals, like YouTube, Netlog and Dailymotion.

2. Strategy

Insight: our target audiences are digital natives and their purchase decision on mobile phones is heavily influenced by fashionistas, lifestyle trendsetters and opinion leading gadget freaks. We needed to identify and connect to these social influencers in order to create buzz and ignite viral spread.

5. Results

The seeding of the LG Arena videos resulted in over 160 postings, creating a free PR value of € 110.000. We did not hit the planned 500.000 clip views but realized over 1,3 million clip views in 90 days. The LG Arena sales lift was achieved in all target markets, with a confidential percentage.

3. Concept

At the LG Arena campaign site our targets could explore the new mobile phone by playing around with the fun “emulator”. Initially the concept featured two product videos, followed by two videos shot at the World Mobile Congress in Barcelona.