



**About LG Germany**

- www.lg.com/de
- Ratingen, Germany
- Global consumer electronics brand

**Goals**

- Create awareness and influence consideration of target audience for new Optimus G phone
- Build brand engagement
- Drive conversions

**Approach**

- Use YouTube homepage masthead to generate awareness, consideration
- Repurpose YouTube Masthead in Lightbox unit to increase frequency, deepen engagement with users
- Use Remarketing to reinforce messaging to interested audiences

**Results**

- Using creative from YouTube homepage masthead saves costs, frees up resources
- Wide reach across Google Display – 4.5M incremental impressions at no additional cost
- 1.54% engagement rate
- Cost-effective pricing means paying only for engagements with qualified users

## LG Germany's Eye-Catching Awareness Campaign with Google

For more than 50 years, LG Electronics has built its reputation as one of the leading consumer electronics brands in the world. From washing machines and air conditioners to smart TVs and energy-efficient refrigerators, LG marries “stylish design and smart technology” in its products across varied domains. As a forward-facing brand, LG is always on the lookout for inventive ways to market its products that reflect the company’s focus on innovation. It partners with Google for original and effective marketing solutions that resonate with consumers and mirror the LG brand.

*“We look at the main touch points along the customer decision journey. We use Google and YouTube to reach consumers at several of those touch points for every campaign.”*  
 — Gaylord Eicker, senior online manager, LG Germany

### Reaching customers all along their decision-making journeys

For the past five years, LG Germany has worked closely with Google to build and execute its digital advertising strategies. Zeroing in on the customer experience and path to purchase, LG Germany has done extensive market research about how German consumers make decisions and how online activity affects offline purchases. “We look at the main touch points along the customer decision journey,” says Gaylord Eicker, senior online manager at LG Germany. “We use Google and YouTube to reach consumers at several of those touch points for every campaign.”

With YouTube, LG Germany creates awareness and brand consideration with a wide audience. It then continues to build awareness while influencing consideration to move customers further down the purchase funnel using Engagement Ads: a new interactive ad format that lets advertisers create and scale beautiful brand messages across the web. One type of Engagement Ad



LG rollover ad that expands to the ad on the right.



Expanded version of LG ad.

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— *Gaylord Eicker, senior online manager, LG Germany*

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is the Lightbox format, a standard IAB-sized unit that expands into a near full-screen creative canvas once a user hovers over the ad for two seconds. Lightbox ads come in several eye-catching shapes and sizes, and can even feature creative from a YouTube homepage masthead as the expandable unit.

### **Lightbox ads complement and extend YouTube homepage masthead**

For the launch of its new Optimus G smartphone, LG Germany needed to create awareness of the product, build engagement with the brand, and drive conversions. To achieve these goals on a large scale, it ran a YouTube homepage masthead – a 970x250 in-page creative that runs the full width of the German YouTube homepage below the navigation bar for 24 hours – for high-impact brand exposure to an average of five million viewers daily.

LG Germany then multiplied the power and reach of its YouTube homepage masthead with a Lightbox ad that expanded into the masthead once a user hovered over the ad. Because the Lightbox ad lets LG Germany scale its YouTube homepage masthead across the web without generating new content, LG Germany got more mileage out of its existing assets, with very little additional development costs. “Repurposing our creative from the YouTube homepage masthead to our Lightbox ads allowed us an incredible cost savings that we can invest elsewhere,” says Gaylord. In addition to cost savings, his team also realized significant time savings, as the Lightbox campaign was easy and quick to set up because the creative was already in place.

To show the YouTube Masthead in Lightbox to users who demonstrated interest in the Optimus G and the LG brand, LG Germany used Remarketing to target and increase frequency with people who had previously seen the YouTube homepage masthead. Using Remarketing in this way helped LG Germany stay engaged with its target audience and reinforce the Optimus G launch message.

### **Building awareness, driving engagement and conversions**

After running the Lightbox campaign for 2.5 weeks, LG Germany generated a 1.54% engagement rate. Because Engagement Ads are priced on a cost-per-engagement (CPE) basis, LG Germany only paid when users hovered to expand the Lightbox ad, demonstrating interest in the brand. This means that the 4.5 million impressions received over the course of the campaign came at no additional cost to LG Germany. The group also achieved a strong conversion rate with Lightbox ads, and Gaylord says his team is so pleased with the results that it plans to extend this strategy of combining Lightbox ads with YouTube homepage mastheads to other campaigns.

### **Partners in innovation**

As LG Germany moves forward, it’s looking for ways to expand upon its awareness campaigns and leverage social media channels to generate product reviews and positive word of mouth between users. Whatever the channel, the underlying focus for LG Germany is new technology and creative, original execution, which the group finds in its partnership with Google. Says Gaylord, “We appreciate the work Google does and its innovative products.”

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