

Welcome to the

LG Brand Communication Guidelines



LG Brand Communication Guidelines

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“Our new Brand Identity is not simply an ‘identity.’ It is our vision, our faith and our face. It is something that we all have to build together.”

Yong Nam
Vice Chairman & CEO

LG Brand Communication Guidelines

Introduction

These standards provide direction for developing and designing communications that are fully aligned with the LG brand strategy. They are intended to foster creativity and help us infuse all of our communications with the tone of voice and expertise that we want our audiences to associate with the LG brand. They outline best practices for the use of our visual identity elements. The consistent application of our identity, including the LG Logo, typeface, color and layout, is essential in building a strong presentation of our brand.

1.0 Brand Communication Elements

Brand Communication Elements

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Brand Communication Elements

Introduction

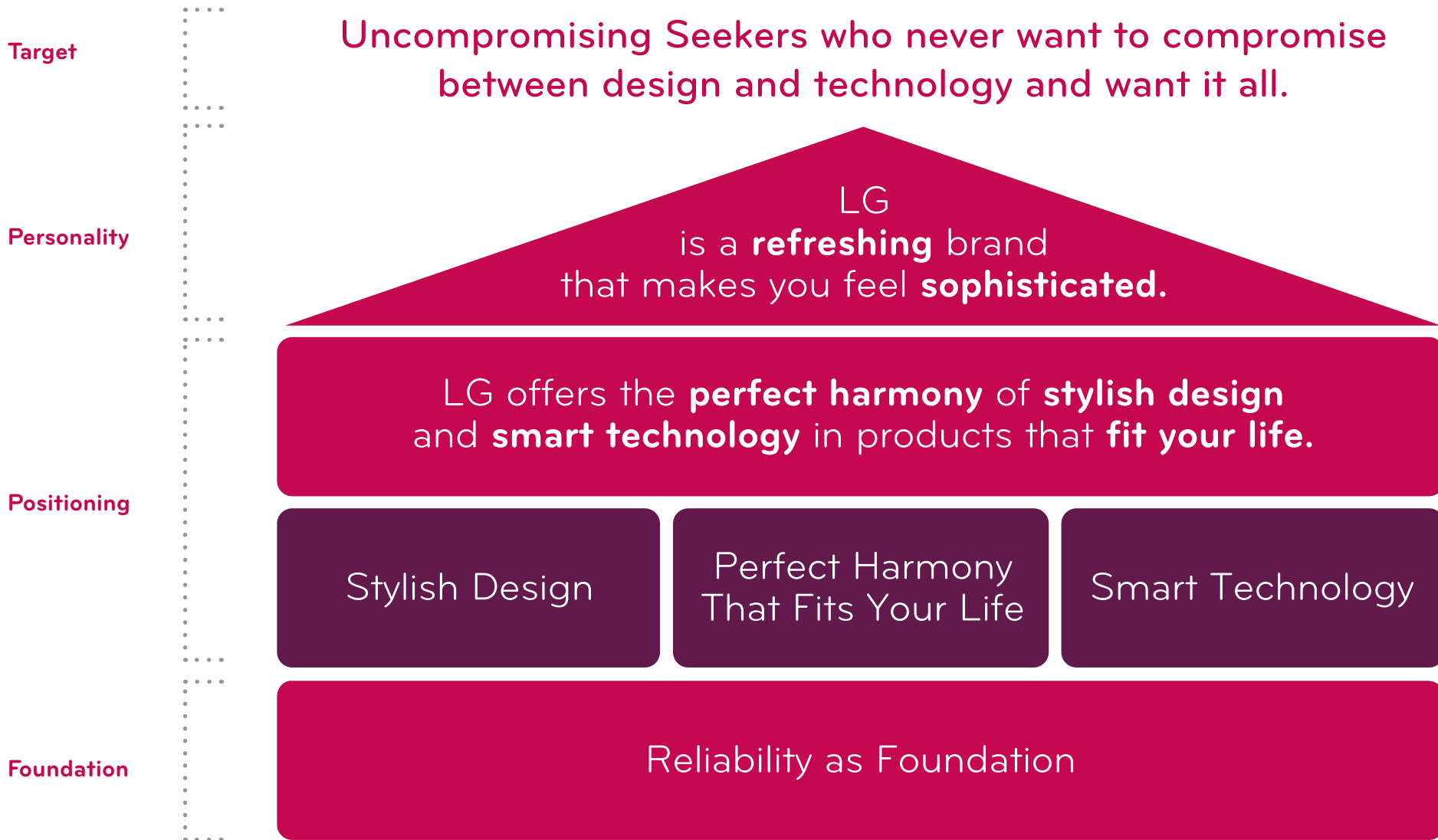
Please review this section as a whole, as it will help bring our new Brand Identity into clear focus. This section not only communicates the foundation of strategy behind our new Brand Identity but will, as well, provide direction for developing and designing communications that are fully aligned with the LG brand strategy. The following pages are intended to foster creativity and help us infuse our communications with the attributes that we want consumers to associate with the LG brand. They outline best practices for the use of our visual system basics, including our logo, typeface and color, which are essential elements in building a strong presentation of our brand.

Brand Communication Elements:

1.0 Brand Identity

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Brand Identity Overview - Brand House



Brand Identity
Brand Target

Uncompromising Seekers who
never want to compromise
between design and
technology and want it all.

Brand Target - Personality Traits



Thoughtful Expressionism

Uncompromising Seekers express their lifestyles in a way that makes them unique and distinguishable.



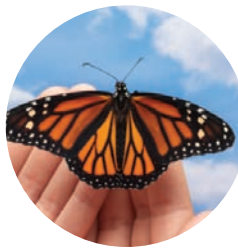
Persistent Optimism

Uncompromising Seekers believe that the right attitude can make anything possible.



Sensory Intuition

Uncompromising Seekers are perceptive and aware of the world around them.



Questing Spirit

Uncompromising Seekers love life and have an insatiable curiosity.



Focused Rejuvenation

With busy lifestyles and a constant lack of time, Uncompromising Seekers place importance on experiences that matter.



Contagious Generosity

Uncompromising Seekers are eager to share their knowledge and experiences with others.

Brand Identity
Brand Personality/Character

LG is a **refreshing**
brand that makes you
feel **sophisticated.**

Brand Identity

Brand Personality/Character - How We Make Consumers Feel

Refreshing:

We keep surprising
and delighting people
in a truly intuitive way.



Sophisticated:

To engage our Uncompromising Seekers target, we must deliver everything – everywhere – in a refined and well-finished way.

Brand Identity
Brand Positioning

LG offers the perfect harmony
of stylish design and smart
technology in products that
fit your life.

Brand Identity

Brand Positioning - Stylish Design

Stylish Design is:

✓ Sophisticated/refined

The quality or state of refinement, urbanity, cleverness and cultivation.

✓ Trend-setting

Something that sets a new standard in the market and starts a consumer trend.

✓ Contemporary

Something that keeps pace with the times.

✓ Stands out

Something that is notable/fresh enough to draw attention yet matches well with others.

Stylish Design is NOT:

✗ Luxurious

Something of the finest and richest kind.

✗ Trendy

Something that is hot one day but may go out of fashion fast.

✗ Futuristic or classic

Something that either is too far ahead of the times or sticks to tradition.

✗ Sticks out

Something that is noticeable but lacks subtlety.

Brand Identity

Brand Positioning - Smart Technology

Smart Technology is:

✓ Insightful/intuitive

Something so ingenious that you wonder why it wasn't introduced before.

✓ Essential

Something you cannot live without once you have it.

✓ Easy-to-use/simple

Effortless access to core functions.

✓ Technologically up-to-date

In tune with major technology advances.

Smart Technology is NOT:

✗ Invented

Developed for the sake of technology rather than consumer usability.

✗ Nice to have

Something you would trade for other features.

✗ Basic/minimal

Sacrifices core functions for the sake of simplicity.

✗ Bleeding edge or behind the pack

Out of tune with major technology advances.

Brand Positioning - Perfect Harmony That Fits Your Life

Perfect Harmony That Fits Your Life is:

✓ Synergistic

Design expresses technology; technology makes the design relevant.

✓ Dynamically adapting

In tune with the evolving consumer lifestyle.

✓ Creative solutions

Provides a solution that encompasses a set of interrelated needs.

✓ Customizable

Flexible enough to accommodate different or changing lifestyles.

Perfect Harmony That Fits Your Life is NOT:

⊗ 50:50 or zero-sum game

Style and technology not integrated or excellence in one area sacrifices usability in another.

⊗ Statically fixed

Out of tune with the evolving consumer lifestyle.

⊗ Just adds features

Features added to serve different needs, making it difficult to use.

⊗ Excessive SKUs

Marginal SKUs added to serve niche needs.

Brand Identity
Brand Foundation

Achieving a new brand position is possible only by building upon our foundation of **reliability**.

Brand Communication Elements:

1.1 Brand Strategy

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Brand Strategy

Brand Strategy Principles

Global Segmentation and Targeting

Target Consumers

Target Uncompromising Seekers and create spillover to other attractive segments.

Consumer Segments Identified



Uncompromising Seekers

want the best that they can get within their means.



Image-conscious followers

think that the image/brand says everything.



Value/functional maximizers

look for the most features at the best price.



Basic functionalists

require no bells and whistles.



Uninvolveds

don't care, as long as it works.

Uncompromising Seekers



Target

Image-conscious followers



Sub-target

Value/functional maximizers



Sub-target

Brand Strategy

Product Principles

The Primary Marketing Vehicles For The Brand

"Stylish design and smart technology that is harmonious with a consumer's life" must be core to every product that we make. We will build the brand by investing in flagship products that represent core dimensions of the new Brand Identity, based on consumer insights.

Incorporate the Brand Identity into all product planning (via stage gates).

Include marketing in product investment decisions.

Create a more effective and consistent way to drive local insights into Global PRM (product road map) & Strategy (proposal).



Brand Strategy

Pricing Principles

Position LG Products At A Premium Relative To Competition.

Aim to attain premium price points for LG products relative to key competitors in every product tier in which we compete.

Launch an initiative to create a more proactive and consumer-driven approach to pricing.

- Set launch prices based on consumer value (vs. cost-plus).
- Proactively manage post-launch pricing based on facts.

Maintain the image and value of the LG brand when setting and adjusting prices.

Monitor LG's pricing performance against key competitors (e.g., top 3-5 brands in the target consumer's consideration set).



Brand Strategy

Media Communications Principles

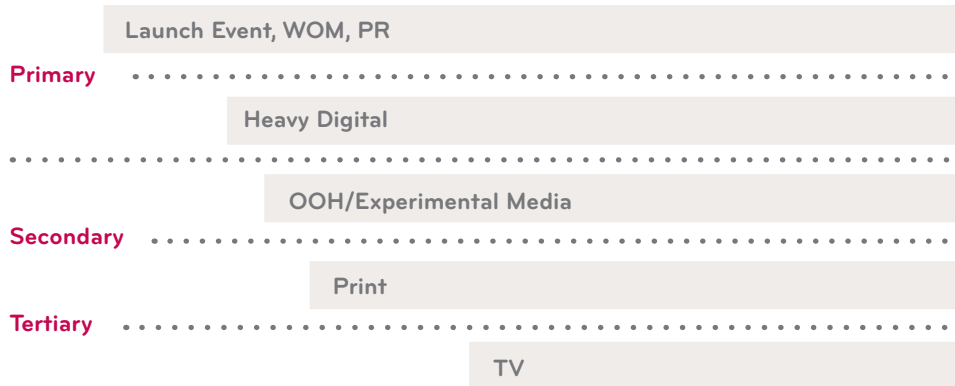
Focus First On Brand And Then On Product.

All media executions (e.g., TV, Outdoor, Internet) will use elements of our flagship products to highlight and build the new Brand Identity. Messages and media will be appropriate to our target consumer.

Launch the Brand Identity campaign in lead markets.

Markets:		Flagship Products
US	UK	DA: Prime/Super Mega
France	India	DD: Scarlet
Brazil	Russia	DM: HT953TV
Turkey		MC: Secret/Touch

2008 September October November December



Create a consistent visual Identity.



Brand Strategy

Marketing Property Principles

Sponsorships, Entertainment, Product Placements And Alliances To Use To Build The Brand

Associate the LG brand only with premium equities (brands) that build or strengthen the core elements of the LG brand.

Fits core elements of the LG brand (F1)

Consider fit/association between the property's characteristics and core elements of the LG brand.



Fits brand status in the market (NEC)

Consider brand status in the market and whether the property builds brand awareness or delivers a brand experience.



Leverages targeted marketing platforms

Consider the potential leverage across a diverse scope (e.g., event, product launch, branded product).



Brand Strategy

Brand-Focused Shopper MoT (Moment of Truth) Principles

Display The Full Brand Experience During The Shopper MoT (Moment of Truth).

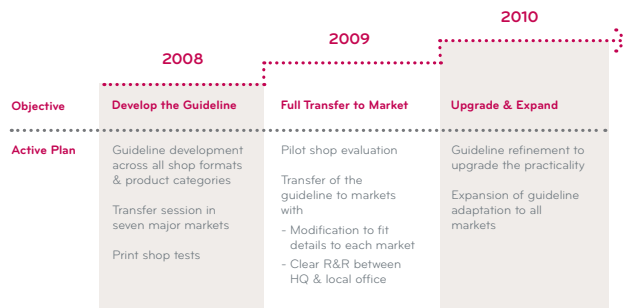
Create the brand experience for our target consumers by the way we represent LG in the store.

- Be thoughtful about where we sell and support our flagship products.
- Create a distinctive, brand-appropriate presence at all points of sale (e.g., online, retail).
- Leverage the style and feel of iconic stores by working with our trade partners in pragmatic ways.

Investigate a global store strategy.

Launch an LG brand store.

Design an optimal in-store experience.



Brand Strategy

Packaging Principles

Product Packaging Reinforces The Brand

The simplicity, style, elegance and sophistication of the LG brand will permeate everything the consumer sees – from the product packaging to the instruction manual.

Out box initiatives

Global rollout of the design consistent with the Brand Identity and the brand campaign



Customer manual

Consumer-friendly
Consistent across categories



Engineer/CS manual

Provides all details
Easy-to-understand and consistent



Brand Strategy

Customer Service Principles

The Foundation

Quality customer service supports our reputation for product reliability. Customer service is also an opportunity to engage with consumers in new and direct ways to help them learn more about the LG brand.

Utilize customer service as a brand- and business-building function that drives consumer loyalty and advocacy.

Share best practices of successful cases that use customer service for competitive advantage (e.g., India, Brazil).

Investigate the potential value of using customer service as a brand-building device (proposal).

During purchase



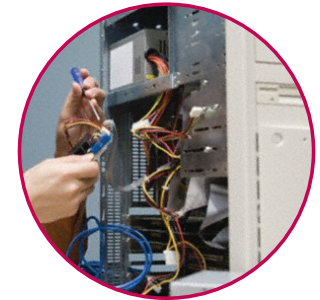
Register/install



Questions/issues



Service/repair



Brand Strategy

Public Relations Principles

Strongly Coordinate Programs With Brand-Building And Sales Activities

Communications and events should reinforce our brand proposition. Public relations will build strong relationships with key opinion leaders, who can attest to the strength of our LG brand and products.

Establish a strong presence in the digital media space to facilitate voluntary word of mouth.

Position the LG brand as one of the new breed of approachable innovation brands (e.g., Apple, Google) that creates rewarding experiences beyond the race for technological superiority.

Create a group of ardent brand advocates, who will represent the characteristics and aspirations of our target consumers.

Associate the LG brand with the social and cultural properties that represent consistent value and the propositions of the new Brand Identity.



Brand Communication Elements:

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Brand Architecture

LG Is Our Single Master Brand

“LG is the only primary brand that LG Electronics products may use globally.”



Digital Appliance



Digital Display



Mobile Communications



Digital Media



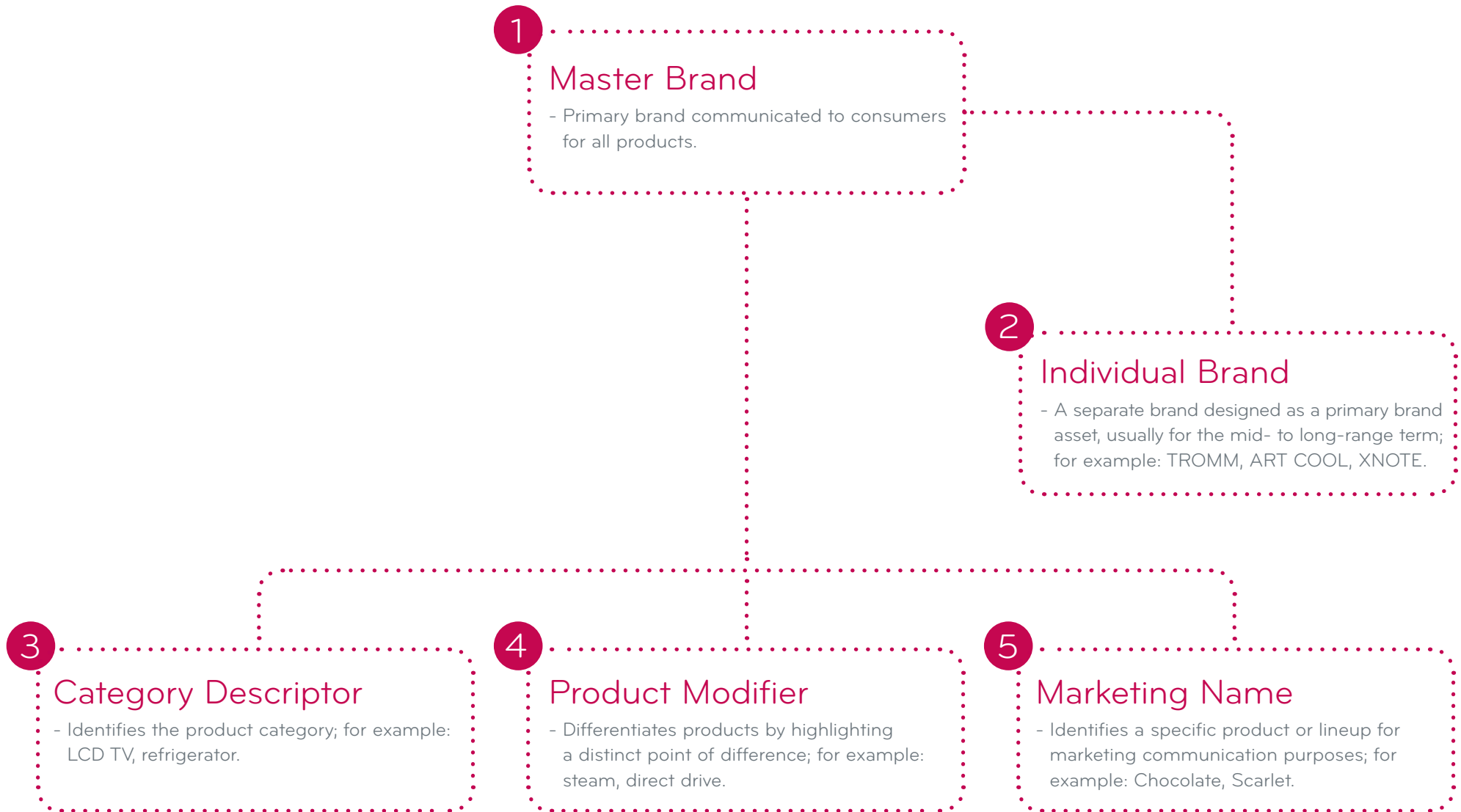
Brand Architecture

Brand Usages Should Be Executed Carefully And With Discipline

- In principle, there will be no exception to the single master brand strategy.
- Exceptional cases, if any, will be reviewed by management and approved only by management consensus.
- No individual brands will be allowed, except in Korea.
- Sub-elements, such as product modifier and category descriptor, will be used only to support the master brand.
- The introduction of a marketing name will be controlled so as to focus on strengthening the Master Brand.

Brand Architecture

LG Brand Hierarchy



Brand Architecture

Master Brand

Definition

- Primary brand communicated to consumers for all products.
- Provides consumers with the first criteria when considering a purchase decision.

Branding Structure/ Examples



Usage Guideline

- In terms of brand naming, the Master Brand precedes all other elements.
- "LG Logo" refers to a specific, stylized graphic image that has been developed to represent the company; its usage must be strictly observed.

Brand Architecture

Individual Brand

Definition

- Covers a set of products from either multiple platforms or one category.
- Designed to build the brand asset in the mid- to long-range term.
- Plays a "driver role" in a unique consumer relationship, even if endorsed by the Master Brand.

Branding Structure/ Examples

DIOS

TROMM

XNOTE

XCANVAS

ART COOL

FLATRON

CYKING

Usage Guideline

- Not allowed outside of Korea regardless of LG's brand status in the local market and even if an existing individual brand already has an awareness in the local market.

Brand Architecture

Category Descriptor

Definition

- Indicates a specific product category or range of products to which the product belongs.
- Describes the product offerings and differentiates among models/items.

Branding Structure/ Examples

Master + Category Descriptor

- LG + **Monitor**
- LG + **Refrigerator**

Master + Category Descriptor w/product type

- LG + **Plasma TV**
- LG + **LCD Monitor**
- LG + **French Door Refrigerator**
- LG + **Full HD LCD TV**

Usage Guideline

- Always named in combination with the Master Brand; never combine with the LG Logo.
- Modifiers such as "Full HD," "French Door," etc. that refer to a universal product type; also considered Category Descriptors.

Brand Architecture

Product Modifier

Definition

- Communicates USP of a specific product or a lineup of products.
- In combination with a Category Descriptor, helps differentiate products by highlighting a distinct point of difference.

Branding Structure & Examples

Master + Product Modifier + Category Descriptor

- LG + **Steam** + Washer
- LG + **Direct Drive** + Washer

or Master + Category Descriptor + Product Modifier

- LG + LCD TV + **Cordless**

Usage Guideline

- Must be simple and easily understood by consumers without further communication; English only.
- May not be used or communicated alone.
- Should be trademark-protected.

Note: The branding structures above will replace existing product brands (e.g., "Art Cool" for premium RAC lineup). Use the Product Modifier to highlight the product's difference (e.g., "LG Bagless Vacuum Cleaner" for "LG Cyking").

Brand Architecture

Marketing Name

Definition

- Identifies specific product or lineup for marketing communication purposes.
- Maximizes the effectiveness/efficiency of marketing communications, usually by tactically adopting the concept of the original name.

Branding Structure & Examples

Master + Marketing Name

- LG + **Chocolate**
- LG + **Shine**
- LG + **Secret**

Master + Category Descriptor + Marketing Name

- LG + LCD TV + **Scarlet**

Usage Guideline

- May be introduced only for a flagship product that will be globally launched with a single IMC package.
- Introduction of Marketing Name minimized to focus on strengthening the Master Brand; introduction permitted only by CMO approval.
- In terms of branding structure, always preceded by the Master Brand; may also be used with Category Descriptor.
- May not be used more than 2 years to avoid becoming a primary brand.
- May not be created for specific markets or translated into local languages.
- Should be trademark-protected.

Note: "Pet name," which often refers to Marketing Name, is not used at LGE.

Brand Architecture

Marketing Name Introduction - Considerations

On Strategy

- Has the BU recently over-issued Marketing Names without significant performances?
- Does the main "theme" that the name contains align with/support the LG brand proposition?

Priority

- Product: Is it a priority product for brand delivery in the PRM (product road map)?
- Budget: Has a sufficient amount of marketing spending been allotted to the model to meet the threshold within the campaign duration?

Note: Performance evaluation will be based on the objectives set by the BU; thus it can be either sales-wise or brand-wise.

Brand Architecture

Marketing Name Introduction – Time

1. The approval process should be timely, with particular consideration given to the product launch schedule.
2. The BU's Marketing Strategy Team will lead the process, with consultation by the CMO office.



Brand Architecture

Summary Of Usage Guidelines

Usage Guideline

Brand Level	Region	Logo	Badge on product *	Package	ATL **	BTL ***
Master Brand	All	○	Primary **** (Use primarily for all forms of consumer communication)	Primary	Primary	Primary
Individual Brand	Korea	○	○	Primary	Primary	Primary
	Overseas	✕	✕	✕	✕	✕
Marketing Name	All	○	✕	Secondary	Secondary	Secondary
Product Modifier	All	○	Secondary	Secondary	Secondary	Secondary
Category Descriptor	All	✕	✕	Secondary	Secondary	Secondary

○ = Always use in this instance.

✕ = Never use in this instance.

* Badge on product refers to a printed/badged logo on the product.

** ATL = Above-the-line, refers to mass media such as television, radio, newspaper, magazine, cinema, outdoor, website.

*** BTL = Below-the-line refers to targeted media such as PR, sponsorship, events, direct marketing, trade shows/exhibitions, in-store sales/POP items.

**** Primary means that it should be the most prominent display; secondary means that the display should be secondary in size and location to the primary display.

Brand Communication Elements:

1.3 Basic Brand Logo Elements

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- Color Use	1.3.14	- Format And Style	1.3.29
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Basic Brand Logo Elements

Overview

The symbol, logotype and tagline comprise the foundational elements of the LG brand. Carefully review the following guidelines in order to leverage our logo for maximum impact.

Note: Always reproduce the logo, logotype or tagline from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign any logo, logotype or tagline artwork.

Symbol



Logotype

LG

Tagline

Life's Good

Basic Brand Logo Elements

Brand Symbol

The round smiling-face symbol is a highly recognizable icon for the LG brand. The Brand Symbol has been three-dimensionally enhanced to align with brand attributes and reflect LG design values. This symbol is available in three-dimensional, formed-face and printed-flat versions.

Note: Always reproduce the symbol from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign any symbol artwork.

Symbol



Basic Brand Logo Elements

Brand Logotype

The logotype is the primary written identifier for the LG brand. Above all other elements, the logotype conveys the corporate image with the most linguistic prominence. The font has been developed especially for the LG name and its subsidiary companies and may not be used outside of this capacity.

Other company names, business capacities, locations or subdivisions may not use this font, nor may it be differentiated by a hyphen or slash or any other alphabetic symbol.

The logotype should always be LG Gray (Pantone 431C, CMYK 65% Black), Black or White.

Minimum Size

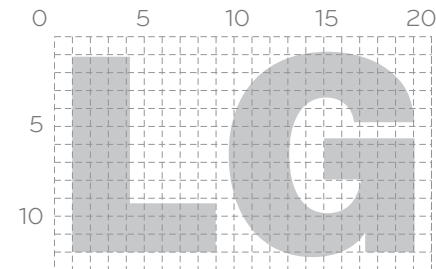
The cap size should be no smaller than 2mm.

Note: Always reproduce the logo from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign any logo artwork.

Logotype



Grid



Minimum Size

LG] 2mm

Basic Brand Logo Elements

Brand Logo

Our logo is the fundamental visual expression used to identify LG. It expresses the quality and sophistication that is the hallmark of our products. It is simple, modern and distinctive. Consistent and proper usage of the logo is absolutely essential. The logo is symbolic of our steadfast reputation for excellence; therefore, any variation of the logo diminishes the visual identity of LG Electronics and its products.

We have two versions of our logo:
Corporate Logo and 3D Logo.

The updated 3D Logo retains the heritage and equity of the Corporate Logo, while aligning with our new positioning. It was redrawn to strengthen the visual impact of our symbol and help communicate our attributes. We will implement this revised logo on most consumer-facing communications.

Note: Always reproduce the logo from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign any logo artwork.

Please refer to the Corporate LG Guidelines for in-depth usage information and specifications regarding the Corporate Logo.

Corporate Logo

For use on items such as primary building signage, products, corporate stationery and identity material (business cards, stationery, office templates, ID badges), forms, warranties, contracts and technical literature.



3D Logo

For use on items such as advertising, promotional literature, POP communications, product brochures, manuals, spec sheets, packaging, trade show exhibits and shopping bags.



Basic Brand Logo Elements

Corporate Logo Application Examples

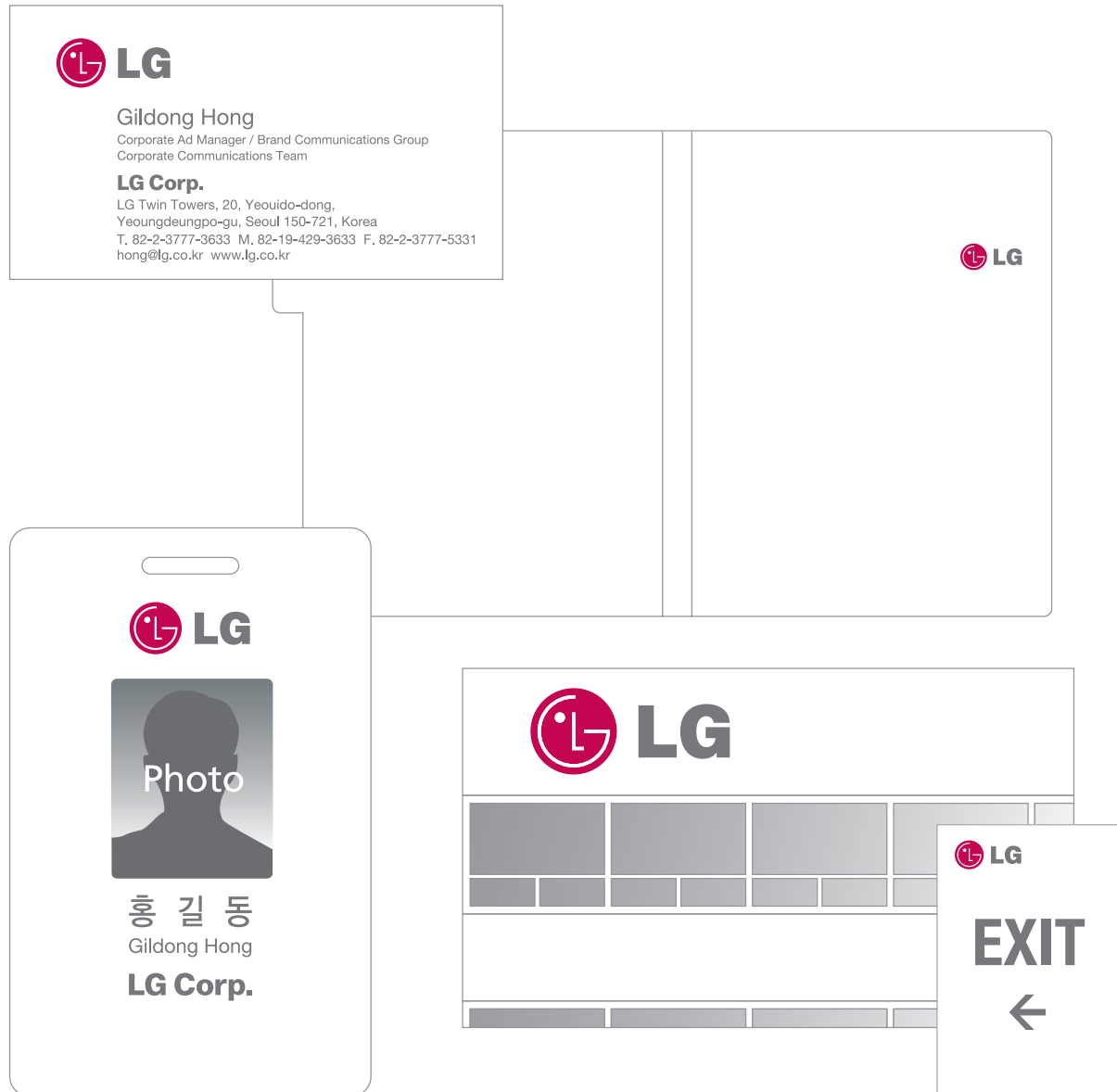
The Corporate Logo is for usage on internal corporate applications and on small, one- or two-color consumer-facing applications, where gradations are not possible, such as stamps, engravings, glass decals and embroidery.

The following examples are appropriate for the LG Corporate Logo:

- Internal corporate communications (non-customer-visible).
- Stationery (business card, letterhead, envelope)
- Office templates (fax, memo)
- Awards
- ID badges
- Corporate signage

Note: The schematic examples illustrated on this page are for demonstration purposes only.

Please refer to the Corporate LG Guidelines for in-depth usage information and specifications regarding the LG Corporate Logo.



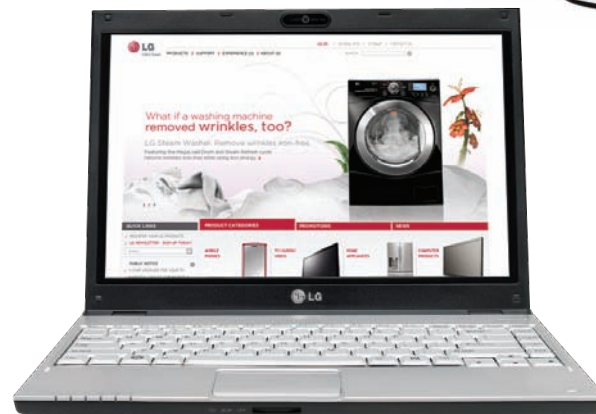
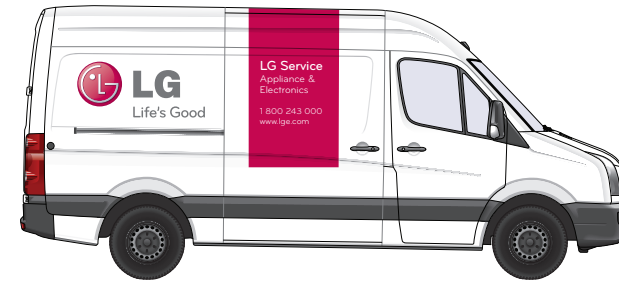
Basic Brand Logo Elements

3D Logo - Application Examples

The 3D Logo has been designed for usage on all external and customer-facing materials. The following examples are appropriate for the 3D Logo:

- Advertising (print, Web and broadcast)
- Websites and microsites
- Product brochures, manuals and spec sheets
- Packaging
- Retail signage and POP communications
- Service vehicles
- Shopping bags

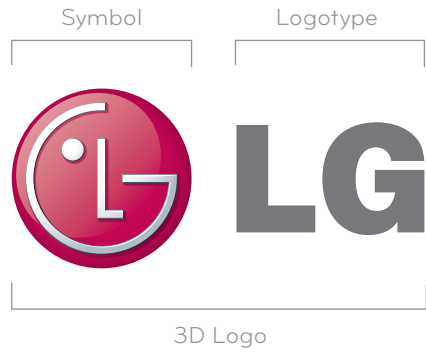
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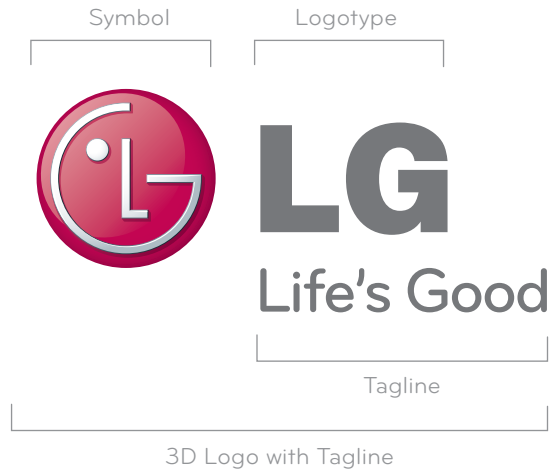
Basic Brand Logo Elements

3D Logo - Versions

3D Logo:



3D Logo with Tagline:



3D Vertical Logo:



Note: A vertical 3D Logo with Tagline does not exist.

Basic Brand Logo Elements

3D Logo - Clear Space

The 3D Logo is one of LG Electronics' most precious assets. Always position it for maximum impact and give it plenty of room to "breathe" to ensure its impact and legibility.

Clear Space

A minimum amount of clear space must always surround all versions of the logo. Clear space must equal $\frac{1}{3}$ the width of the symbol.

Maintaining proper clear space protects the visual identity from competing graphic elements such as text, photography or background patterns that may otherwise divert attention from the logo.

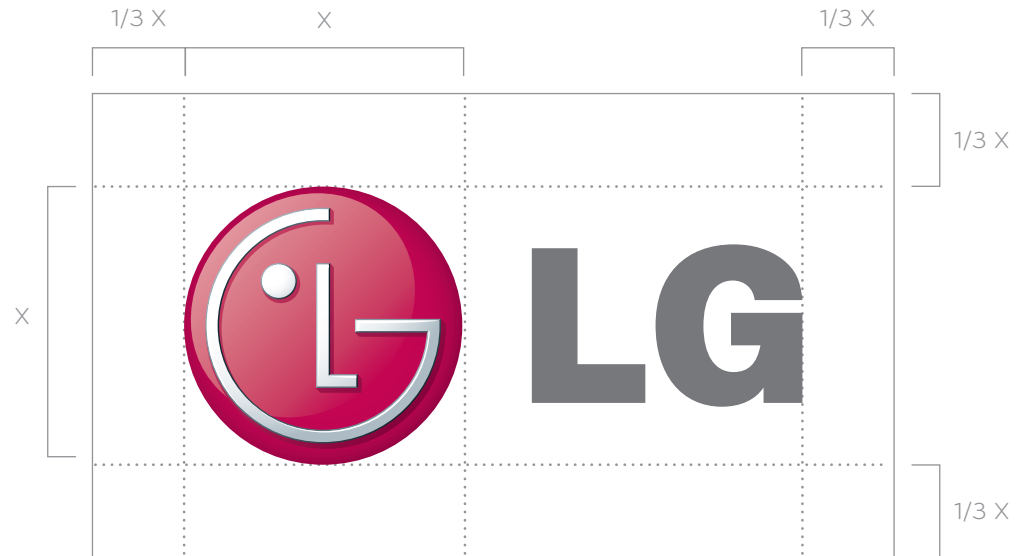
Clear space exceptions may be based on specific application requirements (e.g., signage). These exceptions are noted.

Minimum Size

A logo that is too small has little or no impact. The 3D Logo should never appear smaller than 7mm in height.

Note: Always reproduce the logo from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign any logo artwork.

Clear Space



Note: "X" is equal to the height of the symbol.

Minimum Size



Basic Brand Logo Elements

3D Logo - Color Use

The 3D Logo may be reproduced in the color variations shown on this page, depending on the type of communication, the contrast with surrounding graphics and type and the number of colors available during production. Color configurations for the logo accommodate most print and digital applications, spot, process color (CMYK), RGB Web-safe, black and full reverse. For file naming and more specifications, see page 1.3.23 of these guidelines.

Full-Color Logo

Full color is the preferred color reproduction for the 3D Logo as it applies to print, Web and broadcast.

One-Color Grayscale Logo

Use the one-color grayscale logo only when the use of color is not available on the application such as in newspaper ads.

Note: Always reproduce the logo from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign any logo artwork.

Do not attempt to change the full-color logo to grayscale.

For Corporate Logo specifications, please refer to the Corporate LG Guidelines.

Full-Color 3D Logo on Light Background



Full-Color 3D Logo on Dark Background



Full-Color 3D Logo on Red Background



One-Color Grayscale Logo on Light Background



Basic Brand Logo Elements

3D Logo - Do Nots

The 3D Logo must be used correctly to ensure that the impact and integrity of our brand is not diluted or compromised. Always reproduce the logo from approved electronic artwork. The examples here illustrate a small range of incorrect uses. Always use good judgment when working with the logo.

Note: Always reproduce the logo from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign any logo artwork.

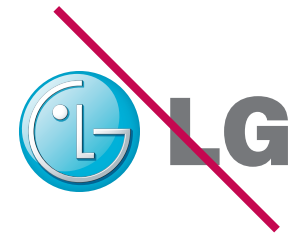
Approval is required from the CMO to translate the tagline from English.



Never alter the size of the LG logotype.



Do not stretch or otherwise alter the size of the 3D Logo elements.



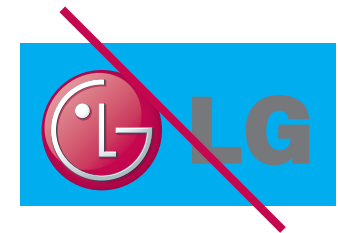
Never change the color of the LG symbol.



Do not rearrange or resize the 3D Logo elements.



Never change the color of the symbol elements.



Never reproduce the 3D Logo on a background without proper contrast.



Do not alter the perspective of the 3D Logo.



Never outline the elements of the LG symbol.



Do not add any additional dimensional elements to the 3D Logo.

Basic Brand Logo Elements

Flat Logo - Color Use

The 3D Logo may be reproduced in the color variations shown on this page, depending on the type of communication, the contrast with surrounding graphics and type and the number of colors available during production. Color configurations for the logo accommodate most print and digital applications, spot, process color (CMYK), RGB Web-safe, black and full reverse.

Full-Color Logo

Full color is the preferred color reproduction for the 3D Logo as it applies to print, Web and broadcast.

One-Color Grayscale Logo

Use the one-color grayscale logo only when the use of color is not available on the application such as in newspaper ads.

Note: Always reproduce the logo from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign any logo artwork.

Do not attempt to change the full-color logo to grayscale.

For Corporate Logo specifications, please refer to the Corporate LG Guidelines.

Full-Color Flat Logo on Light Background



Full-Color Flat Reverse Logo on Dark Background



One-Color Flat Reverse Logo on Red Background



One-Color Flat Black Logo on Light Background



Basic Brand Logo Elements

3D Logo With Tagline

The 3D Logo with Tagline consists of the LG Logo and the tagline "Life's Good" set in LG Gray.

The consistent usage of this logo helps to clearly identify and connect every division and product from LG Electronics across the globe. Whenever possible, the LG Logo should be reproduced in the preferred full-color version.

Tagline Application Usage

Recommended for use on:

- Advertising
- Promotional literature
- POP communications, if space allows (any additional/ unique tagline usage on POPs not covered in the guidelines must be approved by the CMO office.)
- Product brochures, manuals and spec sheets
- Packaging
- Trade show exhibits
- Shopping bags

Not recommended for use on:

- Primary building signage
- Products
- Corporate stationery and identity material (e.g., business cards, stationery, office templates, ID badges)
- Forms, warranties, contracts, technical literature

Note: The tagline may not be used alone; it must always appear locked up with the 3D Logo using the provided artwork. Approved electronic artwork of the 3D Logo is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign the 3D Logo. Approval is required from the CMO to translate the tagline from English. For the separate use of "Life's Good" for any special occasions or events, approval must be provided in advance by the CMO.



Basic Brand Logo Elements

3D Logo With Tagline - Clear Space

Always position the 3D Logo with Tagline for maximum impact and give it plenty of room to "breathe" to ensure its impact and legibility.

Clear Space

A minimum amount of clear space must always surround all versions of the logo. Clear space must equal $\frac{1}{3}$ the width of the symbol. Maintaining proper clear space protects the visual identity from competing graphic elements such as text, photography or background patterns that may otherwise divert attention from the logo.

Minimum Size

A logo that is too small has little or no impact. Minimum logo size is 12.5mm in height.

Note: Approved electronic artwork of the 3D Logo with Tagline is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign the 3D Logo tagline relationship.

Approval is required from the CMO to translate the tagline from English.

Clear Space



Note: "X" is equal to the height of the symbol.

Minimum Size



Basic Brand Logo Elements

3D Logo With Tagline - Color Use

Full-Color Logo

Full color is the primary expression of the logo as it applies to print, Web and broadcast.

The 3D Logo with Tagline may be reproduced in the color variations shown on this page, depending on the type of communication, the contrast with surrounding graphics and type and the number of colors available during production. Color configurations for the logo accommodate most print and digital applications, spot, process color (CMYK), RGB Web-safe, black and full reverse. For file naming and more specifications, see page 1.3.24 of these guidelines.

One-Color Grayscale

Use the one-color grayscale logo only when the use of color is not available on the application such as in newspaper ads.

Note: Always reproduce the logo from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign any logo artwork.

Always reproduce the logo from the approved electronic artwork provided.

Do not attempt to change the full-color logo to grayscale.

Full-Color Logo on Light Background



Full-Color Logo on Dark Background



Full-Color Logo on Red Background



One-Color Grayscale Logo on Light Background



Basic Brand Logo Elements

3D Logo With Tagline - Do Nots

The 3D Logo with Tagline must be used correctly to ensure that the impact and integrity of our brand is not diluted or compromised. Always reproduce the 3D Logo with Tagline from approved electronic artwork. The examples here illustrate a small range of incorrect uses. Always use good judgment when working with the 3D Logo with Tagline.

Note: Always reproduce the 3D Logo with Tagline from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign any logo artwork.



Do not use previous versions of the 3D Logo with Tagline.



Do not alter the size of the tagline.



Never change the color of the tagline.



Do not change the typeface of the tagline.



Do not add any additional words to the tagline.



Do not alter the positioning of the tagline.



Do not add the tagline to subsidiary company lock-up.



Do not change the relationship of the LG logotype or the tagline.



Do not lock up the tagline to the 3D Vertical Logo.

Basic Brand Logo Elements

Flat Logo With Tagline - Color Use

Full-Color Flat Logo

Full color is the primary expression of the logo as it applies to print, Web and broadcast.

The Flat Logo with Tagline may be reproduced in the color variations shown on this page, depending on the type of communication, the contrast with surrounding graphics and type and the number of colors available during production. Color configurations for the logo accommodate most print and digital applications, spot, process color (CMYK), RGB Web-safe, black and full reverse. For file naming and other specifications, see page 1.3.26 of these guidelines.

One-Color Flat Logo

Use the one-color grayscale logo only when the use of color is not available on the application such as in newspaper ads.

Note: Always reproduce the logo from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign any logo artwork.

Do not attempt to change the full-color logo to grayscale.

Full-Color Flat Logo on Light Background



Full-Color Flat Reverse Logo on Dark Background



One-Color Flat Reverse Logo on Red Background



One-Color Flat Black Logo on Light Background



Basic Brand Logo Elements

3D Vertical Logo

For extreme vertical applications—such as a banner or billboard—we have created the 3D Vertical Logo. Use of this logo should be kept to a minimum. Use the 3D Logo or the 3D Logo with Tagline wherever possible.

Note: Always reproduce the 3D logo from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign 3D logo artwork.



LG

Basic Brand Logo Elements

3D Vertical Logo - Clear Space

Always position the 3D Vertical Logo for maximum impact and give it plenty of room to “breathe” to ensure its impact and legibility.

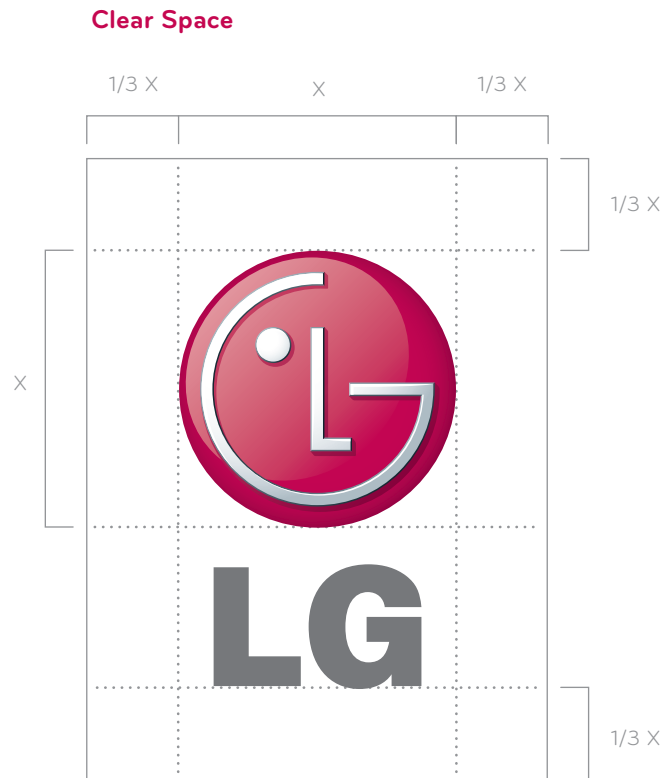
Clear Space

A minimum amount of clear space must always surround all versions of the 3D Vertical Logo. Clear space must equal $\frac{1}{3}$ the width of the symbol.

Minimum Size

A logo that is too small has little or no impact. The 3D Vertical Logo should never appear smaller than 10mm in height.

Note: Approved electronic artwork of the 3D Vertical Logo is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign the 3D Vertical Logo.



Note: “X” is equal to the height of the symbol.

Minimum Size



Basic Brand Logo Elements

3D Vertical Logo - Color Use

Full-Color Vertical Logo

Full color is the primary expression of the 3D Vertical Logo as it applies to print, Web and broadcast.

The 3D Vertical Logo may be reproduced in the color variations shown on this page, depending on the type of communication, the contrast with surrounding graphics and type and the number of colors available during production. Color configurations for the 3D Vertical Logo accommodate most print and digital applications, spot, process color (CMYK), black and full reverse. For file naming and more specifications, see page 1.3.25 of these guidelines

One-Color Grayscale

Use the one-color grayscale vertical logo only when the use of color is not available on applications such as newspaper ads and packaging.

Note: Always reproduce the 3D Vertical Logo from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign any logo artwork.

Do not attempt to change the full-color logo to grayscale.

Full-Color Vertical Logo on Light Background



Full-Color Vertical Logo on Dark Background



Full-Color Vertical Logo on Red Background



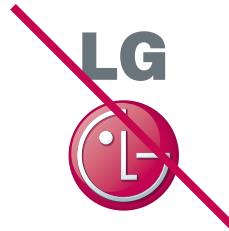
One-Color Grayscale Vertical Logo on Light Background



Basic Brand Logo Elements

3D Vertical Logo - Do Nots

The 3D Vertical Logo must be used correctly to ensure that the impact and integrity of our brand is not diluted or compromised. Always reproduce the logo from approved electronic artwork. The examples here illustrate a small range of incorrect uses. Always use good judgment when working with the 3D Vertical Logo.



Do not rearrange or resize the logo elements.



Do not stretch or otherwise alter the size of the 3D Vertical Logo elements.



Never change the color of the LG symbol.



Do not change the typeface of the tagline.



Do not add a subsidiary company lock-up.



Do not lock up the tagline to the 3D Vertical Logo.



Do not change the spacing or alignments of the elements.



Do not alter the color of the logotype.



Do not alter the orientation of the elements.

Basic Brand Logo Elements

Flat Vertical Logo - Color Use

Full-Color Vertical Logo

Full color is the primary expression of the 3D Vertical Logo, as it applies to print, Web and broadcast.

The Flat Vertical Logo may be reproduced in the color variations shown on this page, depending on the type of communication, the contrast with surrounding graphics and type and the number of colors available during production. Color configurations for the 3D Vertical Logo accommodate most print and digital applications, spot, process color (CMYK), black and full reverse. For file naming and more specifications, see page 1.3.26 of these guidelines

One-Color Grayscale

Use the one-color grayscale vertical logo only when the use of color is not available on applications such as newspaper ads and packaging.

Note: Always reproduce 3D Vertical Logo from the approved electronic artwork provided. Approved electronic artwork is available for download from <http://brand.lge.com>. Do not attempt to retype, recreate or redesign any logo artwork.

Do not attempt to change the full-color logo to grayscale.

Full-Color Flat Vertical Logo on Light Background



Full-Color Flat Vertical Logo Reverse on Dark Background



One-Color Flat Vertical Reverse Logo on Red Background



One-Color Flat Black Vertical Logo on Light Background



Basic Brand Logo Elements

Logo File Naming

Identifier

The "LG" prefix distinguishes LG artwork from non-LG files.

Color

There are six color versions of the logo:

- c= Full-color spot (for use on spot color printing)
- 4c= Four-color process (for use on four-color printing)
- gs= Grayscale (for use on black-and-white printing)
- rgb= Web-safe (for use on Web or digital applications)
- k= Black
- r= LG Red
- rev= Reversed (white)

Format

There are two format versions of the logo:

- hor= Horizontal
- vert= Vertical

Tagline

tag= Logo includes the tagline "Life's Good"








File extension

- .eps= Vector file, for use in print applications
- .jpg= RGB, for use on screen or in office applications such as Microsoft Word® or PowerPoint®; small size at 150 dpi



Basic Brand Logo Elements

3D Logo Specifications (File Names, Printing Specifications)








logo	File Name	Color	Usage and Application
Spot Color 	LG_c_hor.eps	LG Red (PMS 207) LG Gray (PMS 431) PMS 433	Spot-color applications primarily for print
4-Color Process 	LG_4c_hor.eps	CMYK	Process-color applications
RGB Web-safe 	LG_RGB_hor.eps	RGB	For use on RGB web or digital applications
Spot Color 	LG_4c_hor.eps	LG Red (PMS 207) PMS 433 White	Spot-color applications with black or dark backgrounds
4-Color Process 	LG_4c_hor_rev.eps	CMYK	Process-color applications with black or dark backgrounds
RGB Web-safe 	LG_RGB_hor_rev.eps	RGB	For use on RGB web or digital applications with black or dark backgrounds
One-Color Grayscale 	LG_gs_hor.eps	Black Grayscale	One-, two- and three-color applications such as Word stationery templates and newsprint

Logo files are available for download at <http://brand.lge.com>.

The colors shown here and throughout this manual have not been evaluated by PANTONE®, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Basic Brand Logo Elements

3D Logo With Tagline Specifications (File Names, Printing Specifications)

logo	File Name	Color	Usage and Application
Spot Color 	LG_c_hor_tag.eps	LG Red (PMS 207) LG Gray (PMS 431) PMS 433	Spot-color applications primarily for print
4-Color Process 	LG_4c_hor_tag.eps	CMYK	Process-color applications
RGB Web-safe 	LG_RGB_hor_tag.eps	RGB	For use on RGB Web or digital applications
Spot Color 	LG_c_hor_tag_rev.eps	LG Red (PMS 207) PMS 433 White	Spot-color applications with black or dark backgrounds
4-Color Process 	LG_4c_hor_tag_rev.eps	CMYK	Process-color applications with black or dark backgrounds
RGB Web-safe 	LG_RGB_hor_tag_rev.eps	RGB	For use on RGB Web or digital applications with black or dark backgrounds
One-Color Grayscale 	LG_gs_hor_tag.eps	Black Grayscale	One-, two- and three-color applications such as Word stationery templates and newsprint

Logo files are available for download at <http://brand.lge.com>.

The colors shown here and throughout this manual have not been evaluated by PANTONE®, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Basic Brand Logo Elements

3D Vertical Logo Specifications (File Names, Printing Specifications)

logo	File Name	Color	Usage and Application
Spot Color 	LG_c_vert.eps	LG Red (PMS 207) LG Gray (PMS 431) PMS 433	Spot-color applications primarily for print
4-Color Process 	LG_4c_vert.eps	CMYK	Process-color applications
Spot Color 	LG_c_vert_rev.eps	LG Red (PMS 207) PMS 433 White	Spot-color applications with black or dark backgrounds
4-Color Process 	LG_4c_vert_rev.eps	CMYK	Process-color applications with black or dark backgrounds
One-Color Grayscale 	LG_gs_vert.eps	Black Grayscale	One-, two- and three-color applications such as Word stationery templates and newsprint

Logo files are available for download at <http://brand.lge.com>.

The colors shown here and throughout this manual have not been evaluated by PANTONE®, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Basic Brand Logo Elements

Flat Logo Specifications (File Names, Printing Specifications)

logo	File Name	Color	Usage and Application
Spot Color 	LG_c_flat_hor_tag.eps	LG Red (PMS 207) LG Gray (PMS 431)	Spot-color applications primarily for print
Spot Color 	LG_c_flat_hor_tag_rev.eps	LG Red (PMS 207) White	Spot-color applications with black or dark backgrounds
White 	LG_w_flat_hor_tag.eps	White	Process-color applications with black or dark backgrounds
One-Color Black 	LG_k_flat_hor_tag.eps	Black	One-, two- and three-color applications such as Word stationery templates and newsprint

For CMYK breakdown or any other specifications please refer to Corporate Guidelines.

Logo files are available for download at <http://brand.lge.com>.

The colors shown here and throughout this manual have not been evaluated by PANTONE®, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Basic Brand Logo Elements

Color Palette

Primary Palette

The primary color palette consists of three colors: LG Red, LG Gray and white. LG Red is the primary expression for LG audiences. It highlights our uniqueness in a category that is dominated by the color blue.

LG Gray should be used predominantly for typography and other supporting graphic elements.

White should be used predominantly as the background of applications.

Secondary Palette

Additional secondary colors are available for use on supporting graphics, charts and graphs in collateral and PowerPoint® presentations. Secondary colors should be used sparingly so as not to diminish our brand color, LG Red.

For process-color printing, use the CMYK values as a beginning reference. Print vendors may have their own values and formulas for matching PANTONE® colors in process color, but the goal should always be to match the PANTONE standard of the LG colors. The PANTONE and CMYK values provided may be used when printing on either coated or uncoated paper. Variations in color may occur, but try to match the LG colors as closely as possible. For on-screen applications, refer to the specified RGB video values. For Web applications, refer to the RGB Web/hex values.

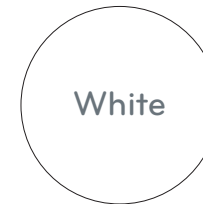
Primary Palette



Spot: PANTONE 207
Process: C:0 M:100 Y:40 K:20
RGB video: R:177 G:0 B:67
RGB Web: R:197 G:0 B:61
Web hex: #D80546



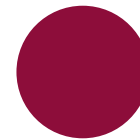
Spot: PANTONE 431
Process: C:11 M:1 Y:0 K:64
RGB video: R:135 G:143 B:151
RGB Web: R:89 G:89 B:89
Web hex: #5D5C5C



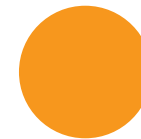
Secondary Palette



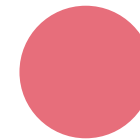
PANTONE
1935



PANTONE
216



PANTONE
144



PANTONE
702



PANTONE
Warm Gray 1



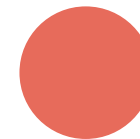
PANTONE
207



PANTONE
511



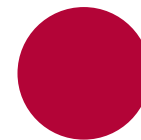
PANTONE
7413



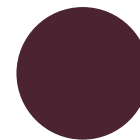
PANTONE
7418



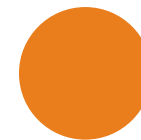
PANTONE
Warm Gray 2



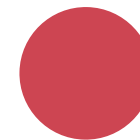
PANTONE
201



PANTONE
5185



PANTONE
1595



PANTONE
703



PANTONE
Warm Gray 3

The colors shown here and throughout this manual have not been evaluated by PANTONE®, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Basic Brand Logo Elements

Typography - Typeface

Typography is a key element used to communicate a unified personality for LG. We have selected a type family that gives LG a unique typographic voice: Bryant LG. This is our main typeface and should be used in all printed and sign communications materials. The Bryant LG typeface is a modern, rounded, sans serif font that excels in a broad range of usage in applications from signage to text.

Note: Contact the local or regional team to provide font access, or download from <http://brand.lge.com> as well as from <http://www.fontsite.com/fonts/BryantLG>.

Please do not use the Bryant Alternative font. Make sure the lowercase a, u and n appear as demonstrated.

BryantLG Light
BryantLG Regular
BryantLG Medium
BryantLG Bold

abcdefghijklmnopqrstuvwxyz12345

67890ABCDEFGHIJKLMNQRST

VWXYZ! "#\$%&'()*+,-./:;<=>?@[\\]^

_`{|}~ÄÅÇÉÑÖÜÂÊÁËËÎ ÏÓÔÒÚÛÙ

ÀÃÕÖEáàâãäåçéèêëì î ïñóòôõóúùûu

†°£\$•¶ß®©™™“”ÆØ¥πªºæø¿¡¢£¥¦§¨©ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿

oe"'''◊ÿÿ/ Đ<>fi fl ‡,,,‰

Basic Brand Logo Elements

Typography - Format And Style

The examples below illustrate how the LG font may be used to express the LG personality attributes.

Refreshing

LG offers the perfect harmony of stylish design and smart technology in products that fit your life.

Sophisticated

EXPERIENCE
DESIGN
FLAT SCREEN
PERFECT HARMONY

Playful

**Smile,
Life's Good**

Basic Brand Logo Elements

Typography - Format And Style

The format and style of headlines, body wrap and other text should follow these simple guidelines.

Recommended

Initial Caps, normal letter spacing, flush left, ragged right

Please check with these authorized dealers for their special offers on LG products. In addition, not all LG dealers carry all LG models, so be sure to call the location of your choice to make sure they carry the specific LG model you are interested in.

Not recommended. The following examples of typography formats hinder legibility.

Flush right

Please check with these authorized dealers for their special offers on LG products. In addition, not all LG dealers carry all LG models, so be sure to call the location of your choice to make sure they carry the specific LG model you are interested in.

Centered

Please check with these authorized dealers for their special offers on LG products.

Justified

Please check with these authorized dealers for their special offers on LG products. In addition, not all LG dealers carry all LG models, so be sure to call the location of your choice to make sure they carry the specific LG model you are interested in.

All uppercase sentences

PLEASE CHECK WITH THESE AUTHORIZED DEALERS FOR THEIR SPECIAL OFFERS ON LG PRODUCTS. IN ADDITION, NOT ALL LG DEALERS CARRY ALL LG MODELS, SO BE SURE TO CALL THE LOCATION OF YOUR CHOICE TO MAKE SURE THEY CARRY THE SPECIFIC LG MODEL YOU ARE INTERESTED IN.

Leading too open

Please check with these authorized dealers for their special offers on LG products. In addition, not all LG dealers carry all LG models, so be sure to call the location of your choice to make sure they carry the specific LG model you are interested in.

Leading too tight

Please check with these authorized dealers for their special offers on LG products. In addition, not all LG dealers carry all LG models, so be sure to call the location of your choice to make sure they carry the specific LG model you are interested in.

Letter spacing too open

Please check with these authorized dealers for their special offers on LG products. In addition, not all LG dealers carry all LG models, so be sure to call the location of your choice to make sure they carry the specific LG model you are interested in.

Letter spacing too tight

Please check with these authorized dealers for their special offers on LG products. In addition, not all LG dealers carry all LG models, so be sure to call the location of your choice to make sure they carry the specific LG model you are interested in.

Basic Brand Logo Elements

Typography - Non-Roman Alphabet Fonts

This page illustrates non-Roman alphabet fonts that have been selected to match the overall look and feel of the Roman alphabet BryantLG Font.

Chinese

Traditional - MYuen - B5

蒙納中文字體

明月幾時有？把酒問青天。
不知天上宮闕，今夕是何年。
壹貳叁肆伍陸柒捌玖拾

Simplified - MYuen - GB

蒙纳中文字体

明月几时有？把酒问青天。
不知天上宫阙，今夕是何年。
一 二 三 四 五 六 七 八 九 十

Cyrillic

GraphicusDTCyr

абсдефг

нийклмнорцрстухчшщэ
АБГДЕЖЗИЙКЛМОНПРСТУ
ФХЧШЩЭЮЯ1234567890

Hindi

Mangal

हन्दि

कखगघचछजझटठडढणतथदधनप
फबभमयरलवशषसहळक्षज्ञ
अआइईउऊएऐओ १२३४५६७८९

Note: Purchasing licenses for these fonts are the responsibility of the local market in which they are intended to be used.

Brand Communication Elements:

1.4 Basic Corporate Applications

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Basic Corporate Applications

Business Card

The business card is vital in communicating the LG brand, as well as in relaying contact information to clients or companies. The official LG business card is printed in Korean on the front, with English printed on the back. These guidelines ensure a consistent brand image throughout LG, including subsidiary companies. When reproducing the business card, adhere to the stated color and size restrictions.

Specifications

Size: 90 X 50mm

Color: LG Red Pantone 207C,
LG Gray Pantone 431C

Paper: Vent Nuveau, Snow White 209g
(or similar type of paper and weight)

Print: UV printing (no residue)

Korean

Dept: Yoon Gothic 130 7pt, Tracking -50,
Horizontal 85%

Name: Yoon Gothic 130 13pt, Tracking 980,
Horizontal 85%

Address: Yoon Gothic 130 7.5pt, Helvetica Neue
Roman 7.5pt, Tracking -50, Horizontal 85%

English

Dept: Helvetica Neue Roman 6.5pt

Name: Helvetica Neue Roman 11.5pt

Address: Helvetica Neue Roman 7pt

Note: Overseas branch non-Latin alphabets may follow the Korean guidelines.
All measurements are in millimeters. Scale: 85%

Minimum: Symbol size 7.5mm, Korean name 13pt,
English name 11.5pt



Maximum: Symbol size 9mm, Korean name 15pt,
English name 12.5pt



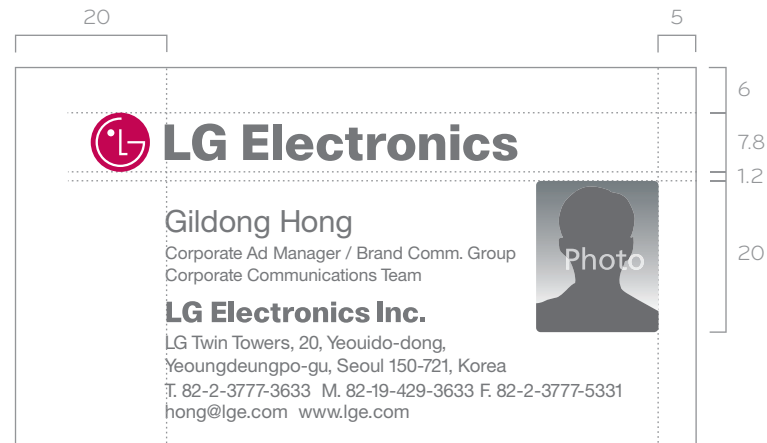
Basic Corporate Applications

Business Card - With Photograph

The business card is vital in communicating the LG brand, as well as in relaying contact information to clients or companies. This version includes a photograph of the individual whom the business card represents. This version is not standard but may be used in exceptional cases. The position of the brand or campaign slogan and image may not be altered. When reproducing, adhere to the stated color and size restrictions.

Note: All measurements are in millimeters.
Illustrations are shown at 100%.

With Photograph



Note: Adjust English Corporate Logo according to page 1.4.1.

Basic Corporate Applications

Letterhead

Letterhead is a vital print medium for conveying a consistent LG image.

Specifications

Size: 210 x 297 mm

Korean

Address: Yoon Gothic 120 8pt,
Tracking -50, Horizontal 85%

Number/English: Helvetica Neue Roman 7.5pt

Color: Pantone 207C, Pantone 431C

Paper: Van Nuveau, Snow White 105g
(or similar type of paper and weight)

Print: Offset Printing

English

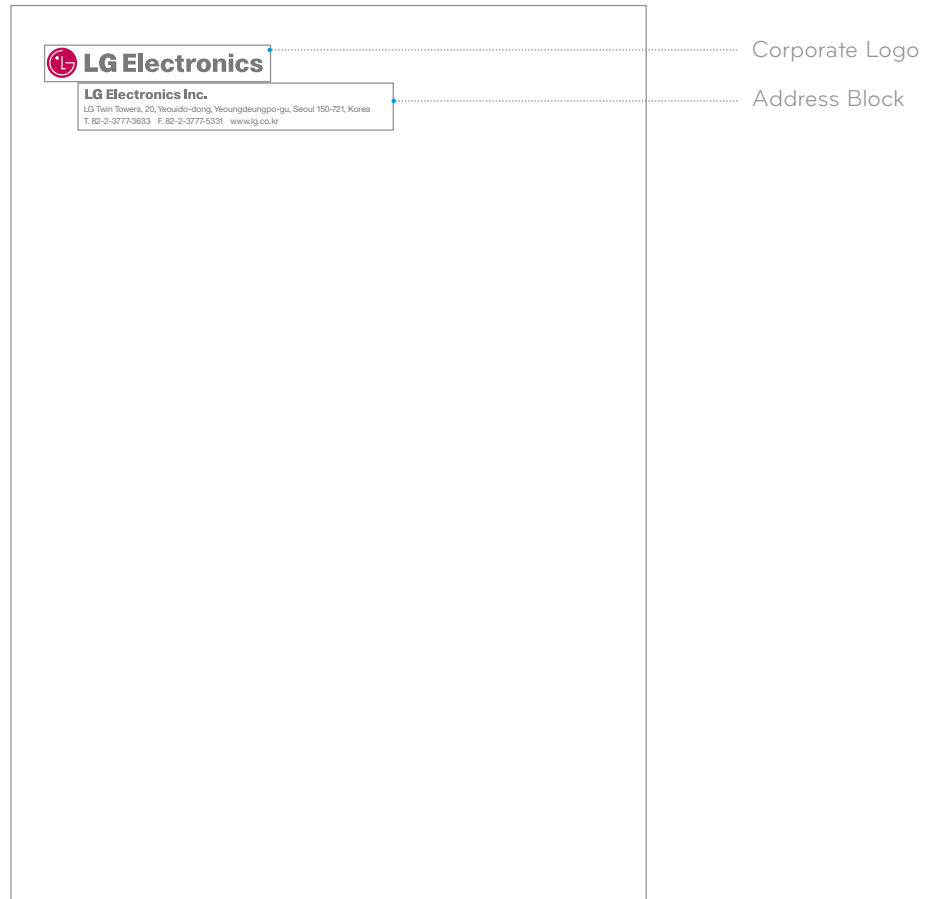
Address: Helvetica Neue Roman 8pt

Color: Pantone 207C, Pantone 431C

Paper: Van Nuveau, Snow White 105g
(or similar type of paper and weight)

Print: Offset Printing

Note: All measurements are in millimeters.
Illustrations are shown at 40%.



Basic Corporate Applications

Letterhead

Korean



English

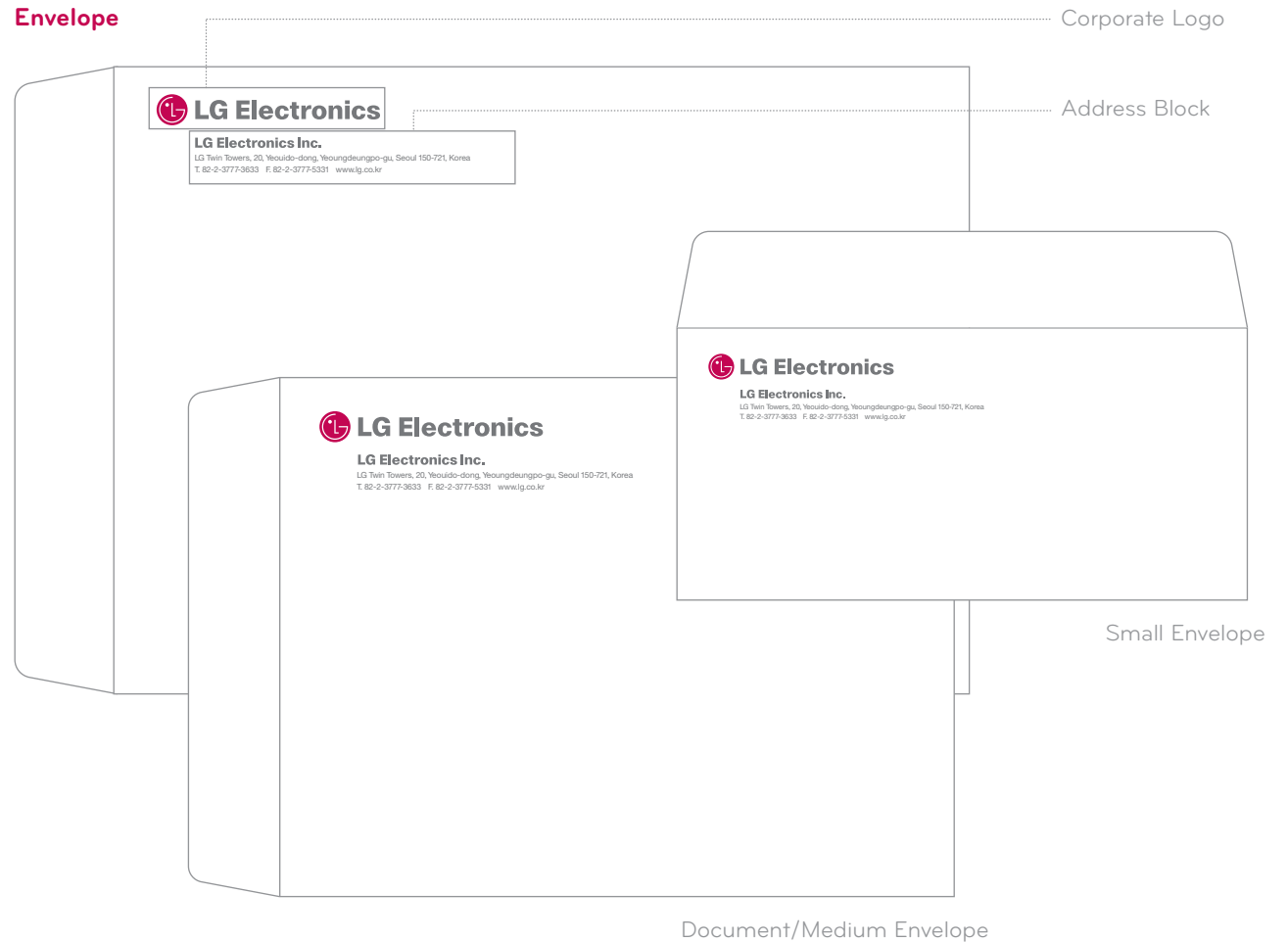


Note: All measurements are in millimeters. Illustrations are shown at 100%.

Basic Corporate Applications

Envelope

Along with letterhead, envelopes are a vital communication tool. The envelopes display the basic Corporate Logo and include an address block with the company name. Three envelope sizes are available for various uses. When reproducing, adhere to the stated size, color, materials and printing method guidelines.



Note: Illustrations are shown at 35%.

Basic Corporate Applications

Envelope

Specifications

Korean

Size: Document 330 X 242 mm,
Medium 260 X 200mm

Address: Yoon Gothic 120 9pt,
Tracking -50, Horizontal 85%

Number/English: Helvetica Neue Roman 9pt

Color: Pantone 207C, Pantone 431C

Paper: Vent Nuveau, Snow White 105g
(or similar type of paper and weight)

Print: Offset Printing

Size: Document 330 X 242 mm,
Medium 260 X 200mm

Address: Yoon Gothic 120 8pt, Tracking -50,
Horizontal 85%

Number/English: Helvetica Neue Roman 8pt

Color: Pantone 207C, Pantone 431C

Paper: Vent Nuveau, Snow White 105g
(or similar type of paper and weight)

Print: Offset Printing

English

Size: Document 330 X 242 mm,
Medium 260 X 200mm

Address: Helvetica Neue Roman 9pt

Color: Pantone 207C, Pantone 431C

Paper: Vent Nuveau, Snow White 150g
(or similar type of paper and weight)

Print: Offset Printing

Size: Small 220 X 105 mm

Address: Helvetica Neue Roman 8pt

Color: Pantone 207C, Pantone 431C

Paper: Vent Nuveau, Snow White 150g
(or similar type of paper and weight)

Print: Offset Printing

Korean

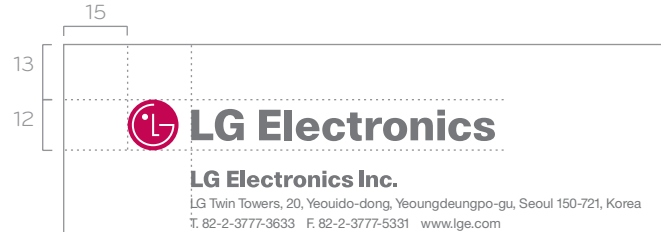
Document/Medium Envelope



Small Envelope



English



Note: Overseas branch non-Latin alphabets may follow the Korean guidelines.
All measurements are in millimeters. Illustrations are shown at 50%.

Basic Corporate Applications

Fax Cover

The facsimile cover sheet is an effective method of communication and important in conveying the LG image. Two versions are provided: the Corporate Logo alone and the symbol with the company name and address. Due to the nature of the medium, the cover sheet is single color. When reproducing, adhere to the stated size, color, materials and printing method guidelines.

Specifications

Size: 210 x 297 mm

The diagram shows a fax cover sheet for LG Electronics. At the top left is the LG logo, which is a circle containing the letters 'L' and 'G'. To its right is the text 'LG Electronics'. Below this is a box containing the company name 'LG Electronics Inc.' and its address: 'LG Twin Towers, 231 Yeouido-dong, Yeongdeungpo-gu, Seoul 150-721, Korea', along with phone numbers 'T. 82-2-3777-9833' and 'F. 82-2-3777-5331', and the website 'www.lg.co.kr'. Below the address block is the word 'Facsimile'. The form includes fields for 'To :', 'Tel :', 'From :', 'Tel :', 'Date :', 'Page :', 'Subject :', and 'Message :'. Two labels with dotted lines point to the top-left logo and the address block, identifying them as 'Corporate Logo' and 'Address Block' respectively.

Note: Illustrations are shown at 40%.

Basic Corporate Applications Fax Cover

Specifications

Size: 210 x 297 mm

Korean

Address: Yoon Gothic 120 8pt,
Tracking -50, Horizontal 85%

Number/English: Helvetica Neue Roman 8pt

Paper: Marshmallow 105g (Samwon Paper)
or Hansol White 100g (or similar type of paper
and weight)

Print: Offset Printing or Computer Printing

English

Address: Helvetica Neue Roman 8pt

Paper: Marshmallow 105g (Samwon Paper)
or Hansol White 100g (or similar type of paper
and weight)

Print: Offset Printing or Computer Printing

Korean

The diagram shows a rectangular fax cover with dimensions 15 mm (width) and 10 mm (height) for the top-left corner. The layout includes the LG Electronics logo and Korean text: "LG전자", "LG전자(주)", "150-721 서울특별시 영등포구 여의도동 20 LG트윈타워", "T: 02-2-3777-3033 F: 02-2-3777-5331 www.lge.com". Below this is the word "Facsimile" and a series of horizontal lines for "To:", "From:", "Date:", "Subject:", and "Message:". There are also two columns of lines for "Tel:" and "Page:".

English

The diagram shows a rectangular fax cover with dimensions 15 mm (width) and 10 mm (height) for the top-left corner. The layout includes the LG Electronics logo and English text: "LG Electronics Inc.", "LG Twin Towers, 20, Yeouido-dong, Yeongdeungpo-gu, Seoul 150-721, Korea", "T: 82-2-3777-3033 F: 82-2-3777-5331 www.lge.com". Below this is the word "Facsimile" and a series of horizontal lines for "To:", "From:", "Date:", "Subject:", and "Message:". There are also two columns of lines for "Tel:" and "Page:".

Note: Overseas branch non-Latin alphabets may follow the Korean guidelines. All measurements are in millimeters. Illustrations are shown at 25%.

Basic Corporate Applications PowerPoint Template

PowerPoint templates are available with different background color options. The white background template should be used for printed documents; color background should be used for on-screen presentations.

Note: A PowerPoint template is available for download at <http://brand.lge.com>.

Section Divider Page

Item number 1	Page 1
Item number 2	Page 2
Item number 3	Page 3
Item number 4	Page 4
Item number 5	Page 5
Item number 6	Page 6

Insert Presentation Title

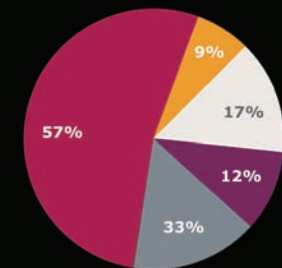
Location
Presenter's Name
Date



Slide Title: Subtitle

This is an example of an introductory paragraph that accompanies the line chart illustrated below.

- Mobile Communications
- Digital Media
- Digital Display
- Cooking/Cleaning
- Digital Appliance



Name of Presentation 12

Basic Corporate Applications

ID Card

The ID card helps to identify employees, boost moral and assist in customer communication. The front of the ID card includes a photo of the employee, the corporate logo and graphic motif; the back contains general information regarding the card. When reproducing, adhere to the stated size, color, materials and printing method guidelines.

Specifications

Size: 54 X 85 mm

Name (Korean): Yoon Gothic 130 15pt,
Tracking 500, Horizontal 85%

Name (English): Helvetica Neue Roman, 8.5pt

Address: Helvetica Neue Roman, 7pt

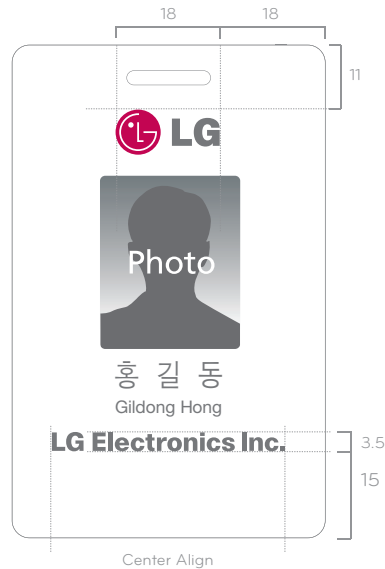
Material: PVC or Art 300g offset printing
with clear vinyl laminate finish

Color: Pantone 207C, Pantone 431C,
Pantone 430C, Gradient (Pantone 431C),
Light Gray Background (Black 20%)

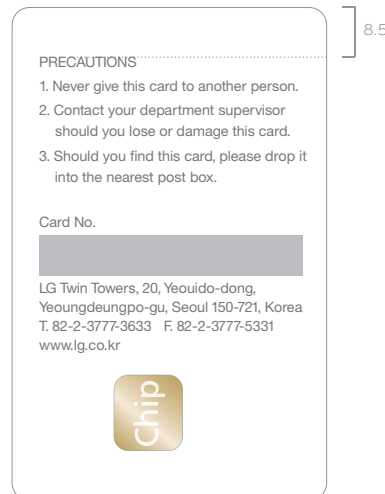
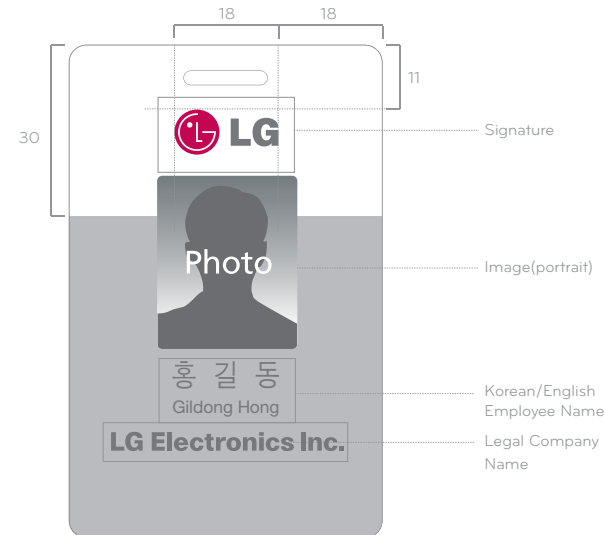
Print: Offset Printing

Note: Overseas branch non-Latin alphabets may follow the Korean guidelines. All measurements are in millimeters. Illustrations are shown at 75%.

Type A



Type B



Basic Corporate Applications

ID Card

Specifications

English name: (First name/Last name in order) Use either the given name or nickname
Helvetica Neue Roman, 14pt

Non-English name: Helvetica Neue Roman, 8.5pt
Basic: First name/Last name in 2 lines
Exceptional: First name/Middle initial(s)/
Last name in 2 lines

Partner company: When applying a subsidiary company name, follow the clear space rule.
Yoon Gothic 130 11pt, Tracking -50, Horizontal 85%

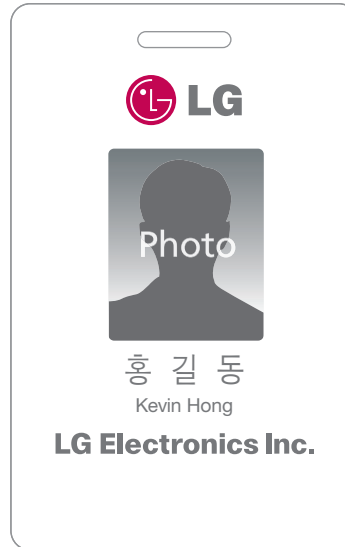
Size: 54 X 85 mm

Material: PVC or Art 300g offset printing with clear vinyl laminate finish

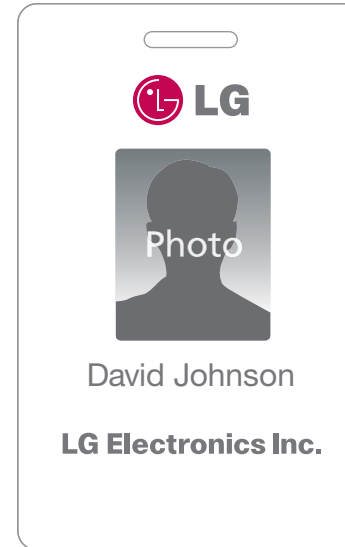
Print: Offset Printing

Color: Pantone 207C, Pantone 431C, Pantone 430C
Gradient (Pantone 431C), Light Gray Background (Black 20%)

Korean/English Name



English Name



Non-English Name



Note: Overseas branch non-Latin alphabets may follow the Korean guidelines. Illustrations are shown at 85%.

Basic Corporate Applications

ID Card - Horizontal

The ID card helps to identify employees, boost moral and assist in customer communication. The horizontal ID card is larger than the basic ID card to help employees recognize each other. The front includes a photo of the employee, the corporate logo and graphic motif; the back contains general information regarding the card. When reproducing, adhere to the stated size, color, materials and printing method guidelines.

Specifications

Size: 95 X 64 mm

Name (Korean): Yoon Gothic 130 25pt,
Tracking 500, Horizontal 85%

Name (English): Helvetica Neue Roman, 15pt

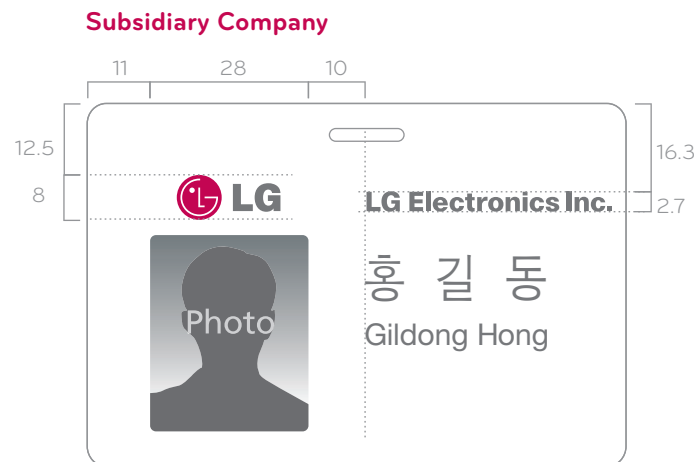
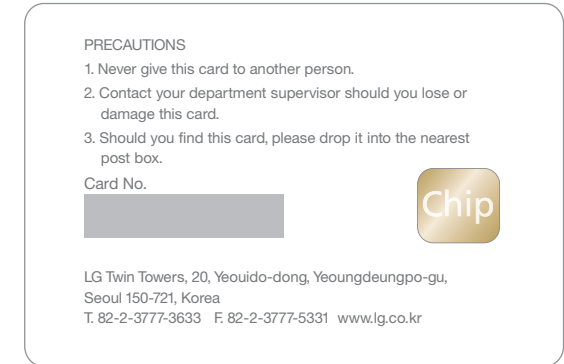
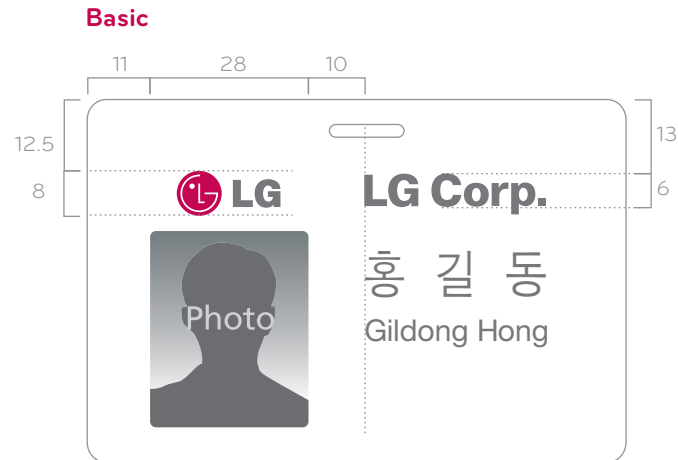
Address: Helvetica Neue Roman, 7.5pt

Material: PVC or Art 300g offset printing
with clear vinyl laminate finish

Color: Pantone 207C, Pantone 431C,
Pantone 430C, Gradient (Pantone 431C),
Light Gray Background (Black 20%)

Print: Offset Printing

Note: All measurements are in millimeters.
Illustrations are shown at 85%.



Note: Overseas branch non-Latin alphabets may follow the Korean guidelines.

Basic Corporate Applications

Visitor Card

The visitor card identifies individuals visiting the LG offices. To ensure the LG image is conveyed correctly, adhere to the stated guidelines and download all relevant data from the Brand Net.

Specifications

Size: 54 X 85 mm

Visit: Helvetica Neue Condensed Bold, 42pt

Number: Helvetica Neue Bold Condensed, 20pt

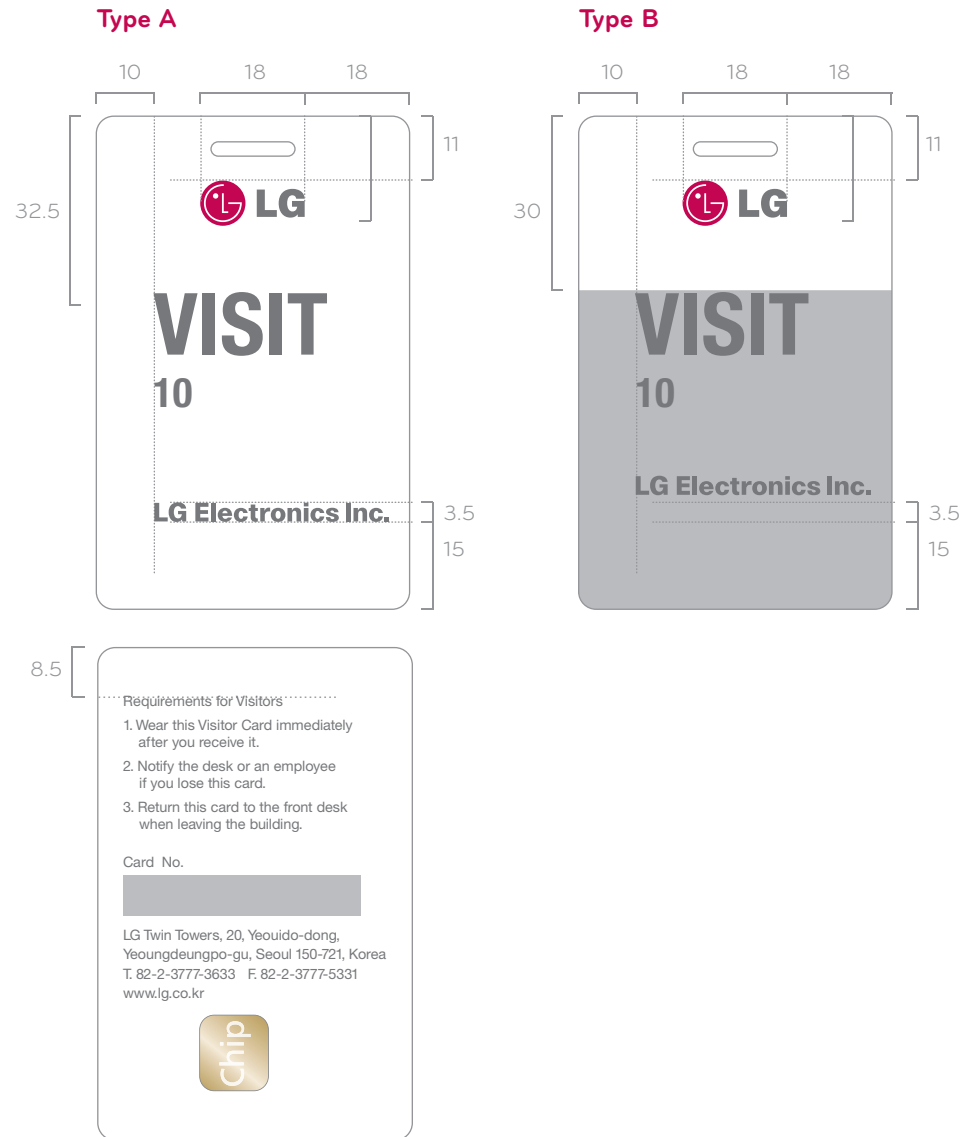
Address: Helvetica Neue Roman, 7pt

Material: PVC or Art 300g offset printing with clear vinyl laminate finish

Color: Pantone 207C, Pantone 431C, Pantone 430C, Gradient (Pantone 431C), Light Gray Background (Black 20%)

Print: Offset Printing

Note: All measurements are in millimeters. Illustrations are shown at 85%.



Note: Overseas branch non-Latin alphabets may follow the Korean guidelines.

Basic Corporate Applications

Award

The award folder must convey quality and reliability, as the award is given to distinguished individuals for their achievements and should express the gratitude of LG in a proper way. To ensure the LG image is conveyed correctly, adhere to the stated guidelines for similar applications.

Specifications

Cover

Size: 220 X 310 mm

Print: LG mark - silver foil paper

Material: Artificial suede or leather

Interior

Size: 210 X 297 mm

Color: LG Red Pantone 207C,
LG Gray Pantone 431C

Text Color: Pantone Cool Gray 10C

Print: Offset Printing

Material: Artificial suede or leather

Reproduction: Gold foil

Title: Helvetica Neue Bold, 34pt

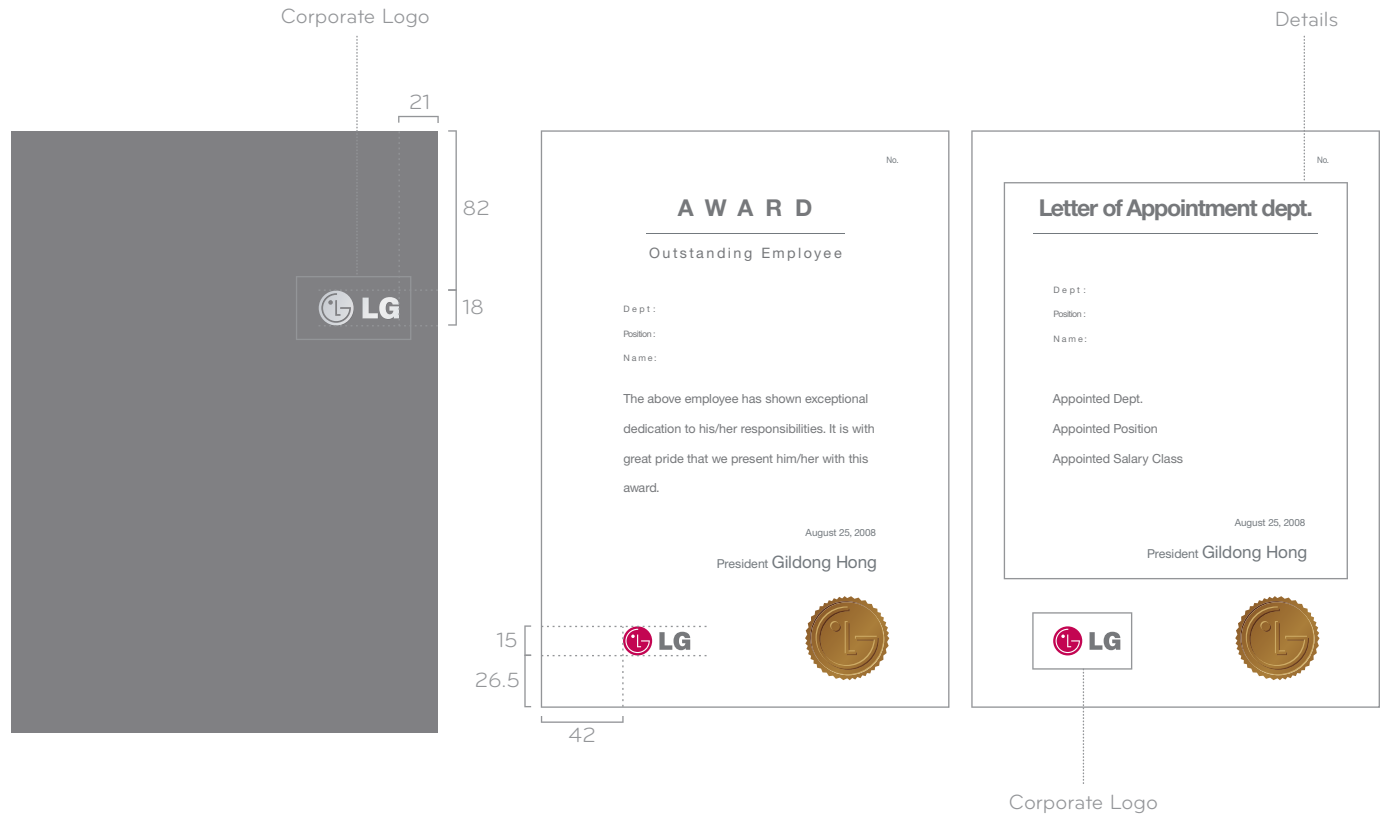
Subtitle: Helvetica Neue Roman, 21pt

Department/Name: Helvetica Neue Roman, 13pt

Detail: Helvetica Neue Roman, 20pt

Name of President: Helvetica Neue Roman, 25pt

Note: All measurements are in millimeters.



Note: Overseas branch non-Latin alphabets may follow the Korean guidelines. Illustrations are shown at 30%.

Basic Corporate Applications

File Cover

The file cover protects filed information for purposes both within and outside the LG company. The file cover also presents an opportunity to convey the LG brand image in different settings by using the graphic motif and other elements. When reproducing the file cover, adhere to the stated size, color, materials and printing method guidelines.

Specifications

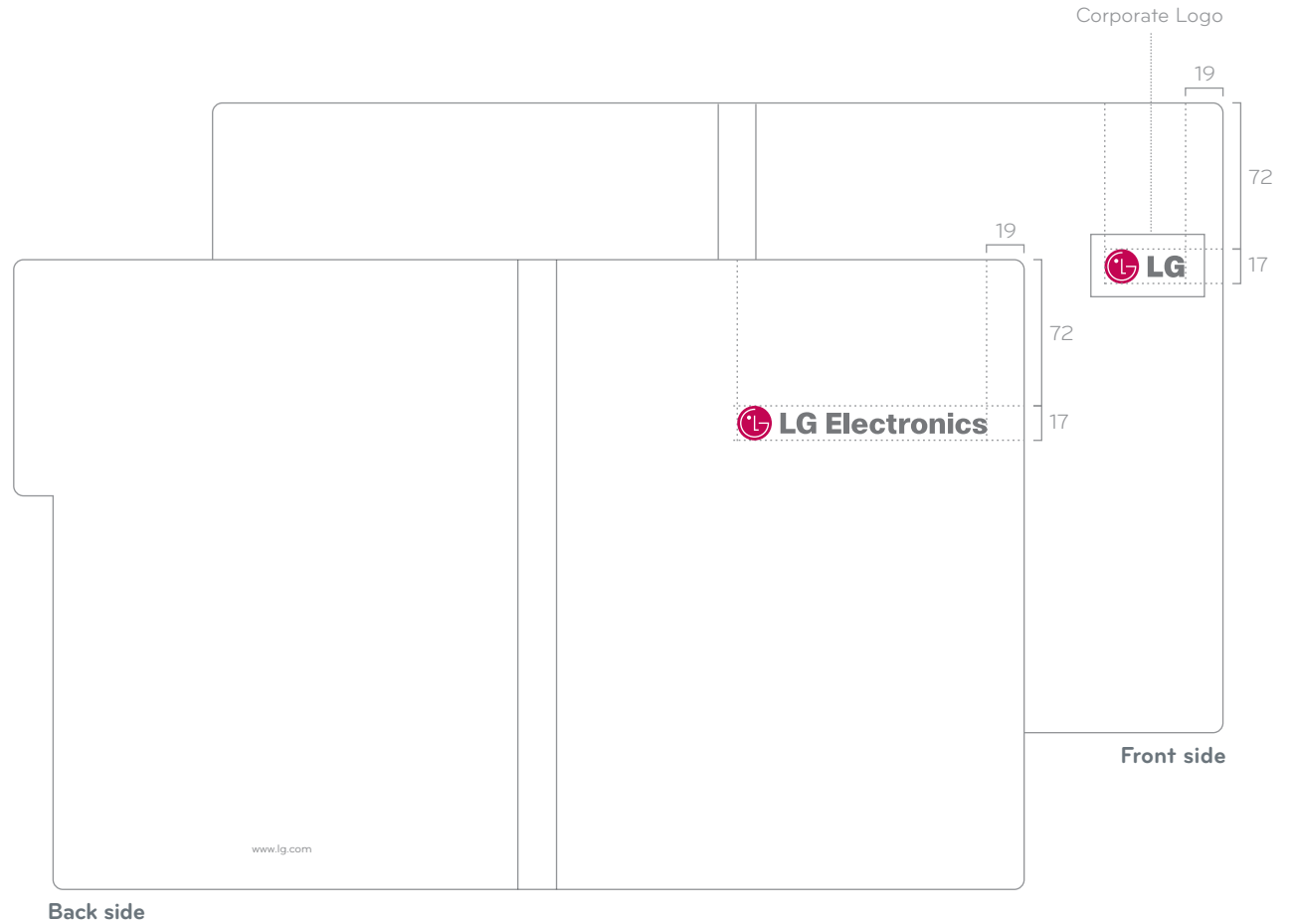
Size: 230 x 310 mm (single side)

Color: LG Red Pantone 207C,
LG Gray Pantone 431C

Print: Offset Printing

Reproduction: Laminating (both sides)

Note: All measurements are in millimeters.
Illustrations are shown at 35%.



Basic Corporate Applications

Building Sign

For external signage, a building sign is often positioned high above street level for maximum visibility and exposure. Therefore, the LG Logo must be properly displayed to ensure a consistent logo image. The building sign has two versions: direct or indirect lighting. Although the difference is not clearly noticeable during the day, direct-lit signage displays the LG logo clearly at night, while indirect lighting creates a halo of light around the logo for a calm, sophisticated effect.

Adhere to the guidelines set out below without altering them in any way. Verify any alterations in materials or production with the LG Brand Management Team before proceeding.

Option 1

Direct Lighting (radiating from the LG Corporate Logo)

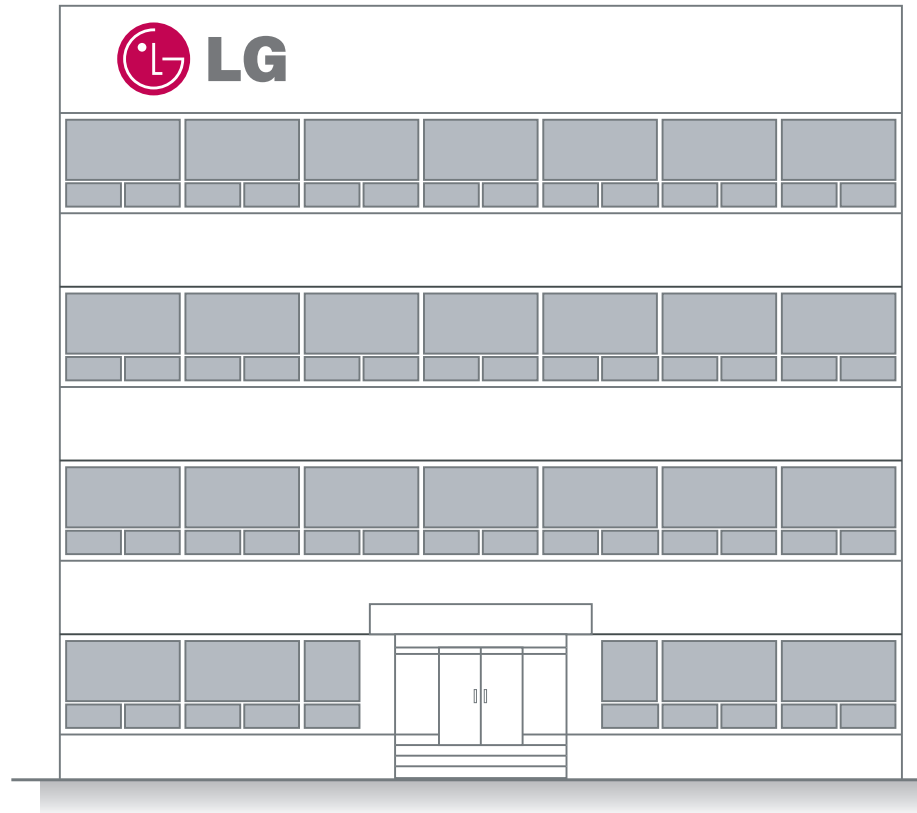
After stainless steel laser cutting, paint color. Install light inside the clear acrylic top that is laminated with color sheets.

Option 2

Indirect Lighting (radiating under the LG Corporate Logo)

After stainless steel laser cutting, paint color. Install light between the sign and the building facade.

Building Sign



Basic Corporate Applications

Building Sign - Background Color Usage

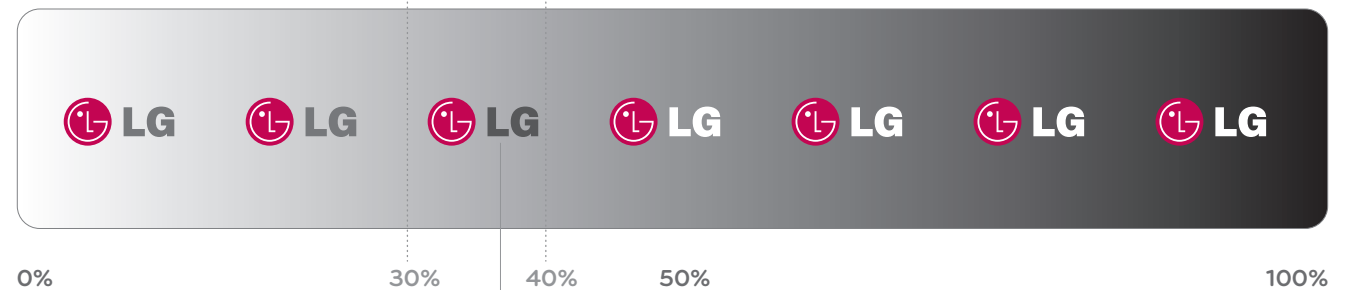
External signage is often positioned high above street level for maximum visibility and exposure. The color and texture of the facade is often a factor in clearly displaying the brand. Therefore, the symbol and logo must be considered separately when determining the background color.

Note: Treat all elements of the symbol separately.
Example: LG Red, LG Gray, steel material, etc.

Background Color Usage

Light Background Tones

Dark Background Tones



When the background tone of the facade is 30-40%, the logotype may be compromised. Therefore, increase the tone of the logotype 15%, while maintaining consistency with the symbol.



Basic Corporate Applications

Building Sign - Background Color Usage

A color standard must be set in order for the LG Logo to be displayed on various building exteriors. Should the facade be red or a similar color that disrupts the LG Symbol, use the white monotone version; adhere to the full-color version for darker or lighter building exteriors.

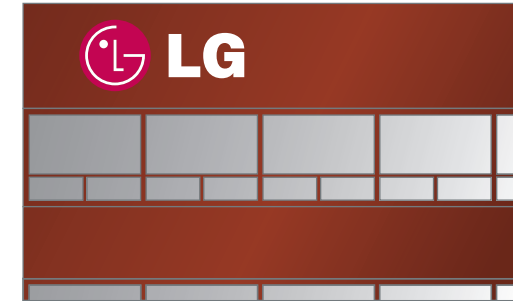
Type A - White Building

Use the full color Corporate Logo on white buildings.

Type A - White Building



Type B - Brown Building



Type B - Brown Building

Use the white Corporate Logo on brown or brick buildings.

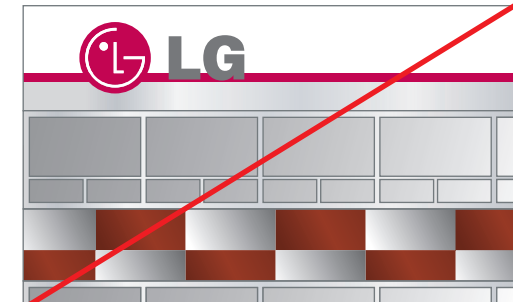
Type C - Gray-Tone Building



Type C - Gray-Tone Building

Use the full-color Corporate Logo on gray-tone buildings.

Type D - Complicated Facade



Type D - Complicated Facade

Don't use the sign on complicated facades. Don't apply any lines or elements to separate the Corporate Logo from the facade.

Basic Corporate Applications

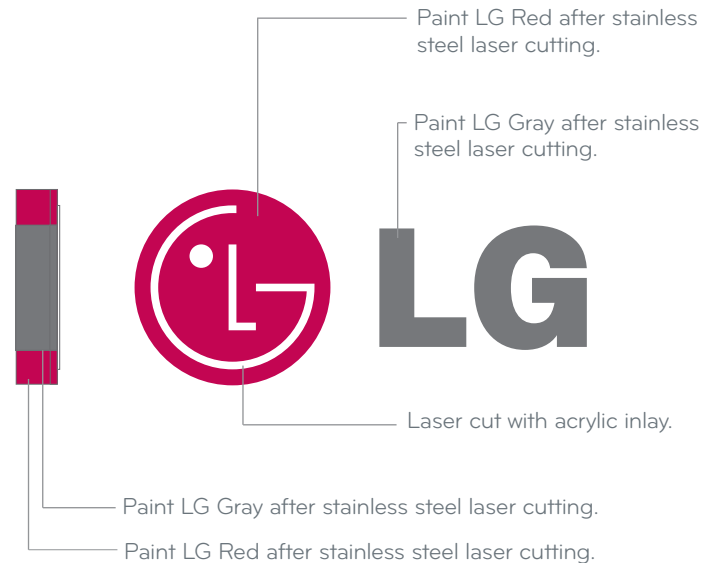
Building Sign - Indirect Light

The building sign light can provide different effects. Direct lighting clearly shows the LG Logo, even at night, and indirect lighting shoots the light from below to create a halo effect that illuminates the logo. Both or either of these methods may be used when producing this application.

Adhere to the stated guidelines without altering them in any way. Verify any alterations in materials or production guidelines with the LG Brand Management Team before proceeding.

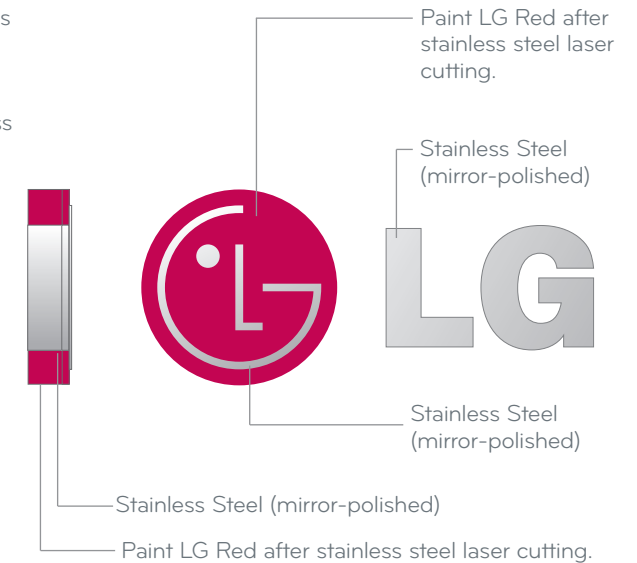
Type A

Side View



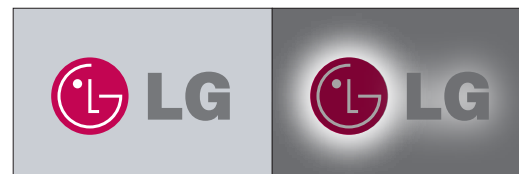
Type B

Side View



Daytime

Nighttime Indirect Lighting



Daytime

Nighttime Indirect Lighting



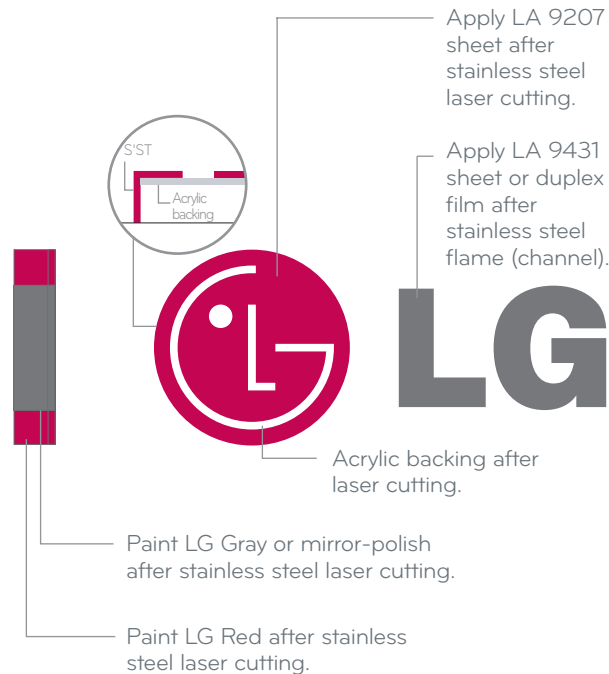
Basic Corporate Applications

Building Sign - Direct Light

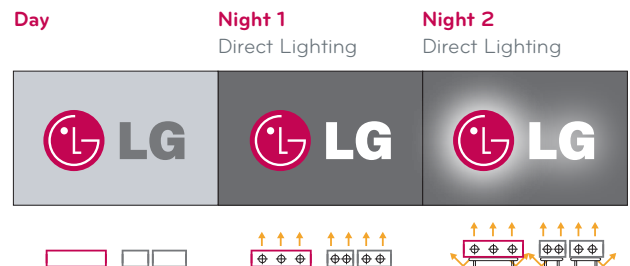
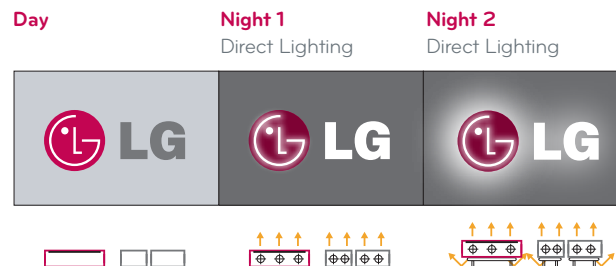
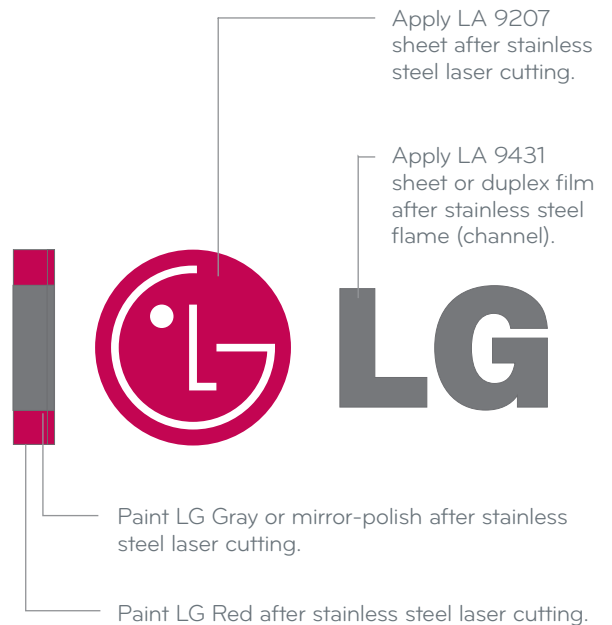
The building sign light can provide different effects. Direct lighting clearly shows the LG Logo, even at night, and indirect lighting shoots the light from below to create a halo effect that illuminates the logo. Both or either of these methods may be used when producing this application.

Adhere to the stated guidelines without altering them in any way. Verify any alterations in materials or production guidelines with the LG Brand Management Team before proceeding.

Type A
Side View



Type B
Side View



Basic Corporate Applications

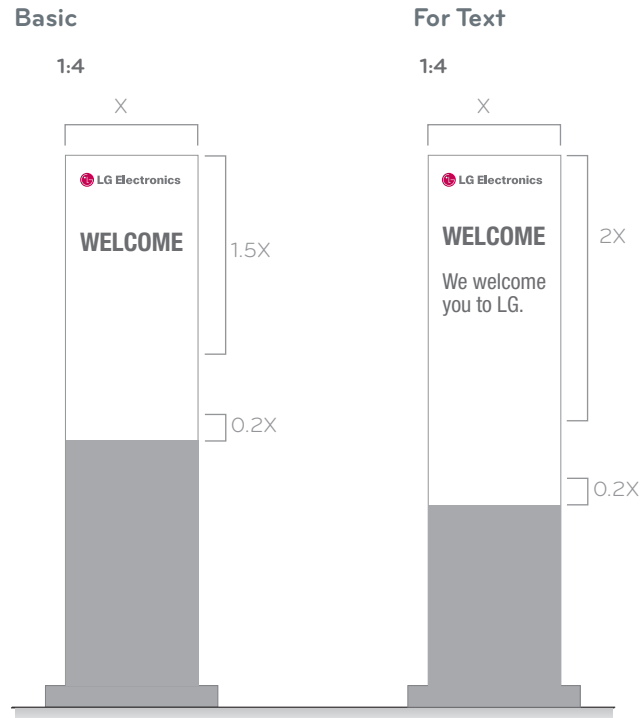
Welcome Sign

The welcome sign is an important way of conveying a consistent brand image, as well as of greeting visitors. Verify any alterations in stated materials or production guidelines with the LG Brand Management Team before proceeding.

Specifications

Finish After Laser Cutting: LG Red: LA 9207 sheet / LG Gray & Text: LA 9431 sheet
Light Gray: LA 9430 sheet / Gradient: Photo Print
/ Lower section: LA 9002 sheet

Finish After Painting: LG Red: Pantone 207C / LG Gray: Pantone 431C
Light Gray: Pantone 430C / Gradient: Pantone 431C / Lower section: Pantone 877C



Basic Corporate Applications

Entrance Canopy Sign

The entrance canopy sign is an important method of conveying a consistent brand image and is often seen atop the entrance to an office building. Verify any alterations in stated materials or production guidelines with the LG Brand Management Team before proceeding.

Type A:

Corporate Logo: Paint LG Red Pantone 207C after stainless steel laser cutting.

LG Logotype: Paint LG Red Pantone 431C after stainless steel laser cutting.

Type B:

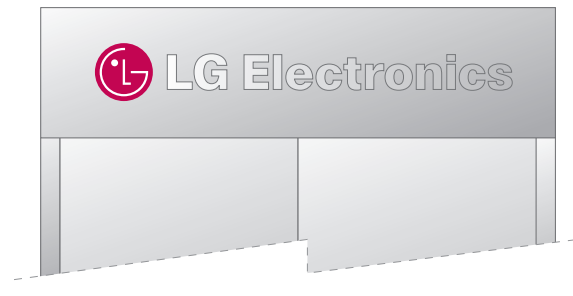
Corporate Logo: Paint LG Red Pantone 207C after stainless steel laser cutting; stainless steel (mirror-polished).

LG Logotype: Stainless steel (mirror-polished).

Type A



Type B



Basic Corporate Applications

Parking - Standing Signage

The parking sign helps convey a consistent brand image, while directing vehicles to the proper parking zone. Verify any alterations in stated materials or production guidelines with the LG Brand Management Team before proceeding.

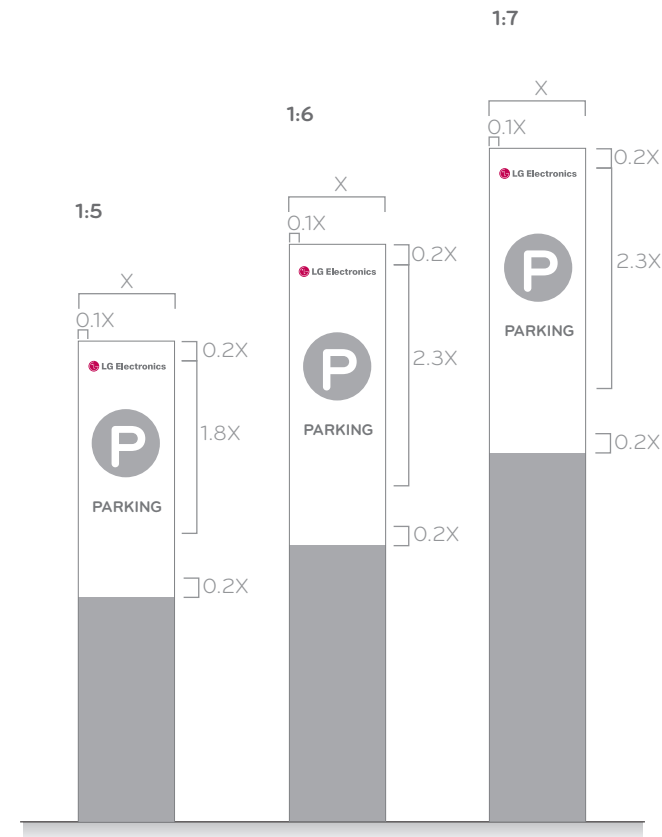
Specifications

Finish After Laser Cutting: LG Red: LA 9207 sheet / LG Gray & Text: LA 9431 sheet / Light Gray: LA 9430 sheet / Gradient: Photo Print / Lower section: LA 9002 sheet

Finish After Painting: LG Red: Pantone 207C / LG Gray: Pantone 431C / Light Gray: Pantone 430C / Gradient: Pantone 431C / Lower section: Pantone 877C

LG Logo Production: Choose the method that best suits the environment and purpose of the signage.

Reproduction Options: Paint and channel after stainless steel laser cutting (dimensional letters). Paint and channel after acrylic laser cutting (dimensional letters). Paint and channel after stainless steel laser cutting with internal lighting. Apply the color sheet.



Basic Corporate Applications

Parking Directional Sign - Standing Signage

The parking directional sign helps convey a consistent brand image, while directing vehicles to the proper parking zone. Verify any alterations in stated materials or production guidelines with the LG Brand Management Team before proceeding.

Specifications

Finish After Laser Cutting: LG Red:

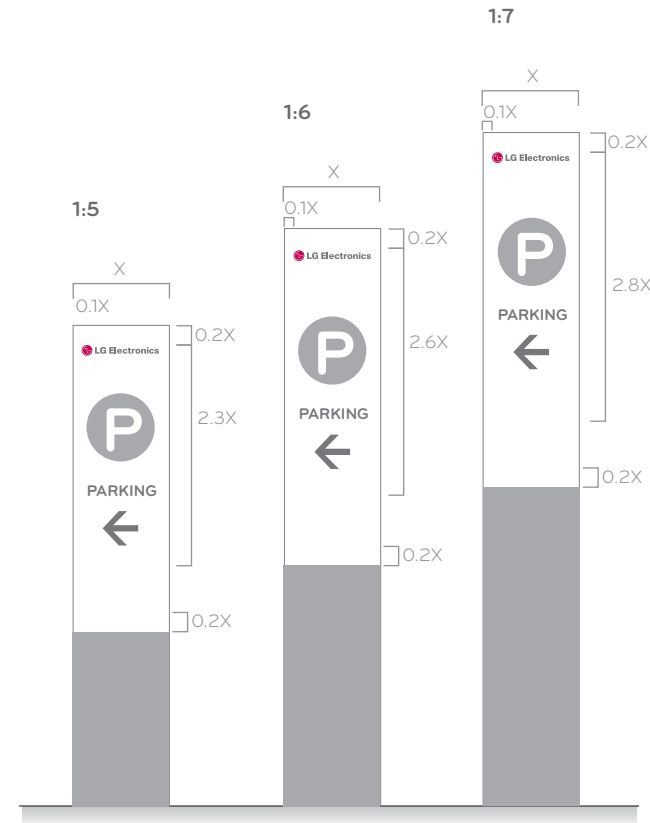
LA 9207 sheet / LG Gray & Text: LA 9431 sheet /
Light Gray: LA 9430 sheet / Gradient: Photo Print /
Lower section: LA 9002 sheet

Finish after painting: LG Red: Pantone 207C /

LG Gray: Pantone 431C / Light Gray: Pantone 430C /
Gradient: Pantone 431C / Lower section:
Pantone 877C

LG Logo Production: Choose the method that best suits the environment and purpose of the signage.

Reproduction Options: Paint and channel after stainless steel laser cutting (dimensional letters). Paint and channel after acrylic laser cutting (dimensional letters). Paint and channel after stainless steel laser cutting with internal lighting. Apply the color sheet.



2.0 Advertising

Advertising

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Advertising:

2.0 Strategic Campaign Guideline

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Strategic Campaign Guideline

Introduction

A brand lives in the minds of consumers, who build an impression of a brand as they see it in different ways, in different media, over time.

The only way that we can build a truly meaningful brand is to harness the energy of all the communications that we create to build the same impression.

This is why the guidelines exist.

They aren't meant to be restrictive; rather, they are a springboard that empowers us to be a stronger brand.

This new global brand campaign is a big step for LG.

We want to make our smiling logo and our Life's Good slogan meaningful to our consumers and the products that we sell.

This is why our new tone is lighter, fresher, warmer and more human. We want LG to be a modern, engaging and relevant brand.

Strategic Campaign Guideline

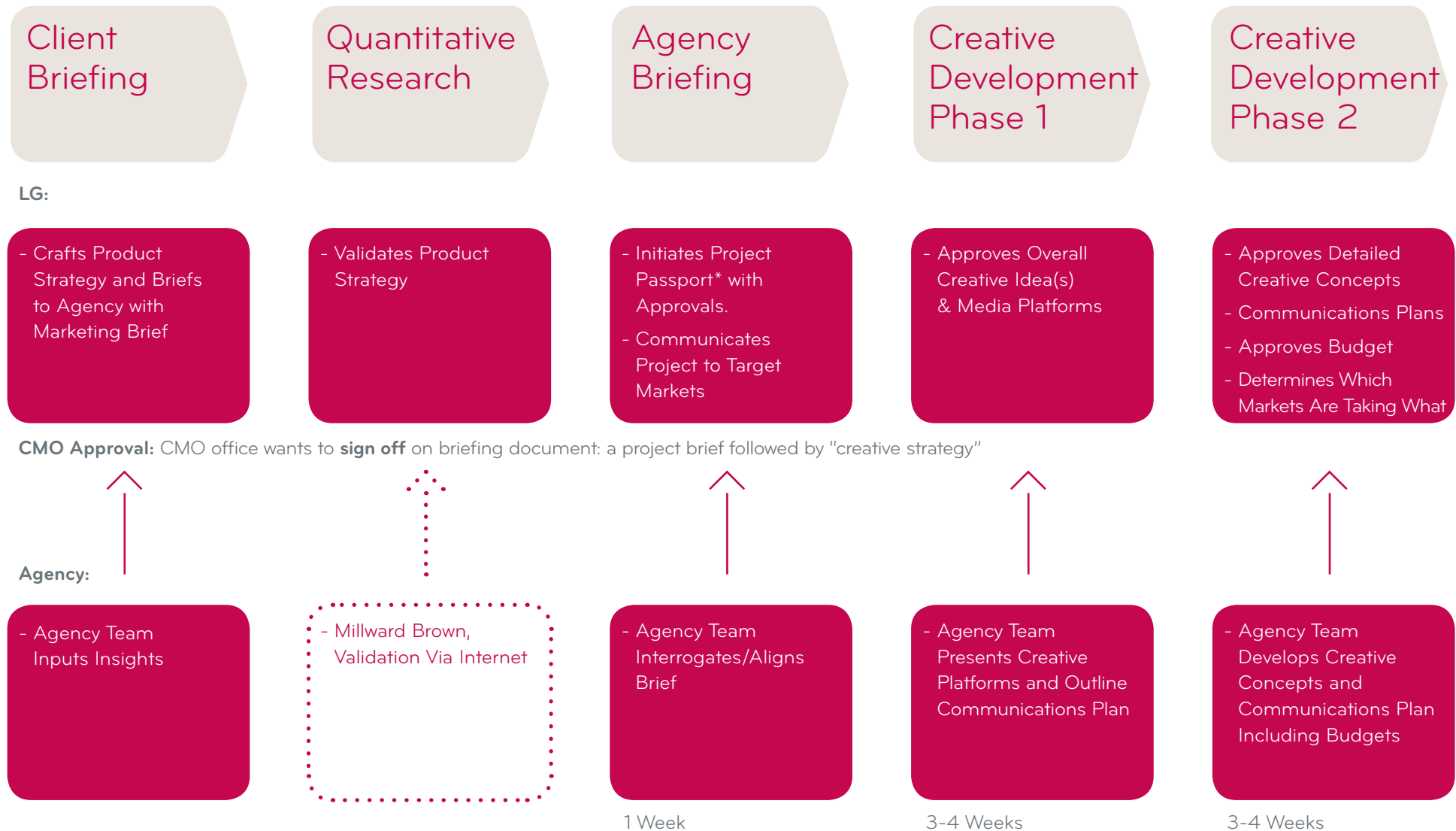
Campaign Architecture

- The Brand Identity Campaign will maximize both brand value and product sales.
- All communications (GBC/GFC/LPC) will appear as part of a single brand campaign, with different emphases.
- For Global Identity Campaigns and Flagship Product Communications:
 - BBH will be the lead agency and single point of contact for message development.
 - Both the GBM and the respective BU will approve all briefs before creative development begins.

Communication Tier		Description	Lead	Examples
Global Brand Identity Communication (GBC)	Brand	<ul style="list-style-type: none"> - Brand positioning driver - the brand becoming more relevant and engaging through the Brand Identity message - Largely more a brand identity-focused proposition than a product-specific approach - Focuses on a higher order technology or umbrella theme for multiple products 	GBM	<ul style="list-style-type: none"> - DA: Steam technology - DD: Beautiful viewing experience - DM: Pure HD sound - MC: Touch technology
Global Flagship Product Communication (GFC)		<ul style="list-style-type: none"> - Products consideration driver - products as the greatest testimony for the brand message. - Leverage the product story, created to fit the brand personality 	Company (BU)	<ul style="list-style-type: none"> - DA: Prime & Compressor - MC: Renoir
Local Product Communication (LPC)	Product	<ul style="list-style-type: none"> - Local initiative focus - highlighting a single product USP, consistent with the Brand Identity - All local briefs signed by CMO during transition period to new Brand Identity campaign 	Subsidiary/Local Office	<ul style="list-style-type: none"> - Varies by market

Strategic Campaign Guideline

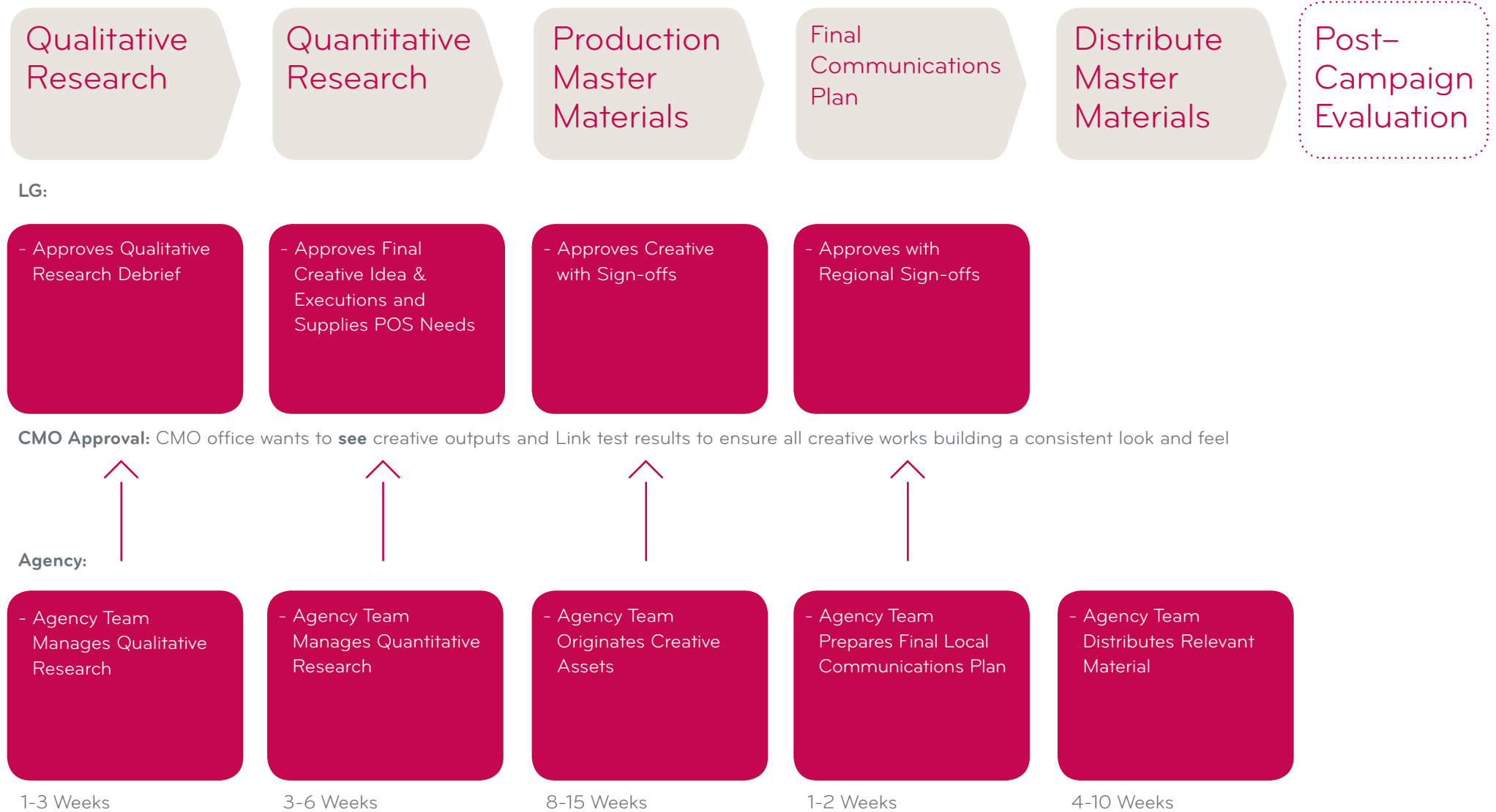
Advertising Development And Implementation Process



*Note: Project Passport is explained on 2.0.5.

Strategic Campaign Guideline

Advertising Development And Implementation Process



Strategic Campaign Guideline

LG Global Coordination Project Passport

The Process Overview

Project Passport maps out the process through which we develop our consumer communications. Ours is a large organization that moves fast and has lofty goals. We need to ensure that everyone understands the specific steps through which we will achieve our goals. The path will vary based on the nature of the project and, accordingly, different processes are outlined for different circumstances. All of these processes are grounded in collaboration and communication.

A Project Passport

The Project Passport document is the means through which all relevant information is captured and shared throughout the development process. A Project Passport document must be completed at the outset of any consumer communications development and accompany the work at all times as it routes throughout the organization. This visibility to all relevant information is critical, and Project Passport makes this possible.

A RASCI form

Embedded within the Project Passport is a RASCI.

RASCI stands for:

- Responsibility: Whoever is "responsible" for the project throughout development – the owner.
- Approver: Has final approval over work and key decisions
- Support: Does not approve or lead but provides assistance throughout
- Consultative: Offers insight but is not a part of the approval process
- Inform: Is copied on the progress throughout but isn't directly involved

The objective of RASCI is to avoid any confusion once the project commences regarding who should be doing what at every stage of development.

Strategic Campaign Guideline

LG Global Coordination Project Passport Example

Project Passport must be completed by the client "Responsibility" holder from RASCI, as shown below. Project Passport must route with all work at all times.

If at any point there is confusion over who does what, what should happen next, where funding will be sourced, or conflict of any sort, MJ Paek serves as arbiter.

Product Name & Model Number _____ HTS (various) _____
 Originating/Funding Unit (choose one) GBM Regional Local
 Nature of Work (choose one) Flagship/BI Non-Flagship/non-BI
 Initiation Date 25th July 2008
 Desired In-Market Date Oct. 2008 online/ weeklies

Mandatory attachments (passport "invalid" without)
 Client Input Brief attached? X
 Creative Brief attached? X
 (to be developed by originating agency and attached upon approval.)
 Completed Local Market Requirements Form attached? TBC
 (to be included for all markets taking on the work)

Project RASCI

Responsibility _____ Jackie Pyo _____
 (drives the process)
 Approver _____ Dermot Boden/SH Han _____
 (signs off on all decisions)
 Support _____ MJ Paek _____
 (assists the "Responsibility" holder)
 Consultative _____ Mr Koh _____
 (provides insight and advice)
 Inform _____ n/a _____
 (not involved in the process but kept aware of progress)

Lead Agency _____ BBH _____
 (agencies collaborate and receive equal/simultaneous information)

Initial client thinking on markets that will run the work _____ TBC _____
 Initial client thinking on production budget _____ TBC _____
 Initial client thinking on media budget _____ TBC _____
 Initial client thinking on number of media vehicles to be used _____ no TV _____

Project Development Path

Task	Completion Date	Approver(s)
Strategy Verification (quant)		n/a
Creative Brief Development		GBM
Agency Briefing		BU/ GBM
Conceptual Creative Development	ongoing	
Execuational Creative Development	18th Aug.	
Qualitative Research	N/A	N/A
Quant Research	POST-LAUNCH	N/A
Client Input BTL Brief		
Local Media Plans		
Master Materials Production	6th Oct.	
Conceptual BTL Creative Development		
Execuational BTL Creative Development		
Distribution of Master Materials	6th Oct.	N/A
Local Adaptations		
Production of BTL Master Materials		
Post-Campaign Evaluation	Jan. '09	N/A

Key Contacts

LG
 Taeyun Kim ty_kim@lge.com
 MJ Paek minjungpaek@lge.com
 Dohyun Park dhpark3@lge.com
 Jinny Kim jinny@lge.com

BBH
 Clay Mills clay.mills@bbh.co.uk
 Gemma Sandland gemma.sandland@bbh.co.uk

Advertising:

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Campaign Creative

Creative Strategy

Communication Objective

Generate a radical reappraisal of the LG brand that gets consumers to engage emotionally with our new Brand Identity across all Business Units and all touch points.

Strategy

Establish a common "feel," an emotional experience, for the LG brand which is differentiated by a sense of humanity.

Display "refreshing" brand behavior and deliver a sophisticated sense of reward for an LG brand association.

Make the brand resonate with human (insight-driven) needs and reactivate our currently sleeping asset, "Life's Good."

Consumer Insight

Our target is people who won't compromise between stylish design and smart technology and want products that inspire and fit their lives.

(N.B. "fit their lives" means having a genuine understanding of what they want to do with a technology, not what a technology will do to them.)

Brand Benefit

LG provides sophistication that fits my life by offering the perfect harmony of stylish design and smart technology... LIFE'S GOOD!

Campaign Creative

Creative Strategy

Brand Character

Creative, intriguing, unconventional, and witty

Tone

Playful: Based on a genuine benefit; gratuitous/childlike

Unconventional: A different take on the world

Witty: Sophisticated humor rather than laugh-out-loud and childish; LG takes its consumers seriously but not itself.

Creative: Lateral and surprising/refreshing/involving

Target Audience

Primary: Uncompromising Seekers - demographically defined as A, B socio-economic levels ages 20-45

Secondary: Image-conscious followers and value maximizers

Implementation Guideline

Implement the BI elements through all communications.

All communications must build a single consistent, identity.

Media selection should reflect the intuitive consumer benefit and insight in an unconventional way.

Communications should always focus on the application of technology to the relevant benefit, which is built from a refreshing consumer insight.

Mandated Executional Elements

Logo: Use logo prominently and together with "Life's Good" in all communications.

Place the "Life's Good" slogan will be used near the logo.

TV animated sequence: Play the winking logo at the end of the commercial.

Sonic signature: Use the consistent musical/sound signature.

Campaign Creative

Creative Strategy

Media Approach

The brand launch is the reverse of a traditional launch.

- Focus early on unconventional and personalized message/media, then big/broad message/media
- Use the opportunity to front-load digital/experiences that get people talking.

Priority of media selection:

- Primary: Vehicles that fuel the conversation and can enrich the brand experience (PR/events, digital experiences, buzz, sponsorships, search etc)
- Secondary: Media that are broader in scope and can deepen the relationship (Print, OOH, broader digital experiences, contextual opportunities)
- Tertiary: More traditional media that can tell our message broadly (TV, radio, broad internet, broad OOH)

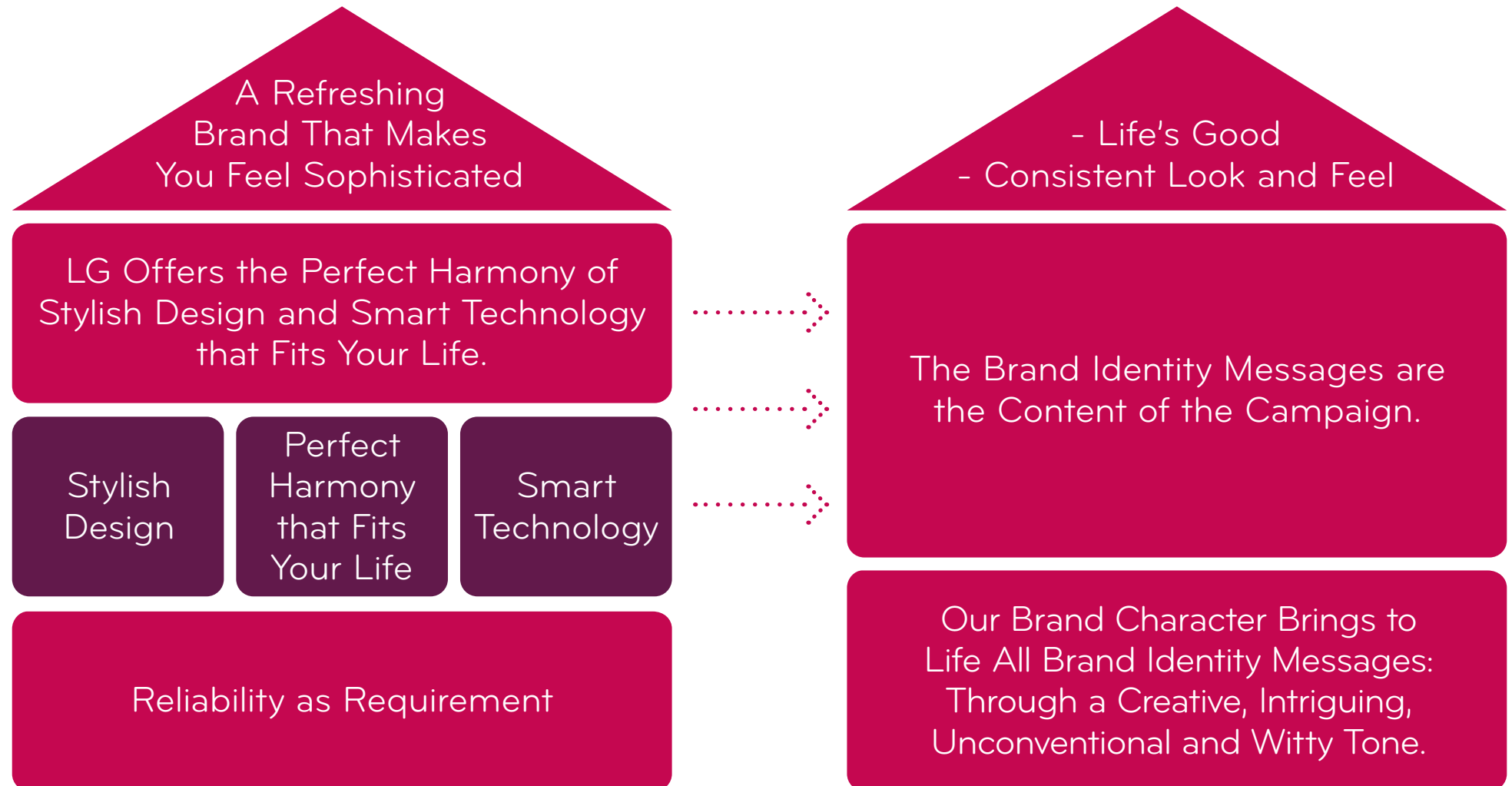
A local marketing schedule is a key factor for synergy.

- Align GBM/BU campaign and media schedules with a local marketing schedule.

Campaign Creative

Bringing The Brand Identity To Life

All communication will be consistent with our campaign theme (Life's Good) and our brand's new look and feel.



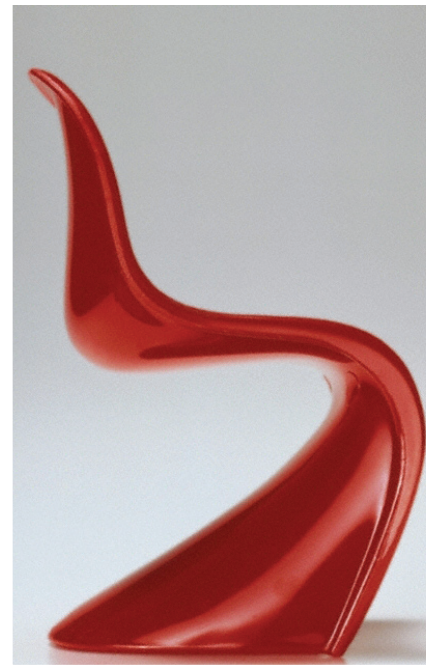
Campaign Creative Tone: What It Is



Intriguing



Witty



Unconventional



Creative

Campaign Creative

Refreshing: What It Is

We must surprise and delight people in an intuitive, relevant way.



Intuitive



Delighting



Surprising



Pleasantly
Unusual



Energetic

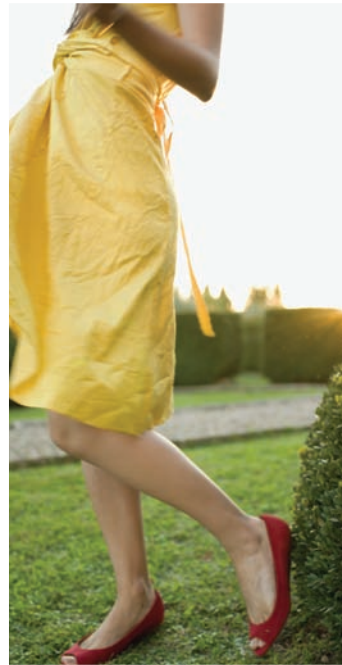
Campaign Creative

Sophisticated: What It Is

To engage our Uncompromising Seekers target audience, we deliver our message in a refined and well-finished way.



Well Finished



Sophisticated Benefit Not
Sophisticated Technology

Campaign Creative Fits Your Life: What It Is

Serves Genuine Needs



Human /
Insightful



Simple



Understands How I
Actually Live



Welcome

Campaign Creative

“Life’s Good” Becomes The Overall Campaign Theme



LG

Life's Good

Advertising:

2.2 Advertising Campaign

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Advertising Campaign

Tone of Voice

Tone of voice is the way a brand expresses its personality. It is how we say what we say. We have messages that we want to deliver, but the way that we say them is the way that we engage people emotionally with our brand. Our tone of voice is important, because it shows our audience what we represent. It helps them decide whether they like us or not – whether they think we are an interesting brand and whether it is worth spending time with our products.

It is most important for us to achieve clarity in our copy. The reader must understand exactly what we want to say about the product.

It is also important for people to feel that LG products make life good. The consumer response to the headline should be: “This is something that appeals to me. I’d like a washing machine that saves the planet. I’d like sound that sounds real. And so forth.”

We can then think about a sense of playfulness, wit and creativity – as long as that doesn’t prevent the copy from being crystal clear. The headline may pose a question or may simply be a statement.

The body copy should expand on the consumer benefit indicated by the headline and give the consumer reasons to believe it. Again, it should be playful, witty and unconventional as long as the benefit and reasons backing it up are clear.

Advertising Campaign

Good/Bad Advertising Examples

Good advertising examples:



Bad advertising examples:

We want people to feel that LG makes life good. Anything that doesn't build on that impression in a clear way – including anything trivial, boring or irrelevant to the product benefit – is ineffective.



Advertising Campaign

Casting And Voice-Over Brief

Casting Brief:

While the casting of each commercial depends on the script, the protagonists should communicate – or enable the communication to deliver – the LG Brand Identity.

Voice-Over Brief:

Use a young voice, 25-35 years old, with an accent with character; e.g., for the UK, use an accent with a slight, but mostly untraceable, regional affect (i.e., Ewan McGregor).

Advertising Campaign Art Direction Overview

White space as a key visual is important in expressing LG's Brand Identity. Sophistication is fundamental to the LG brand. Everything we do should feel elegant, clever and premium. White space is important in achieving this feeling.

Setting the products on white space gives them a sense of importance. They become the focus of the ad, the hero. White space is clean, modern, fresh and simple, which helps build a premium feeling. LG isn't afraid to showcase its products at center stage. The ads are clean and uncomplicated. White space also builds visual drama. our main aim must be to get people to stop and look at our communication. Otherwise, we won't get our message across. Our visual image will make people stop and look – and only then will they read the headline. Putting the image in the center of a clean white space builds drama.

Each image should be built to grab the attention of the reader/passersby. It should be memorable. The product should be the hero, the center of attraction creating visual drama. As long as the product is central to the drama, the surrounding images can be surreal or fantastical – whatever we need to relay the product message and build interest. To achieve this effect, the ad must be as clean and uncomplicated as possible. The images should be simple and uncluttered and without boxes or backgrounds. The product is always the main focus of the image and should never bleed off the side of the page, although surrounding images may bleed if this helps achieve drama.

If LG is to stand out from the crowd and we are to get people to engage with our communications, we must avoid the norms of the category. Lifestyle images of people using and enjoying the product don't differentiate us or our products and, therefore, should be avoided.

Advertising Campaign

Typography Overview

The body copy runs at a different angle to the headline to emphasize that LG looks at things differently, that LG has a different take on the world.

Headlines are declared in uppercase, which corresponds to the fact that LG always appears in capital letters. The body copy, is an explanation of the message, more of a conversation than an announcement, appears in sentence (upper and lower) case.

Advertising Campaign Photography Overview

LG is a sophisticated brand, and our photographic style is crucial in achieving this effect. Our products are objects that people want in their homes. They want them to look beautiful. When we photograph our products, we must shoot them as a luxury brand. We must capture every detail of the design and ensure that the product is beautifully lit.

The imagery we are capturing may be abstract, but it must be believable. The style should be bright and optimistic, with charm and intrigue. Avoid styles that make the imagery look fake.

The lighting treatment should introduce a subtle tone to give the products a premium and sophisticated feeling. The lighting should provide a sense of depth and energy to the executions. The lighting should be strong, slick and unfussy - but engaging.

When shooting the central visual, the angle should create a dramatic and dynamic feeling while capturing the product details (e.g., tree and ironing board).

Advertising Campaign

Music Overview

Music is an important way to connect with people and build our brand. We want to engage and surprise people, so choose music that will be a little unexpected. Taking the most obvious, normal path is not sophisticated and doesn't help us stand out from the crowd.

Use music to underscore the TV narrative. The music should be appropriate to the creative, but the overall effect should be witty and playful.

Advertising Campaign Logo - 3D Logo With Tagline

All advertising layouts should utilize the 3D Logo with Tagline illustrated on this page.

Minimum Size

In reproducing the 3D Logo with Tagline, be aware of its size and legibility. A logo that is too small has little or no impact. The minimum logo size is 12.5mm in width.

Note: Approved electronic artwork of the 3D Logo with Tagline is available. Do not attempt to retype, recreate or redesign the 3D logo/tagline relationship. Download from <http://brand.lge.com>.

Please refer to section 1.3 of these guidelines for in-depth information and specifications about our logo.

Approval is required from the CMO to translate the tagline from English.

Clear Space



Note: "X" is equal to the height of the symbol.

Minimum Size



Advertising Campaign Typography - Font

Typography is a key element used to communicate a unified personality for LG. We have selected a type family that gives LG a unique typographic voice: Bryant LG. This is our main typeface and should be used in all printed and sign communications materials. The Bryant LG typeface is a modern, rounded, sans serif font that excels in a broad range of usage in applications from signage to text.

Note: Contact the local or regional team to provide font access, or download from <http://brand.lge.com> as well as from <http://www.fontsite.com/fonts/BryantLG>.

Please do not use the Bryant Alternative font. Make sure that the lowercase a and u appear as demonstrated.

Headline: BryantLG Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?/;:'"\\()&%\$£@!*+_-

Web Address Descriptor and Body Copy: BryantLG Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,?/;:'"\\()&%\$£@!*+_-

Advertising Campaign

Press Examples - Single Page, Left Aligned Type Recommended

The examples below demonstrate the recommended typography placement for left and right page press advertisements.

Single Page Left

SHOULDN'T
SOUND
SOUND REAL?

>Lorem ipsum dolor sit amet, con sedetur adips
cing elli, sed diam nonunry eius mod tempor
incidunt ut labore, Et dolore magna aliquam erat
voluptat. Ut enim, ad minimum veniam, effi egre
quis nostrud exercitation ullamcorpor suscipit eli
nisi ut aliquip ex ea commodo consequat.



LG Home Theatre System
www.lge.com



Single Page Right

STEAM.
REMOVES
POLLEN,
ALLERGENS
AND DUST
MITES,
NOT TO
MENTION
THE ODD
SNEEZE.

>Lorem ipsum dolor sit amet, con sedetur adips
cing elli, sed diam nonunry eius mod tempor
incidunt ut labore, Et dolore magna aliquam erat
voluptat. Ut enim, ad minimum veniam, effi egre
quis nostrud exercitation ullamcorpor suscipit eli
nisi ut aliquip ex ea commodo consequat.



LG Steam Washer
www.lge.com



Advertising Campaign

Press Examples - Right-Hand Single Page, Right Aligned Type Option

The examples below demonstrate the optional typography placement for right page press advertisements.

Single Page Right



A WASHING MACHINE DESIGNED FOR DELICATES. LIKE THE PLANET.

Lorem ipsum dolor sit amet, con sedetur adips cing elli, sed diam nonummy elus mod tempor incididunt ut labore. Etolore magna aliquam erat voluput. Ut enim ad minimum veniam efi egre quis nostrud exercitation ullamcorpor suscipit efi nisi ut aliquip ex ea commodo consequat.



LG Steam Washer
www.lge.com



Single Page Right



STEAM. REMOVES POLLEN, ALLERGENS AND DUST MITES, NOT TO MENTION THE ODD SNEEZE.

Lorem ipsum dolor sit amet, con sedetur adips cing elli, sed diam nonummy elus mod tempor incididunt ut labore. Etolore magna aliquam erat voluput. Ut enim ad minimum veniam efi egre quis nostrud exercitation ullamcorpor suscipit efi nisi ut aliquip ex ea commodo consequat.



LG Steam Washer
www.lge.com



Advertising Campaign

Press Examples - Right-Hand Single Page

If the copy is in danger of bleeding off the page, position the type on the left side of the page.

Single Page Right



DAMPF,
NIMMT
POLLEN,
ALLERGEN
HERAUS
UND STAUBT
MILBEN AB,
DAS
UNGEWÖHNLICHE
NIESEN
NICHT ZU
ERWÄHEN.

>Lorem ipsum dolor sit amet, con sactetur adipis
ding elit, sed diam nonummy eius mod tempor
includunt ut labore. Etdolore magna aliquam erat
voluptat. Ut enim ad minimum veniam effi egr
quis nostrud exercitation ullamcorpor suscipit effi
nisi ut aliquip ex ea commodo consequat.



LG Steam Washer
www.lge.com



LG
Life's Good

Type is too close

Single Page Right



DAMPF,
NIMMT
POLLEN,
ALLERGEN
HERAUS
UND STAUBT
MILBEN AB,
DAS
UNGEWÖHNLICHE
NIESEN
NICHT ZU
ERWÄHEN.

>Lorem ipsum dolor sit amet, con sactetur adipis
ding elit, sed diam nonummy eius mod tempor
includunt ut labore. Etdolore magna aliquam erat
voluptat. Ut enim ad minimum veniam effi egr
quis nostrud exercitation ullamcorpor suscipit effi
nisi ut aliquip ex ea commodo consequat.



LG Steam Washer
www.lge.com



LG
Life's Good

Advertising Campaign Typography - Left-Hand Page With Pack Shot

Headline, body copy and logo sizes are based on single-page artwork at 300mm x 222mm but may also be applied to a double-page spread 300mm x 444mm. This lock-up may be used on small space ads but must pro-up and -down as a unit.

All copy prints at 65% tint of black.

- 1 **Headline:** Bryant LG Medium, 17pt on 17pt leading
- 2 **Body Copy:** Bryant LG Regular, 12pt on 14pt leading
- 3 **Descriptor:** Bryant LG Regular, 12pt on 12pt leading
Web Address: Bryant LG Regular 12pt
- 4 **The 3D Logo:** The symbol is 12.5mm on either a single page or a double-page spread.

The spacing between the elements is based on the symbol. Always construct the lock-up from the left corner. All elements must be included.

Elements within the ad must follow this order:

Headline - 17pt / 17pt

Body copy - 12pt / 14pt

Pack shot

Descriptor - 12pt / 12pt

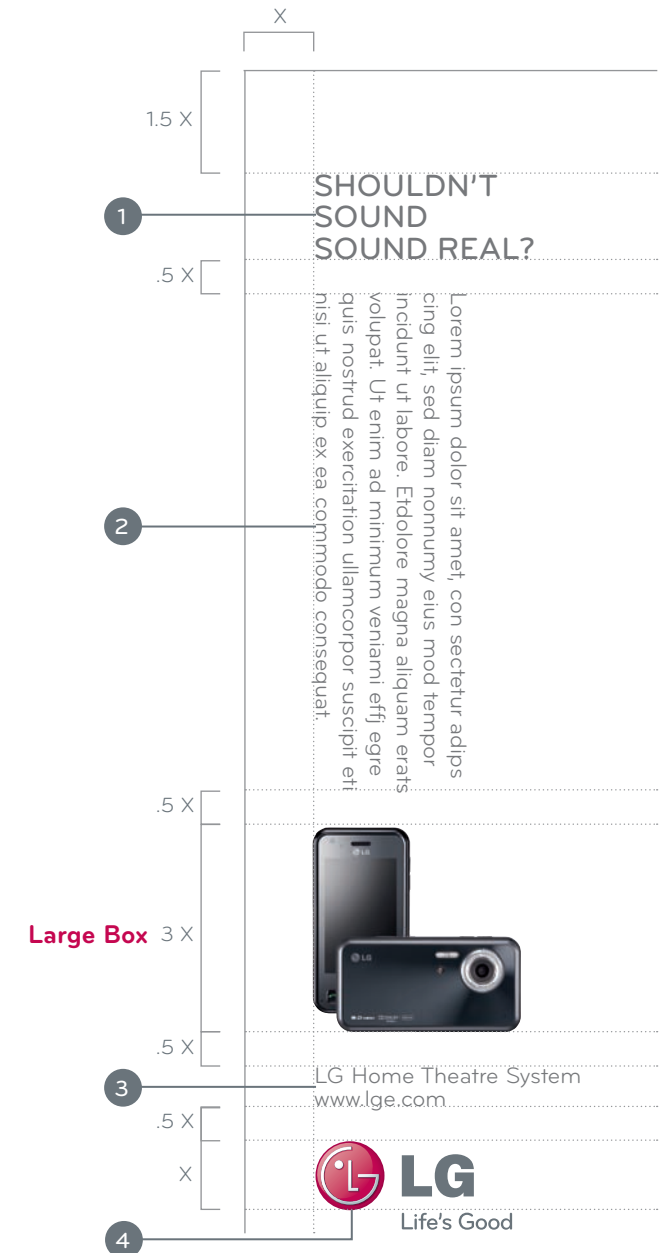
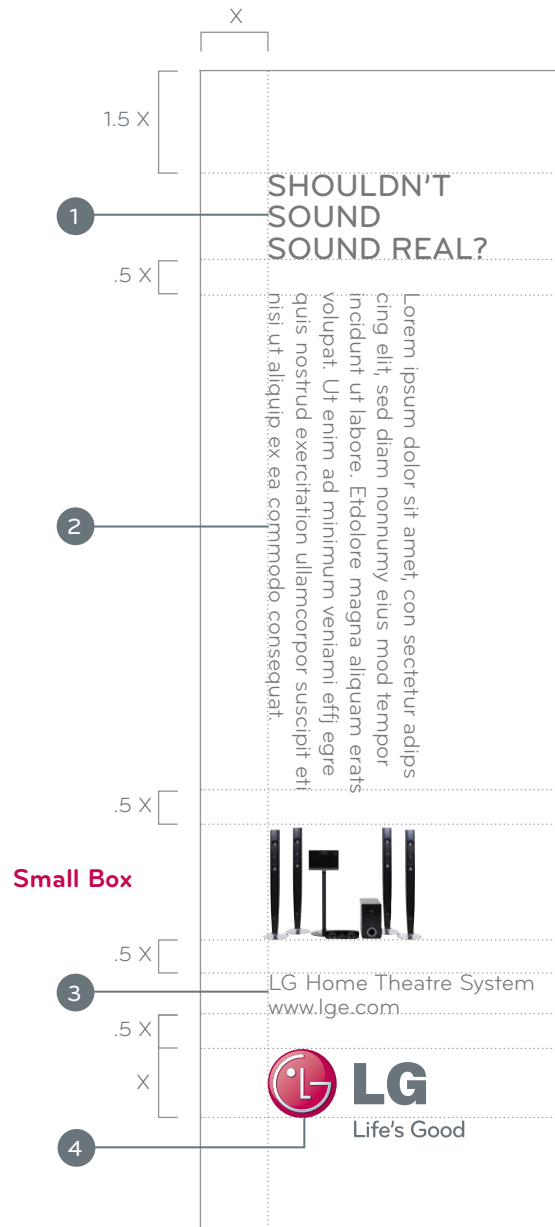
Web address - 12pt

Logo - Symbol is 12.5mm

Note: Pack shots must be cropped within a square picture box. Choose from these two box sizes:

Small - Based on the width of the body copy column

Large - Based on the height (and width) of three symbols



Advertising Campaign

Typography - Left-Hand Page Without Pack Shot

In instances where a product is 'heroed' in the main visual, there is no need to show the product again as a pack shot.

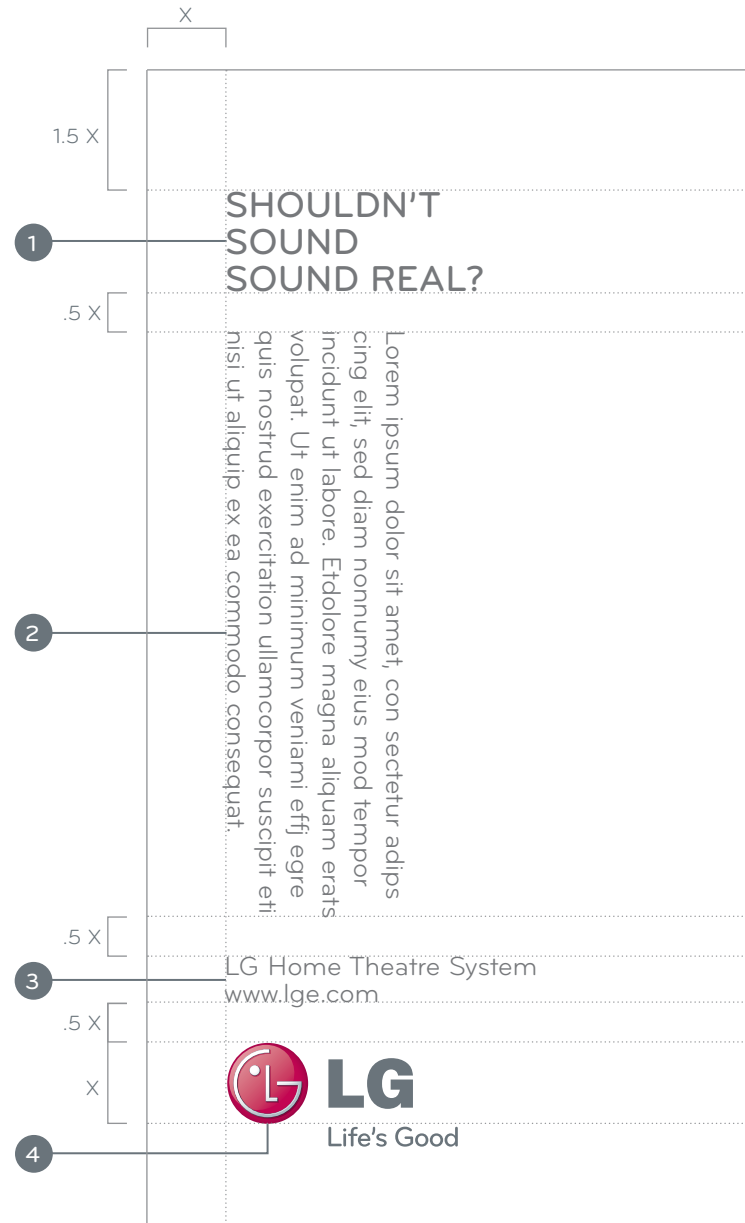
The following guideline applies to executions that clearly showcase the product:

Headline, body copy and logo sizes are based on single-page artwork at 300mm x 222mm but may also be applied to a double-page spread 300mm x 444mm. This lock-up may be used on small space ads but must pro-up and -down as a unit.

All copy prints at 65% tint of black.

- 1 **Headline:** Bryant LG Medium, 17pt on 17pt leading
- 2 **Body copy:** Bryant LG Regular, 12pt on 14pt leading
- 3 **Descriptor:** Bryant LG Regular, 12pt on 12pt leading
Web Address: Bryant LG Regular 12pt
- 4 **The 3D Logo:** The symbol is 12.5mm on either a single page or a double-page spread.

The spacing between the elements is based on the symbol. Always construct the lock-up from the left corner. All elements must be included.



Advertising Campaign

Typography - Right-Hand Page, Left Aligned Type With Pack Shot

When creating a right-hand page advertisement, it is recommended to use the left aligned copy and logo lock-up. Headline, body copy and logo sizes are based on a single page artwork at 300mm x 222mm. It can also be applied to a double page spread 300mm x 444mm. This lock-up can be used on small space ads, but must pro-up and -down as a unit.

All copy prints 65% tint of black.

- 1 **Headline:** Bryant LG Medium, 17pt on 17pt leading
- 2 **Body Copy:** Bryant LG Regular, 12pt on 14pt leading
- 3 **Descriptor:** Bryant LG Regular, 12pt on 12pt leading
Web Address: Bryant LG Regular 12pt
- 4 **The 3D Logo:** The symbol is 12.5mm on either a single page or a double-page spread.

The spacing between the elements is based on the symbol. Always construct the lock-up from the left corner, all elements must be included.

Elements within the ad must follow this order:

Headline - 17pt / 17pt.

Body copy - 12pt / 14pt.

Pack shot

Descriptor - 12pt / 12pt.

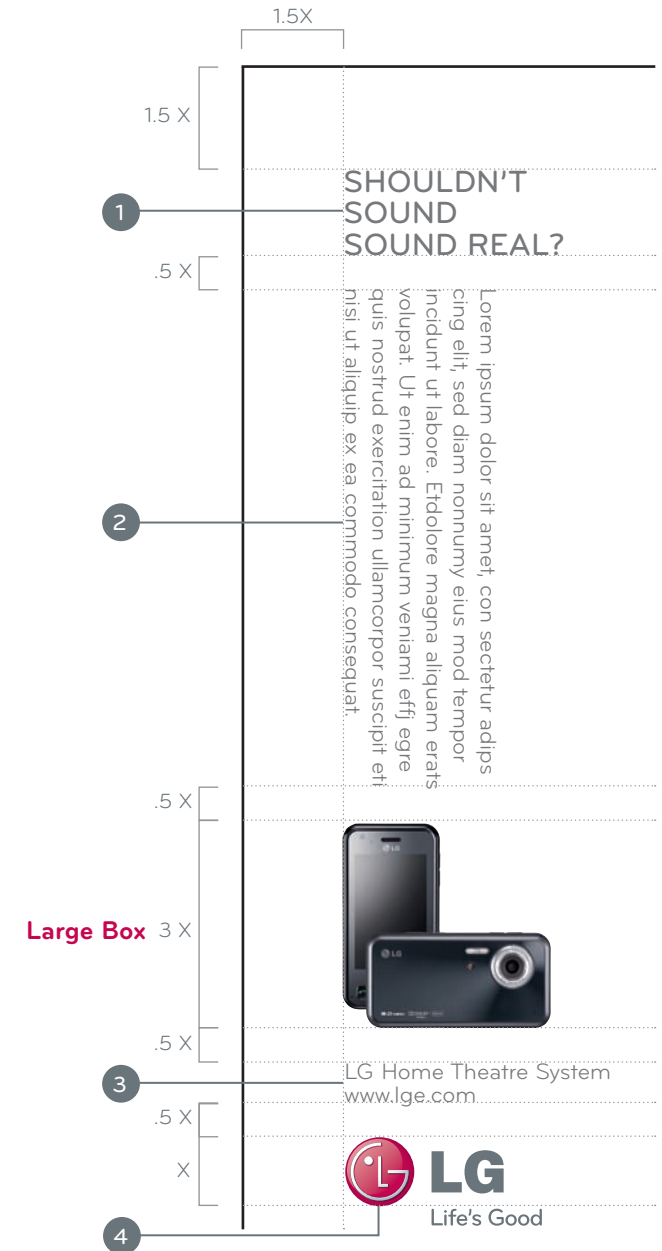
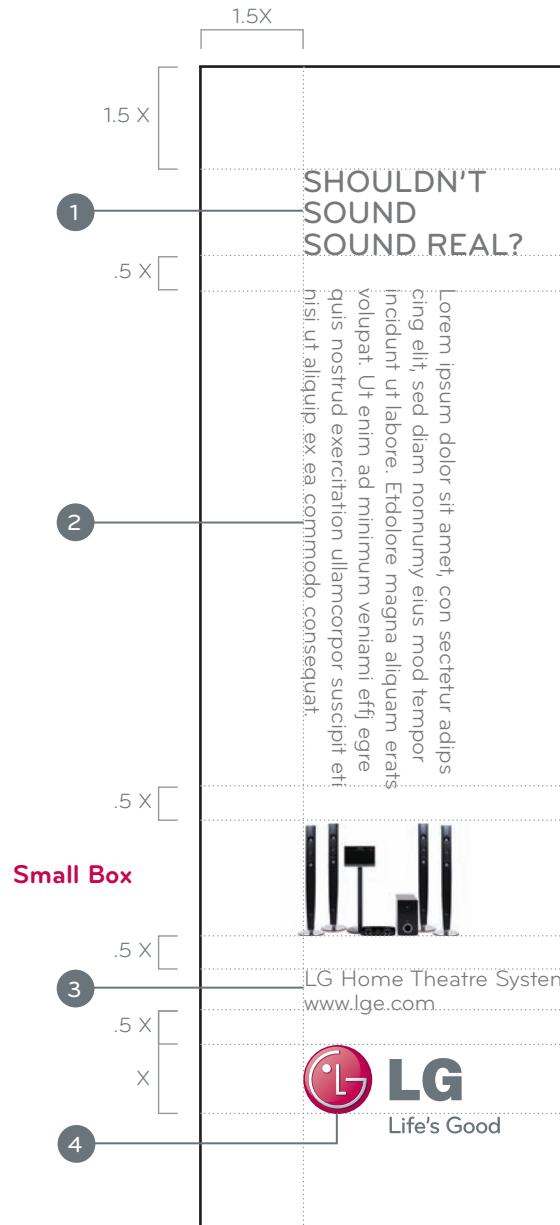
Web address - 12pt.

Logo - symbol is 12.5mm.

Note: Pack Shots must be cropped within a square picture box. There are two boxes to choose from:

Small - Based on the width of the body copy column.

Large - Based on the height (and width) of three symbols.



Advertising Campaign

Typography - Right-Hand Page, Left Aligned Type Without Pack Shot

When creating a right-hand page advertisement, it is recommended to use the left aligned copy and logo lock-up. In instances where a product is 'heroed' in the main visual, there is no need to show the product again as a pack shot.

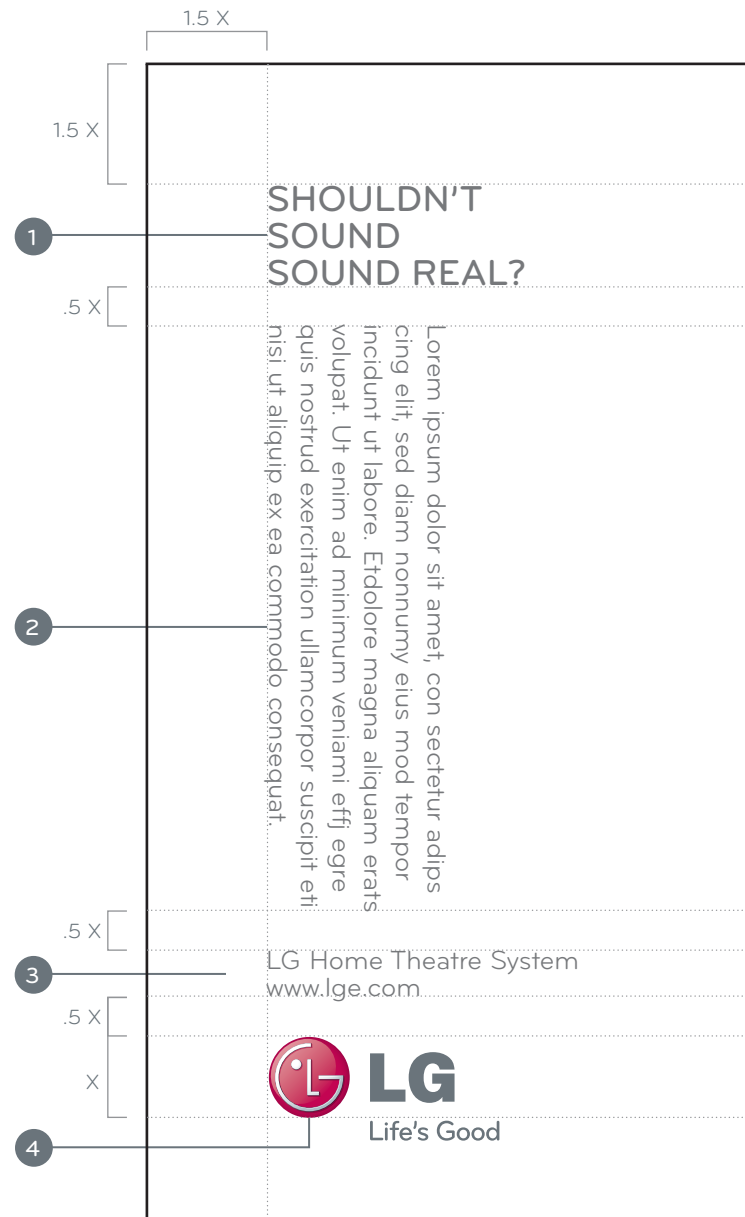
The following guideline applies to executions which clearly showcase the product.

Headline, body copy and logo sizes are based on a single page artwork at 300mm x 222mm. It can also be applied to a double page spread 300mm x 444mm. This lock-up can be used on small space ads, but must pro-up and -down as a unit.

All copy prints 65% tint of black.

- 1 **Headline:** Bryant LG Medium, 17pt on 17pt leading
- 2 **Body copy:** Bryant LG Regular, 12pt on 14pt leading
- 3 **Descriptor:** Bryant LG Regular, 12pt on 12pt leading
Web Address: Bryant LG Regular 12pt
- 4 **The 3D Logo:** The symbol is 12.5mm on either a single page or a double-page spread.

The spacing between the elements is based on the symbol. Always construct the lock-up from the left corner, all elements must be included.



Advertising Campaign

Typography - Right-Hand Page, Right Aligned Type With Pack Shot

When creating a right-hand page advertisement, it is recommended to use the left aligned copy and logo lock-up. Headline, body copy and logo sizes are based on a single page artwork at 300mm x 222mm. It can also be applied to a double page spread 300mm x 444mm. This lock-up can be used on small space ads, but must pro-up and -down as a unit.

All copy prints 65% tint of black.

- 1 **Headline:** Bryant LG Medium, 17pt on 17pt leading
- 2 **Body Copy:** Bryant LG Regular, 12pt on 14pt leading
- 3 **Descriptor:** Bryant LG Regular, 12pt on 12pt leading
Web Address: Bryant LG Regular 12pt
- 4 **The 3D Logo:** The symbol is 12.5mm on either a single page or a double-page spread.

The spacing between the elements is based on the symbol. Always construct the lock-up from the left corner, all elements must be included.

Elements within the ad must follow this order:

Headline - 17pt / 17pt.

Body copy - 12pt / 14pt.

Pack shot

Descriptor - 12pt / 12pt.

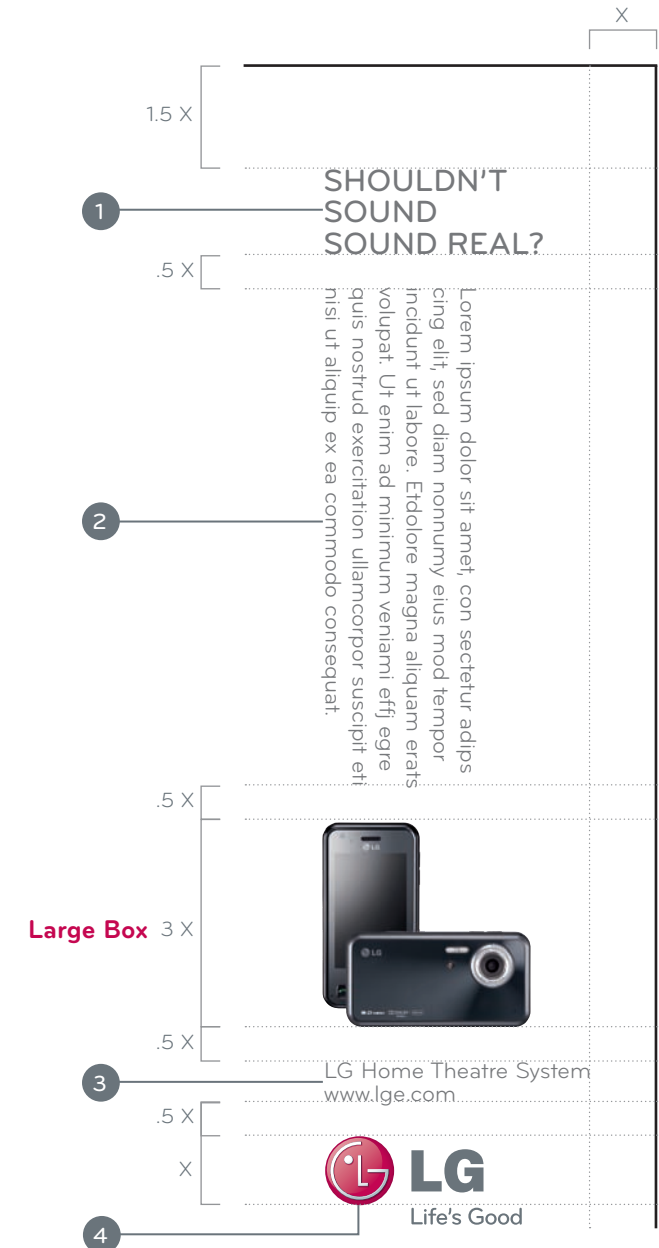
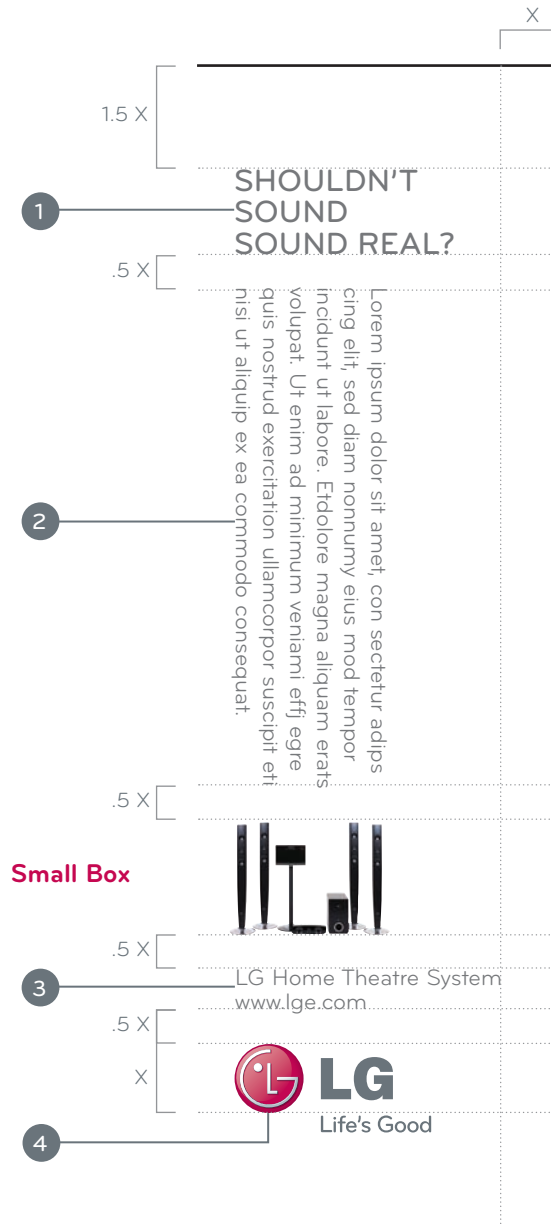
Web address - 12pt.

Logo - symbol is 12.5mm.

Note: Pack Shots must be cropped within a square picture box. There are two boxes to choose from:

Small - Based on the width of the body copy column.

Large - Based on the height (and width) of three symbols.



Advertising Campaign

Typography - Right-Hand Page, Right Aligned Type Without Pack Shot

When creating a right-hand page advertisement, it is recommended to use the right hand page with left aligned copy and logo lock-up. In instances where a product is 'heroed' in the main visual, there is no need to show the product again as a pack shot.

The following guideline applies to executions which clearly showcase the product.

Headline, body copy and logo sizes are based on a single page artwork at 300mm x 222mm. It can also be applied to a double page spread 300mm x 444mm. This lock-up can be used on small space ads, but must pro-up and -down as a unit.

All copy prints 65% tint of black.

- 1 **Headline:** Bryant LG Medium, 17pt on 17pt leading
- 2 **Body copy:** Bryant LG Regular, 12pt on 14pt leading
- 3 **Descriptor:** Bryant LG Regular, 12pt on 12pt leading
Web Address: Bryant LG Regular 12pt
- 4 **The 3D Logo:** The symbol is 12.5mm on either a single page or a double-page spread.

The spacing between the elements is based on the symbol. Always construct the lock-up from the left corner, all elements must be included.



Advertising Campaign

Layout Specifications - Poster Copy, Size 6 Sheet

When artwork is set up at 900mm x 600mm:

The example shows a 6 sheet poster with a type size of 161pt on 161pt leading. This is the preferred type size for 6 sheet posters. The size of type will depend, however, on the line and word length. As long as the balance between image and type is maintained to give the same look and feel, the type size may increase or decrease by a factor of 15%. The example on the right shows a 6 sheet poster with longer word and line length, where it was necessary to decrease type size to 141pt with 141pt leading.

SHOULDN'T
SOUND
SOUND REAL?


LG Home Theatre System
www.lge.com




 LG
Life's Good

STEAM.
REMOVES POLLEN,
DUST MITES AND
THE ODD SNEEZE.

LG Steam Washer
www.lge.com



 LG
Life's Good


Advertising Campaign Layout Specifications - Poster Copy, Size 48 Sheet


When artwork is set up at 300mm x 600mm:

The first example (top right) shows a 48 sheet poster with a type size of 101pt on 101pt leading. This is the preferred type size for 48 sheet posters. The size of type will depend, however, on the line and word length. As long as the balance between image and type is maintained to give the same look and feel, the type size may increase or decrease by a factor of 15%. The second example (below right) shows a 48 sheet poster with longer word and line length. It has been necessary to decrease type size to 88pt with 88pt leading.

SHOULDN'T
SOUND
SOUND REAL?

LG Home Theatre System
www.lge.com



 LG
Life's Good

STEAM. REMOVES
POLLEN, DUST MITES
AND THE ODD SNEEZE.

LG Steam Washer
www.lge.com



 LG
Life's Good

Advertising Campaign Layout Specifications - Poster 6 Sheet

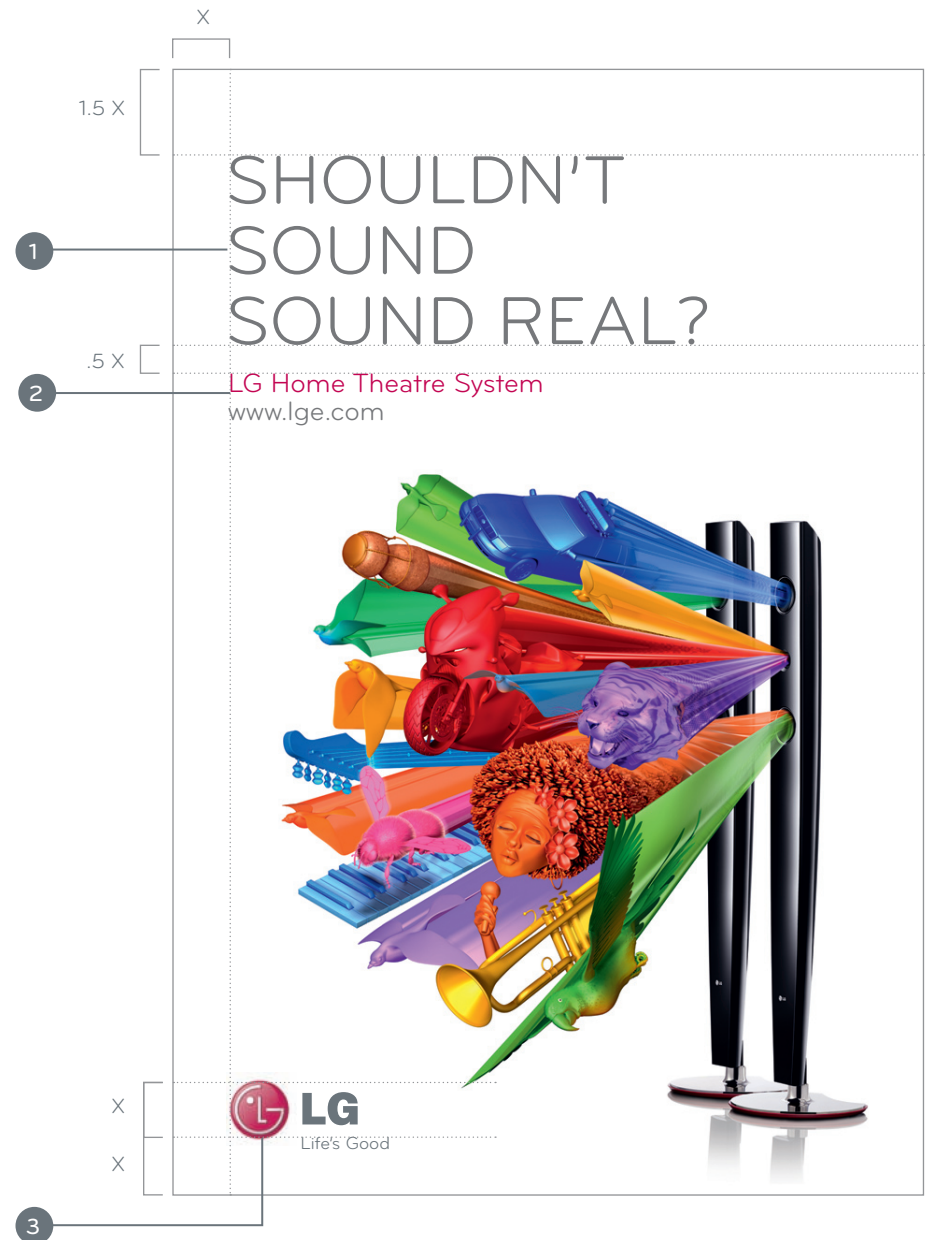
When artwork is set up at 900mm x 600mm:

- 1** **Headline:** 65% tint of black Bryant LG Regular, 161pt on 161pt leading
- 2** **Poster Descriptor:** c 0, m 100, y 40, k 20. Bryant LG Regular, 61pt on 61pt leading
Web Address: 65% tint of black Bryant LG Regular, 61pt
- 3** **The 3D Logo:** The symbol is 46mm when the artwork size is 900mm x 600mm.

The spacing between the elements is based on the symbol. All elements must be included.

Elements within the ad must follow this order:

Headline - 161pt / 161pt
Descriptor - 61pt / 61pt
Web address - 61pt
Logo - Symbol is 46mm



Advertising Campaign Layout Specifications - Poster 12 Sheet Vertical

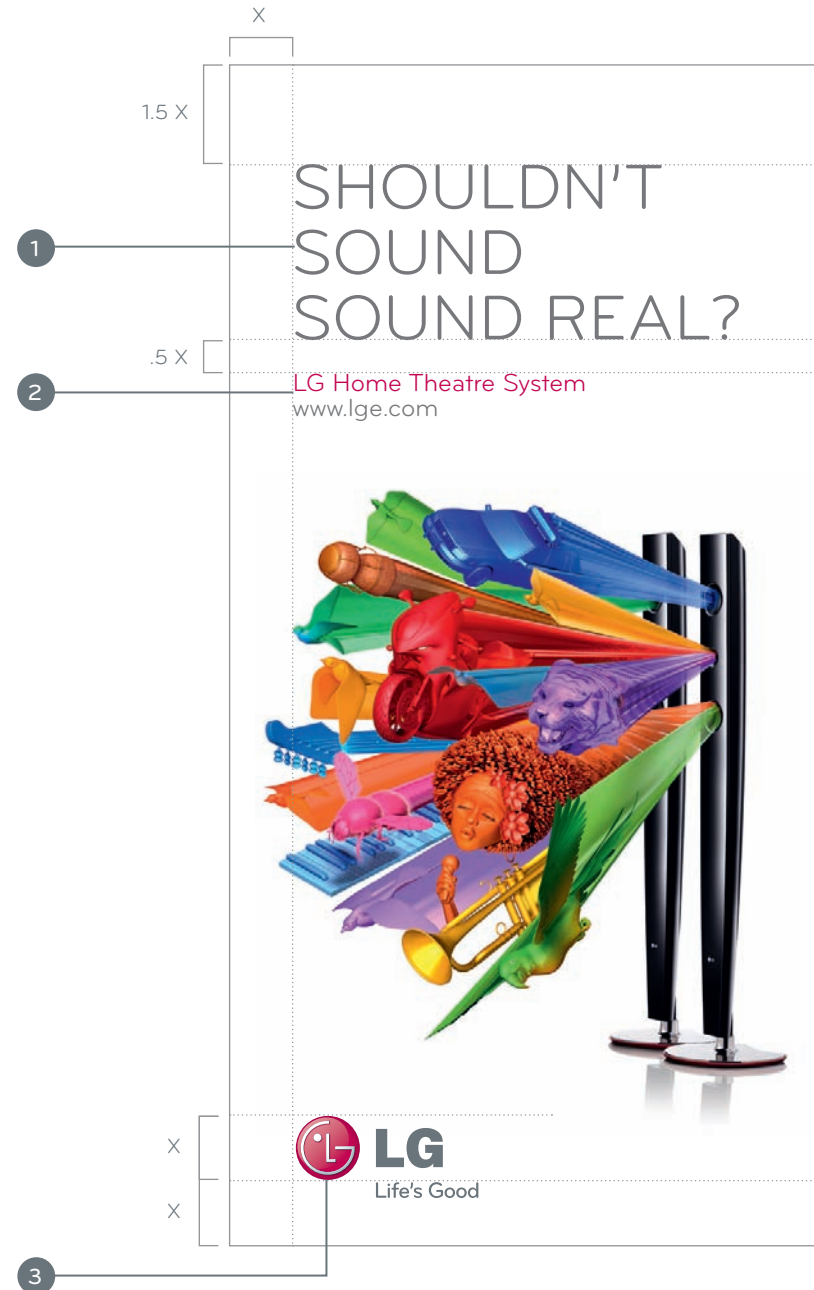
When artwork is set up at 304.8mm x 152.4mm:

- 1** **Headline:** 65% tint of black Bryant LG Regular, 49pt on 49pt leading
- 2** **Poster Descriptor:** c 0, m 100, y 40, k 20 Bryant LG Regular, 19pt on 19pt leading
Web Address: 65% tint of black Bryant LG Regular, 19pt
- 3** **The 3D Logo:** The symbol is 16.7mm when the artwork size is 304.8mm x 152.4mm.

The spacing between the elements is based on the symbol. All elements must be included.

Elements within the ad must follow this order:

Headline - 49pt / 49pt
Descriptor - 19pt / 19pt
Web address - 19pt
Logo - Symbol is 16.7mm



Advertising Campaign

Layout Specifications - Poster 12 Sheet Horizontal

When artwork is set up at 152.4mm x 304.8mm:

- 1** **Headline:** 65% tint of black Bryant LG Regular, 51pt on 51pt leading
- 2** **Poster Descriptor:** c 0, m 100, y 40, k 20 Bryant LG Regular, 19pt on 19pt leading
Web Address: 65% tint of black Bryant LG Regular 19pt
- 3** **The 3D Logo:** The symbol is 17.4mm when the artwork size is 152.4mm x 304.8mm.

The spacing between the elements is based on the symbol. All elements must be included.

Elements within the ad must follow this order:

Headline - 51pt / 51pt
Descriptor - 19pt / 19pt
Web address - 19pt
Logo - Symbol is 17.4mm



Advertising Campaign Layout Specifications - Poster 32 Sheet

When artwork is set up at 304.8mm x 406.6mm:

- 1** **Headline:** 65% tint of black Bryant LG Regular, 93pt on 93pt leading
- 2** **Poster Descriptor:** c 0, m 100, y 40, k 20 Bryant LG Regular, 36pt on 36pt leading
Web Address: 65% tint of black Bryant LG Regular, 36pt
- 3** **The 3D Logo:** The symbol is 30.5mm when the artwork size is 304.8mm x 406.6mm.

The spacing between the elements is based on the symbol. All elements must be included.

Elements within the ad must follow this order:

Headline - 93pt / 93pt
Descriptor - 36pt / 36pt
Web address - 36pt
Logo - Symbol is 30.5mm



The above is a creative concept for illustration purposes only.

Advertising Campaign Layout Specifications - Poster 48 Sheet

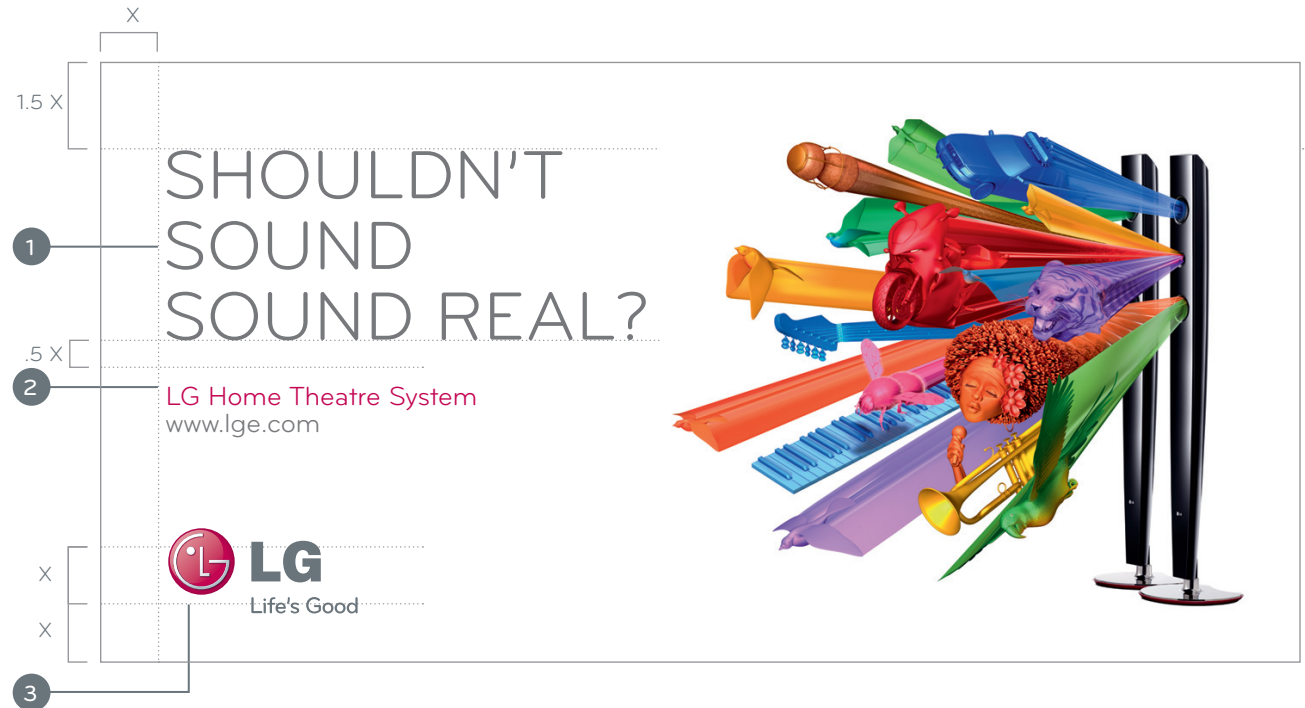
When artwork is set up at 300mm x 600mm:

- 1** **Headline:** 65% tint of black Bryant LG Regular, 101pt on 101pt leading
- 2** **Poster Descriptor:** c 0, m 100, y 40, k 20 Bryant LG Regular, 38pt on 38pt leading
Web Address: 65% tint of black Bryant LG Regular, 38pt.
- 3** **The 3D logo:** The symbol is 33.6mm when the artwork size is 300mm x 600mm.

The spacing between the elements is based on the symbol. All elements must be included.

Elements within the ad must follow this order:

Headline - 101pt / 101pt
Descriptor - 38pt / 38pt
Web address - 38pt
Logo - Symbol is 33.6mm



Advertising Campaign Layout Specifications - Poster 96 Sheet

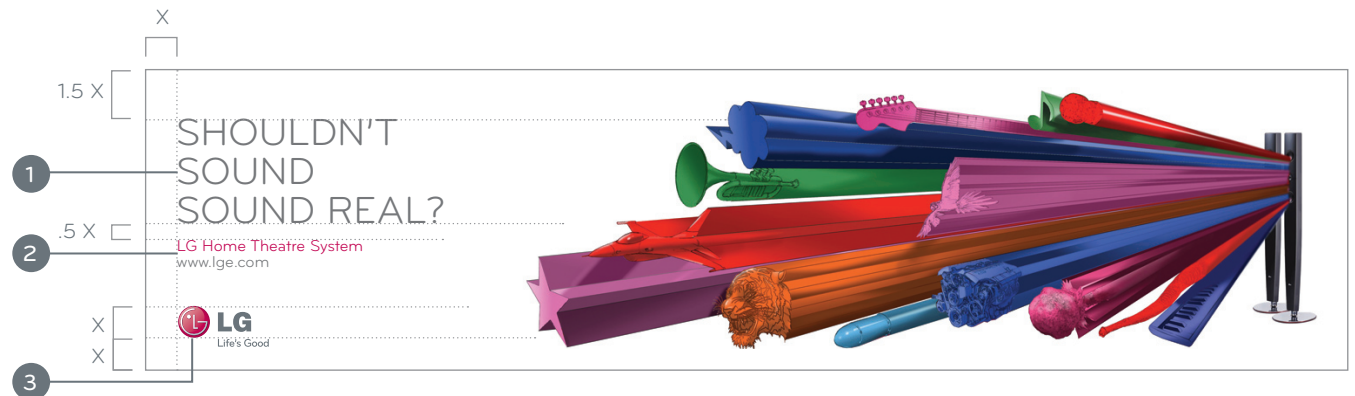
When artwork is set up at 152.4mm x 609.6mm:

- 1** **Headline:** 65% tint of black Bryant LG Regular, 57pt on 57pt leading
- 2** **Poster Descriptor:** c 0, m 100, y 40, k 20
Bryant LG Regular, 27pt on 27pt leading
Web Address: 65% tint of black Bryant LG Regular, 27pt
- 3** **The 3D Logo:** The symbol is 19mm when the artwork size is 152.4mm x 609.6mm.

The spacing between the elements is based on the symbol. All elements must be included.

Elements within the ad must follow this order:

Headline - 57pt / 57pt
Descriptor - 27pt / 27pt
Web address - 27pt
Logo - Symbol is 19mm



The above is a creative concept for illustration purposes only.

Advertising Campaign

Layout Specifications - Bespoke Large Format

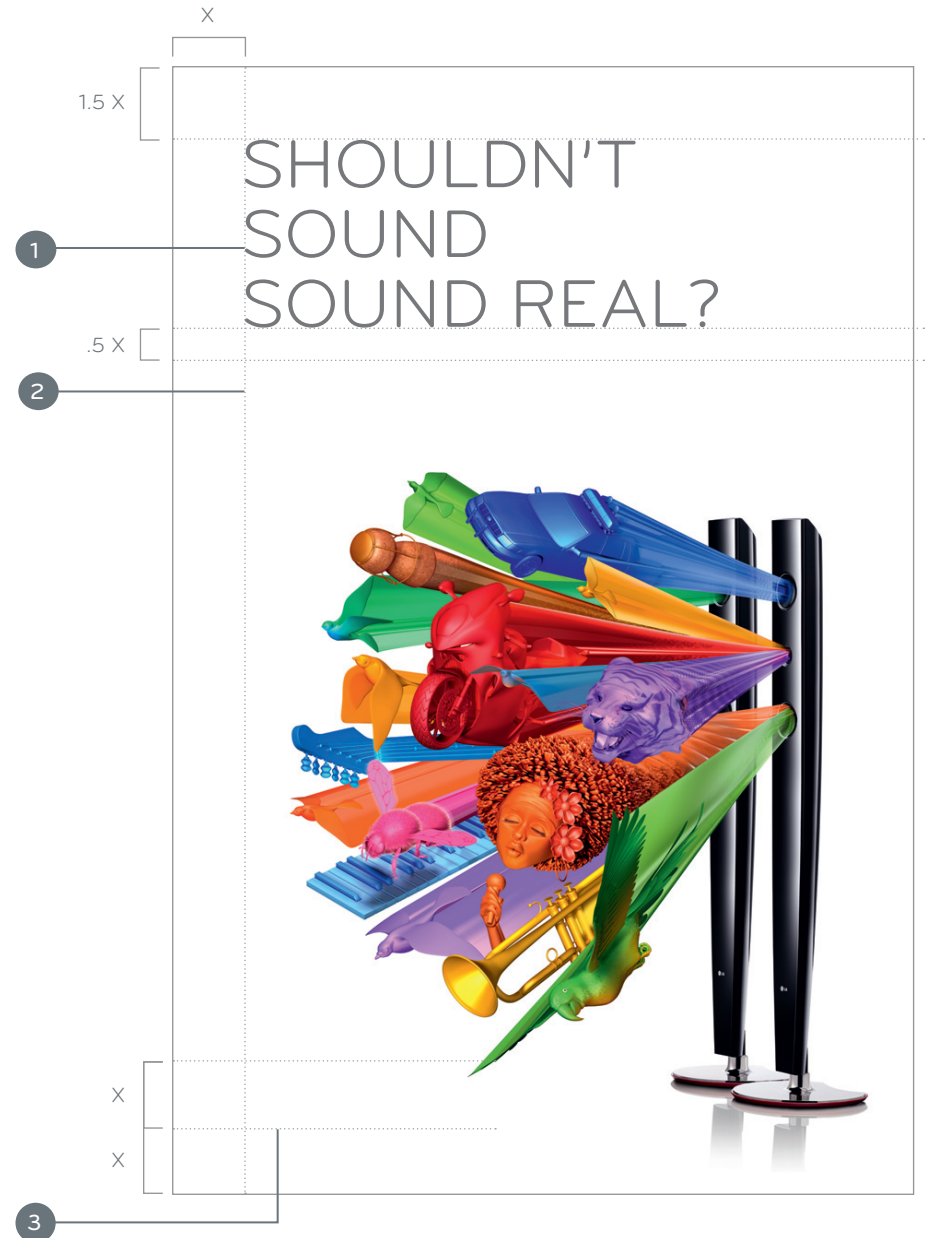
When artwork is set up at 758mm x 498mm:

- 1 Headline:** 65% tint of black Bryant LG Regular, 134pt on 134pt leading
- 2 Poster Descriptor:** c 0, m 100, y 40, k 20
Bryant LG Regular, 61pt on 61pt leading
Web Address: 65% tint of black Bryant LG Regular, 61pt
- 3 The 3D Logo:** The symbol is 44.8mm when the artwork size is 758mm x 498mm.

The spacing between the elements is based on the symbol. All elements must be included.

Elements within the ad must follow this order:

Headline - 134pt / 134pt
Descriptor - 61pt / 61pt
Web address - 61pt
Logo - Symbol is 44.8mm



Advertising Campaign

Press Examples - Co-Op Advertising

SHOULDN'T
SOUND
SOUND REAL?

Was that a tiger at the door? Where's the 100-piece orchestra hiding? Should we call the fire brigade for that explosion? The LG Home Cinema System sounds so genuine thanks to audio industry legend Mr. Mark Levinson, who has personally engineered and fine-tuned our pure digital sound for powerful reality. Prepare your senses.



LG Home
Cinema System
www.lge.com



AVAILABLE AT THESE FINE RETAILERS



Advertising Campaign

Press Examples - Advertising With More Product Information

Page in Development

Advertising Campaign

Press Examples - Double-Page Spread (when the image can only go on the right-hand side)

ADVANCED
TECHNOLOGY.
BEAUTIFULLY
HIDDEN.

Step closer. A little closer... We want to show you something. Something you can't actually see... but can experience. We call it Advanced Technology. Come closer still. There... hiding within every LG Digital TV is something that will satisfy your every curiosity, no matter how big your imagination. So, what do you want to experience? A perfect Full HD picture tuned by Light? Amazing speakers that can't be seen with the naked eye? Whatever it is, prepare to step into an advanced world.




LG Full HD TV
www.lge.com




Advertising Campaign

Press Examples - Double-Page Spread (when the image can only go on the left-hand side)




INTRODUCING
A WASHING
MACHINE
THAT THINKS
IT'S AN IRON.

Lorem ipsum dolor sit amet, con sectedur adipis
cing elit, sed diam nonummy elus mod tempor
incidunt ut labore. Etdolore magna aliquam erat
voluptat. Ut enim ad minimum veniam, effi egre
quis nostrud exercitatio ullamcorpor suscipit eti
nisi ut aliquip ex ea commodo consequat.



LG Steam Washer
www.lge.com



Advertising Campaign Press Examples - A5 (small space)

SHOULDN'T
SOUND
SOUND REAL?

>Lorem ipsum dolor sit amet, con sectetur adips
cing elit, sed diam nonnumy eius mod tempor
incidunt ut labore. Etdolore magna aliquam erat
volupat. Ut enim ad minimum veniam! effi egre
quis nostrud exercitation ullamcoor suscipit eli
nisi ut aliquip ex ea commodo consequat.



LG Home Theatre System
www.lge.com



LG
Life's Good

Advertising Campaign Press Examples - Mono Page

SHOULDN'T
SOUND
SOUND REAL?

Lorem ipsum dolor sit amet, con sectetur adips
 cing elit, sed diam nonummy eius mod tempor
 incididunt ut labore. Etdolore magna aliquam eratis
 volupat. Ut enim ad minimum veniam effi egre
 quis nostrud exercitatio ullamcorpor suscipit eth
 nisi ut aliquip ex ea commodo consequat.



LG Home Theatre System
www.lge.com



Advertising Guidelines

International Press - Single Page - Russian

Font:

Headline: GraphicusDTCyr Book

Body copy: GraphicusDTCyr Book

Please follow the typesetting guidelines.

ЗВУК
ДОЛЖЕН
ЗВУЧАТЬ
РЕАЛЬНО.

У нас поселился тигр? Где же тут спрятался целый симфонический оркестр? Это был взрыв? — может, стоит вызвать пожарных? Звук LG Scarlet Home Theatre System звучит по-настоящему, благодаря усилителю аудио-тюнгу Маркса/Левинсона, который разрабатывал и доработал систему до совершенства. Приготовьтесь почувствовать звук.



LG Home Theatre System
www.lge.com



Advertising Guidelines

International Press - Single Page - Chinese

Font:

Traditional Chinese:

Headline: MYuen Medium - B5

Body Copy: MYuen Medium - B5

Simplified Chinese:

Headline: MYuen Medium - GB

Body Copy: MYuen Medium - GB

Please follow the typesetting guidelines.

是不是
声音
真实还原?

是谁在咆哮? 上百人的管弦乐队藏在什么地方?
刚刚到了爆破声, 要打几番电话吗? 全新 LG Scarlet
家庭影院系统的逼真音效都要感谢语言大师马克里·
维森先生 (Mark Levinson) 力求完美的精心设计。
打开你的感官。



LG Home Theatre System
www.lge.com



LG
Life's Good

Advertising Guidelines

International Press - Single Page - Hindi

Font:

Headline: Mangal

Body copy: Mangal

Please follow the typesetting guidelines.

खरी आवाज़ ही सही आवाज़.
आवाज़ खरी तो लगे सही.
आवाज़ खरी नहीं होनी चाहिए ?
क्या आवाज़ वास्तविक
नहीं लगनी चाहिए ?

क्या अभी तकानों पर बाव खाइया शर १०० सालों का ऑडियोस्टो कर्णों
लिपि कर है का है ? पर धमके के लिए फायर डिजिट को गुना कर सार ?
LG स्कॉर्पिड हीम थिएटर सिस्टम की आवाज़ लगे विद्युत नवदा,
और कर्ण ना लगे, ऑडियो गुण शी मोक लीवरेखन ने अधुना ऑडियोमैत्रिकी
के कारण से इसकी आवाज़ को खरी लगने के लिए टयुन को किया है.
ने देवार कर नीलिय आवाज़ कर्णों को



LG Home Theatre System
www.lge.com



Advertising Campaign

End Frame

Implementing a consistent end frame and mnemonic device at the end of every TV and radio advertisement is another important step in building the LG brand.

The LG End Frame is available against either a black or a white background. Use the white version for films with a bright tone. Use the black version on films with a darker visual tone. High definition and standard definition files are available.

A 3 second end frame is the standard. Only use the 2.5 second for shorter advertisements (i.e., 20 and 15 seconds in length).

- The mnemonic comes up in the clear (no sounds fading into mnemonic, mnemonic audio comes in full volume, no "voice over" over mnemonic).
- The audio levels of the mnemonic are at least as loud as the preceding audio.
- The mnemonic must not fade out.
- The mnemonic plays in stereo.
- The mnemonic is always at the end to close the spot (even if there are more than one mnemonic, LG is last).
- The mnemonic source must come from a 48 kHz, 16 bit stereo aif or wave file (no mp3 or compressed format).
- First frame of the audio syncs with first frame of the picture or use reference 2 pop.

The End Frame should not be modified in any way. It should not be shortened or lengthened, and neither the logo nor the audio may be altered.

Please double click on the image to preview the end frame animation and mnemonic. Audio and mnemonic devices are available for download at <http://brand.lge.com>.

Advertising:

2.3 Research

- Overview of Pre-Ad Testing 2.3.1
- TV Link™ Test Process 2.3.2
- TV Link™ Framework Details 2.3.3
- Key Measures 2.3.4
- Standardized Costs 2.3.5
- Key Contacts 2.3.6
- Questionnaire & Checklist 2.3.7

Research

Overview of Pre-Ad Testing

Objective

- Assess and improve ad creativity based on local consumer reaction.
- Minimize financial risk by predicting in-market performance.
- Optimize the use of the media budget.

Partner Agency

Millward Brown

Test Module

TV Link™

Methodology

Quantitative test (Online or face-to-face)

Sample size

150 per cell

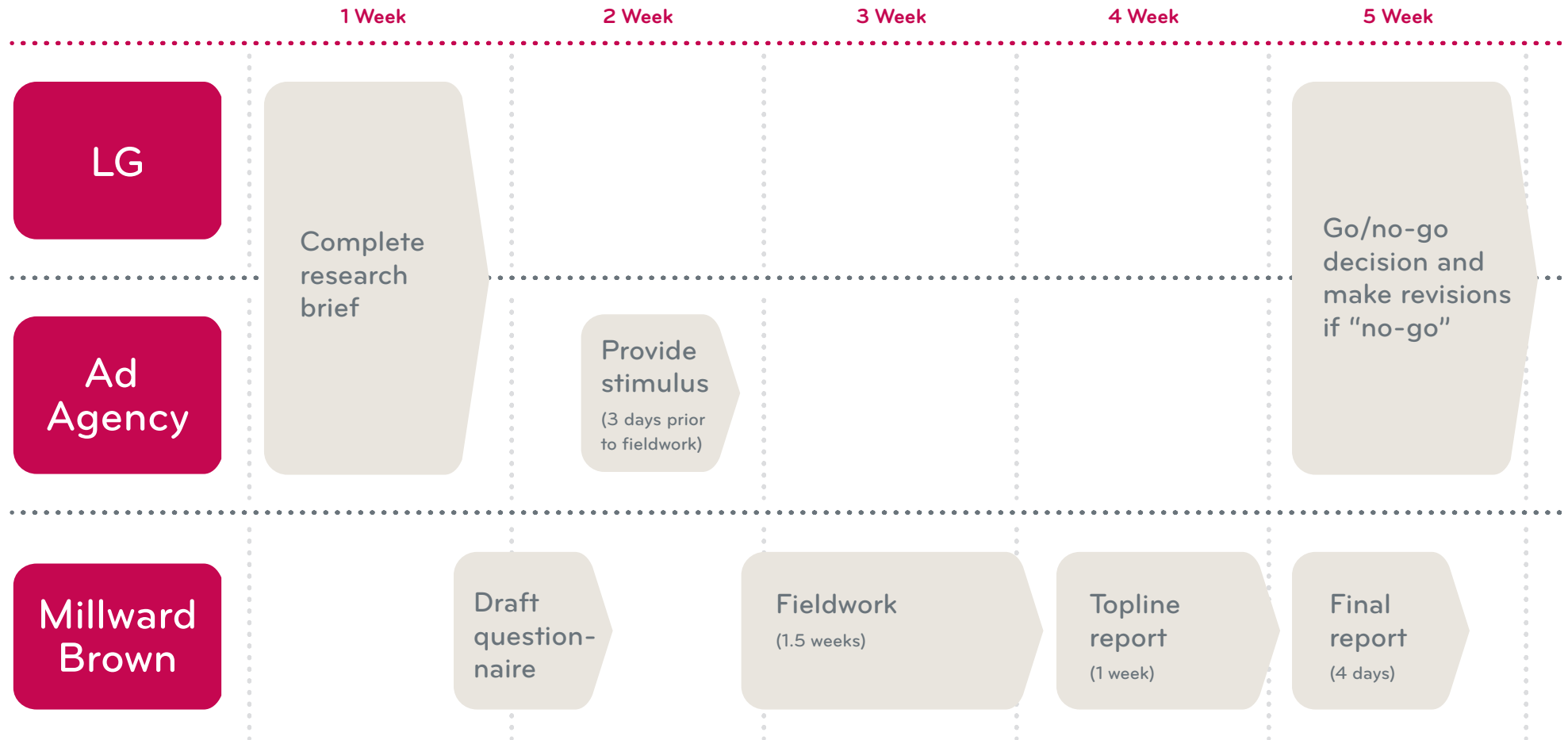
Recommended timing of test

1 - 2 months prior to ad launch

Research time

Stimulus to topline report: 2 - 3 weeks

Research TV Link™ Test Process



Research TV Link™ Framework Details

Will the campaign be remembered and linked to the brand?



Engagement

- Involvement
- Enjoyment
- Branded impact (Awareness Index)
- Distinctiveness
- Personal Relevance
- Interest in brand/category

Does the ad affect brand associations in the right way?



Brand Associations

- Spontaneous impressions
- Aided impressions
- Long-term associations
- Emotional response
- Mood and tone

Do new brand associations make the brand more desirable at key decision moments?



Motivation

- Persuasion
- Effect on category use
- Call to action
- Brand appeal
- Buzz/viral
- Brand difference
- Relevance
- Believability
- New information

⋮

Diagnosis

Likes and Dislikes, Story of the Ad, Understanding, Sticks in mind, Talk Back to the Creator, Interest/Emotion Traces, Optional Probes on Viral, Celebrities, Slogans, Music

Research Key Measures

Awareness Index

“How efficient is the ad in generating awareness?”

Persuasion Score

“How efficient is the ad in changing the purchase intent?”

Communication Score

“Is the main message being communicated?”

Research Standardized Costs

Projects Serviced Out of MB Central Team

Nation	Method	Total Cost
UK	Online	\$11,498
France	Online	\$13,966
Germany	Online	\$13,966
Italy	Online	\$13,966
Spain	Online	\$13,966
USA	Online	\$11,032
China	F2F	\$12,145
Russia	F2F	\$13,510
Brazil	F2F	23,931
India	F2F	\$11,515

Projects Serviced Out of MB UK/US Team

Nation	Method	Total Cost
UK	Online	\$19,181 (-20%)
France	Online	\$21,768 (-34%)
Germany	Online	\$21,768 (-22%)
Italy	Online	\$21,768 (-25%)
Spain	Online	\$21,768 (-13%)
USA	Online	\$19,599 (-28%)

(-X%): Discount compared to cost without partnership

- Total cost (1 cell) = field cost + client service
- Sample size for China/India, 200 with 100 each city (2 cities); other countries, 150 per country
- Assume 60% penetration rates and 25 minutes to complete questionnaire.
- Client service cost discount rate: 2 cells-5%, 3 cells-10%, 4~6 cells-18%, 7~8 cells-20%, over 8 cells-25%
- For costs in other countries, please contact the designated person listed on the next page.
- Details/breakdown of costs are shown in the appendix.

Research

Key Contacts

HQ, Asia, Middle East & Africa projects

MB Central Team (AAP: Africa Asia Pacific)

Deepender Rana

Position: Chief Client Officer, MB Africa Asia Pacific

Email: Deepender.Rana@cn.millwardbrown.com

Tel: +86 21 6359 8683

US, South & Central America projects

MB US Team

Don Diforio

Position: Head of MB New York

Email: Don.Diforio@us.millwardbrown.com

Tel: +1 203 330 7998

Europe and CIS projects

MB UK Team

Tim Wragg

Position: Head of Client Service, MB United Kingdom

Email: Tim.Wragg@uk.millwardbrown.com

Tel: +44 (0)20 7126 5080

Research Questionnaire & Checklist

Demonstrated below are samples of the research questionnaires and checklists. Please discuss these with your local market key contacts mentioned on the previous page.

These files are available for download at <http://brand.lge.com>

LG Pre AD Test Questionnaire

RECRUITMENT

RQ1. Do you or does any member of your household work in any of these occupations?

Occupations	RQ 1	
Advertising	(1)	IF ANY OF THESE CODED, CLOSE
Market research	(2)	
Marketing	(3)	
Journalism	(4)	
Public relations	(5)	
None of these	(6)	IF ONLY THESE CODED, CONTINUE

MULTICODING POSSIBLE. DO NOT RANDOMIZE OR ROTATE.

RQ2. Which of these age groups do you fit into?

Age	RQ 2	
Under 16	(1)	CLOSE SCRIPT
16 to 24	(2)	IF ANY OF THESE CODED, CLOSE
25 to 34	(3)	
35 to 44	(4)	
45 to 64	(5)	
65 and over	(6)	
Do not wish to answer	(7)	CLOSE SCRIPT

RQ 3. Are you.....?

(1)	(2)
Male	Female

RQ 4. Which of these income bands does your gross annual household income fit into? By gross, this means before tax, national insurance or any other deductions. (Change according to test country)

Income	RQ 4	
Under \$20,000	(1)	CLOSE SCRIPT
\$20,000 - \$4,999	(2)	
\$5,000 - \$49,999	(3)	
\$50,000 - \$74,999	(4)	
\$75,000 - \$99,999	(5)	
\$100,000 and Over	(6)	CONTINUE
Do not Wish to answer	(0)	REFUSAL DISPLAY

HOUSEHOLD INCOME REFUSAL DISPLAY SCREEN

Sorry! We need you to state your household income range for you to continue with the survey. Please click 'Continue' to be taken back to where we ask this question. If you still do not wish to give your household income, please click on 'Do not wish to answer' again and the survey will close.

2

LG Pre AD Test Questionnaire

RQ 5. Which statement best describes your involvement in the purchase of RRODUCT CATEGORY? (CHANGE DEPENDING ON CATEGORY - e.g. for DD, recruit both decision makers and influencers. For MC, recruit only decision makers)

Involvement	RQ 5	
I am fully responsible for the purchase CATEGORY for my household	(1)	CONTINUE
I am involved in the decision of purchasing CATEGORY for my household	(2)	
I am not at all involved in the decision of purchasing CATEGORY for my household	(3)	

ONE CODE ONLY

RQ 6. Do you currently own a PRODUCT (CATEGORY)?

Yes	No
(1)	(2)

ONE CODE ONLY

RQ 7. [ONLY ASK CODED YES AT SQ 6. SKIP TO RE IF CODED NO AT SQ 6]
What brand of PRODUCT (CATEGORY) you currently own? (Brand list vary according to product category)

Brand	RQ 7
Competitor 1	(1)
Competitor 2	(2)
LG	(3)
Other Brands	(4)

MULTIPLE CODING POSSIBLE

RQ 8. [ASK ALL] Which of the following statements best describes your intention of owning a RPRODUCT (CATEGORY) in the future? (CHANGE DEPENDING ON CATEGORY)

Intention of Owning a Product	RQ 8
Plan to purchase within 1-2 months	(1)
Plan to purchase within 3-4 months	(2)
Plan to purchase within 5-6 months	(3)
Plan to purchase within 7-12 months	(4)
Do not plan to purchase	(9)

CLOSE IF CODED NO AT SQ 6 AND CODED 'DO NOT PLAN TO PURCHASE' AT SQ 8

RQ 9. [ASK ALL][CORE] How do you agree or disagree that these phrases apply to you when purchasing a PRODUCT (CATEGORY)? Please answer for each statement (Statement to recruit 'core' target - change according to category)

(1) -----	---- (2) ----	----- (3) -----	---- (4) ----	---- (5)
-----------	---------------	-----------------	---------------	----------

3

3.0 Media

Media

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Media:

3.0 Media Guidelines

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Media Guidelines

Introduction

These guidelines provide direction for developing and designing communications that are fully aligned with the LG brand strategy. They are intended to foster creativity and help us infuse all of our communications with the tone of voice and expertise that we want our audiences to associate with the LG brand. They outline best practices for the use of our visual identity elements, including: our Signature, color, typography and imagery. The consistent application of our identity, including the LG Logo, typeface, color and layout, is essential in building a strong presentation of our brand.

Media Guidelines

Creative Strategy Highlights

Target Audience

Uncompromising Seekers never want to compromise between design and technology...they want it all.

Target Consumer Insights

People who won't compromise between stylish design and smart technology and, ultimately, a sense of sophistication demonstrate:



Thoughtful Expressionism

Uncompromising Seekers express their lifestyles in a way that makes them unique and distinguishable.



Sensory Intuition

Uncompromising Seekers are perceptive and aware of the world around them.



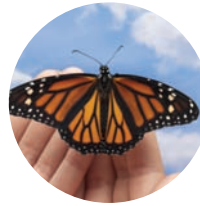
Focused Rejuvenation

With busy lifestyles and a constant lack of time, Uncompromising Seekers place importance on experiences that matter.



Persistent Optimism

Uncompromising Seekers believe that the right attitude can make anything possible.



Questing Spirit

Uncompromising Seekers love life and have an insatiable curiosity.



Contagious Generosity

Uncompromising Seekers are eager to share their knowledge and experiences with others.

Products & Brand: Distinct But Complementary Roles

The definitions make our roles more clear – and specify our intended focus.

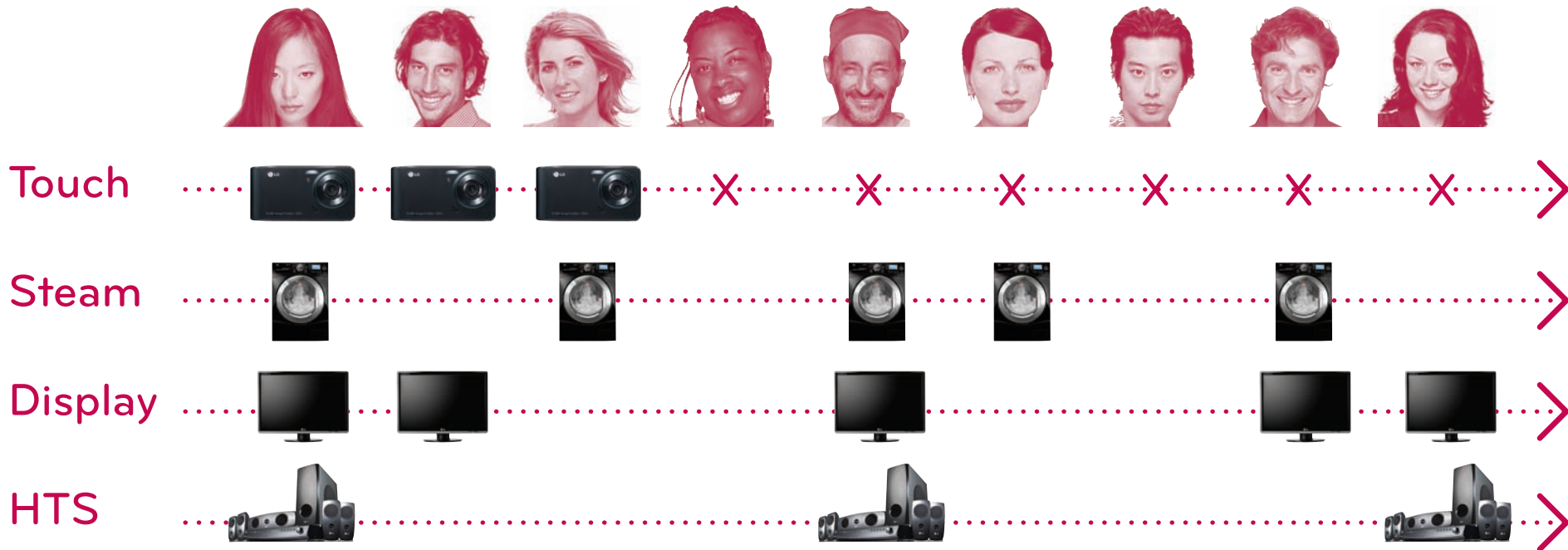


Media Guidelines

Breadth Of Sale

Breadth of Sale: The individual sales efforts of each product/BU group, either globally or locally, with the goals being high sales and broad market penetration, starts with a focus on the products and links to the consumer (main focus of current efforts).

Uncompromising Seekers



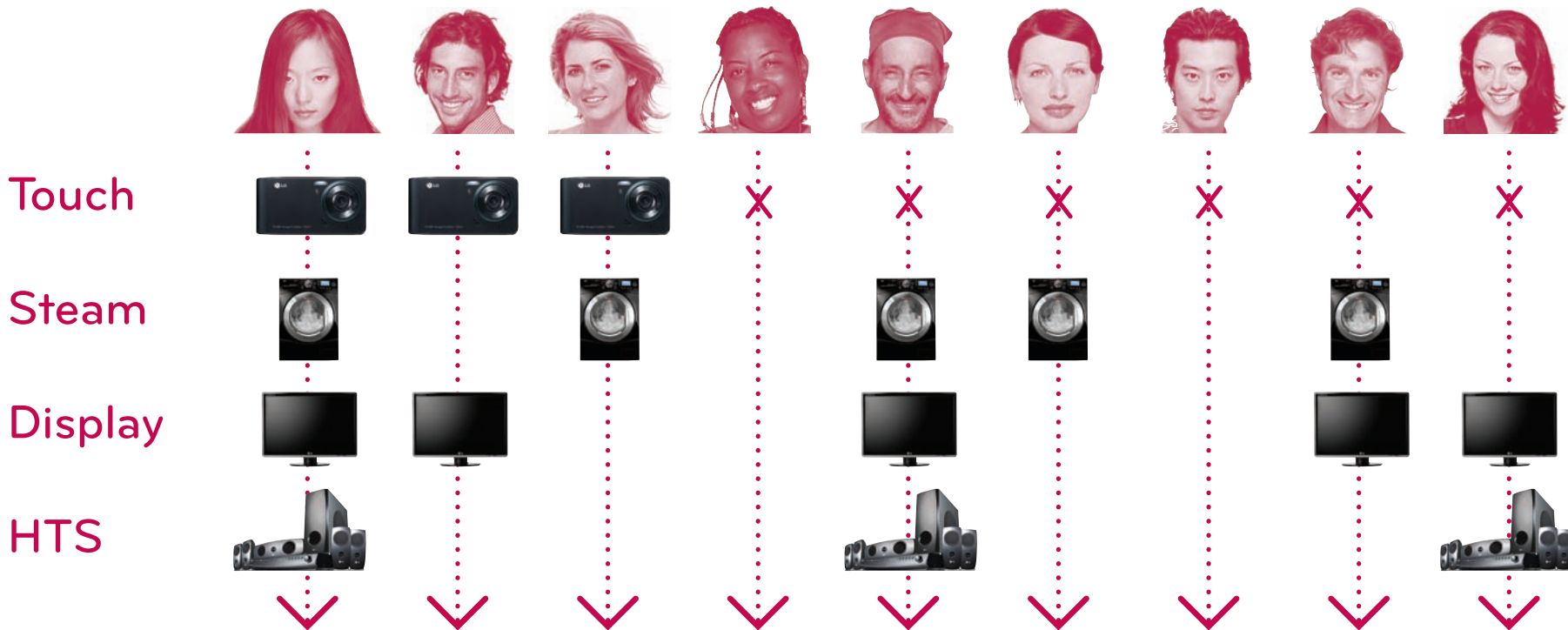
Each product group must sell as many units to the broadest base as quickly as possible before product and/or technological obsolescence kicks in. Reputation/expectations are mainly category credentials relative to competitors.

Media Guidelines

Depth Of Sale

Depth of Sale: Increases the preference for any/all LG offerings in any category that the consumer may be considering; general preference and cross sell are the KPIs of success; starts with the consumer and links back to the products.

Uncompromising Seekers



Consumers should anticipate a continuing level of expectations from any current/future LG experience: product, service, sales or communications. Increase the total share of all requirements, across all categories, over time.

Media Guidelines

The Near Term

The visible future: start simple, get the model right, expand...

2008

Simplify, Unify & Tell Our Story

- Announce LG's brand point of view.
- Bring all messaging together as one idea.
- Simplify the investment plan.
 - Clarify the role of constituents.
 - Jumpstart Digital Transformation.
- Reduce/focus the number of platforms and sponsorships.
- Scope out infrastructure plans for CRM and consumer service.

2009

Fits Your Life

- Focus on consumer service/support.
- Invest heavily in CRM:
 - Not just digital
 - Database/information-driven
- Roll out "Fits Your Life" content programs:
 - Intuitive instruction
 - "Get the most" education
- Skew brand advertising to mostly digital.

2010

Refine & Expand

- Tighten up the model.
- Maintain on-going course correction.
- Roll out heavier/broader efforts.
- Invest more heavily in media/advertising to yield higher MROI.
 - Uphold product support.
 - Uphold brand support.

Media Guidelines

Media Strategy 2009

A brand launch is the reverse of a traditional launch.

- A brand launch focuses early on unconventional and personalized messages/media and then on a bigger/broader campaign.
- A brand launch uses the opportunity to front-load digital experiences that get people talking.

Media selection priorities:

- Primary: Vehicles that fuel the conversation and can enrich the brand experience (PR/events, digital experiences, buzz, sponsorships, search, etc.)
- Secondary: Media that are broader in scope and can deepen the relationship (Print, OOH, broader digital experiences, contextual opportunities)
- Tertiary: More traditional media that broadly relate our message (TV, radio, broad internet, broad OOH)

The local marketing schedule is a key factor in effecting synergy.

- Align GBM/BU's campaign and media schedules with the local marketing schedule.

Media Guidelines

Consumer Touchpoints



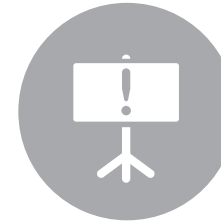
Print

Upscale monthly magazines/special-interest titles/global partnership with key titles



TV

Selective channel/program skewed to target audience



Launch Event/PR

Brand identity kick-off campaign via a high-impact event



Brand Micosite

Allows consumers to explore and engage with the brand in fun and refreshing ways



Outdoor

Aligned with print campaign and special builds to dramatize message



In-store

MIND AT PLAY created in store



Global Digital Partnership

LG high-visibility opportunity (search) to embed brand content in suitable contexts



Social Networks & Video Content

Socialize the message

Media Guidelines

Measurement

Ensure an actionable program to measure effectiveness and provide a basis for creative evaluation and future communication development.

Brand Competitiveness Research

- Brand health index in lead markets
- Brand identity attributes and category credentials

Campaign Effectiveness Measurement

- Assessment of media impact on key brand/campaign metrics
 - Media channel ROI
 - Halo effect on cross-category advertising and on brand
 - Creative efficiency

Campaign Creative Evaluation

- Consumer response to
 - Overall strategy/campaign
 - Creative idea
 - Individual elements
 - Product information
 - Differences by market

Media Guidelines

Brand Evaluation

Tier	Goal	Key Performance Indicator
Brand Key Index	Brand Awareness	Top of Mind, Unaided, Aided
	Positive Opinion	Top 2 (out of 7) % of Overall Opinion
Brand Funnel	Awareness	
	Familiarity	
	Consideration	
	Purchase	
	Loyalty	
Brand Identity	7 Elements	Stylish Design
		Smart Technology
		Fits My Life
		Refreshing
		Sophisticated
		Premium
		Reliable
Premium Price	Perceived Price	

Media Guidelines

Advertising Contact Channel: Overall Performance Evaluation By Channel

Tier	Indicator	Sub-Elements
Advertising Contact Channel	Brand Aided Advertising Awareness	TV, Radio, Print, ect.
	Brand Unaided Advertising Awareness	

Media Guidelines

Campaign Evaluation: Global Brand Campaign & Key Local Campaigns

Tier	Indicator/level	Sub-Elements
Brand Recognition	Awareness	Correct/Incorrect
	Likeability	
Image	Brand Personality	Stylish Design
		Smart Technology
		Fits My Life
		Refreshing
		Sophisticated
		Premium
		Reliable
Message Delivery	Varies By Product, Featured Products In The Specific Campaign	
Creative Overall Evaluation	Uniqueness, Understanding	

Media Guide:

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Media Best Practices

Media Planning Process

The media planning process comprises three major types of plans:

1. Formal Plans: Steps involved for the development of plan recommendations are as follows:

- Initial Approver, along with the Final Approver, provides the marketing direction (objectives and strategies) via a formal media brief.
- A pre-planning brief must be provided to the agency to initiate planning development. No plans will be developed without a pre-planning brief.
- The Media Agency generates media objectives and strategies and submits for review.
- After presenting the media objectives and strategies to the Initial Approver at LG, they are then presented to the Final Approver (incorporating any changes made by the Marketing Team).
- Based on feedback from this meeting, the final plans are developed and presented
- Media is purchased/implemented once a signed MAF (Media Authorization Form) is received.
- The Planning Process works back from the dates on page 3.1.2 to enable the purchase of media

2. Plan Revisions: Ongoing changes to the formal plans could be:

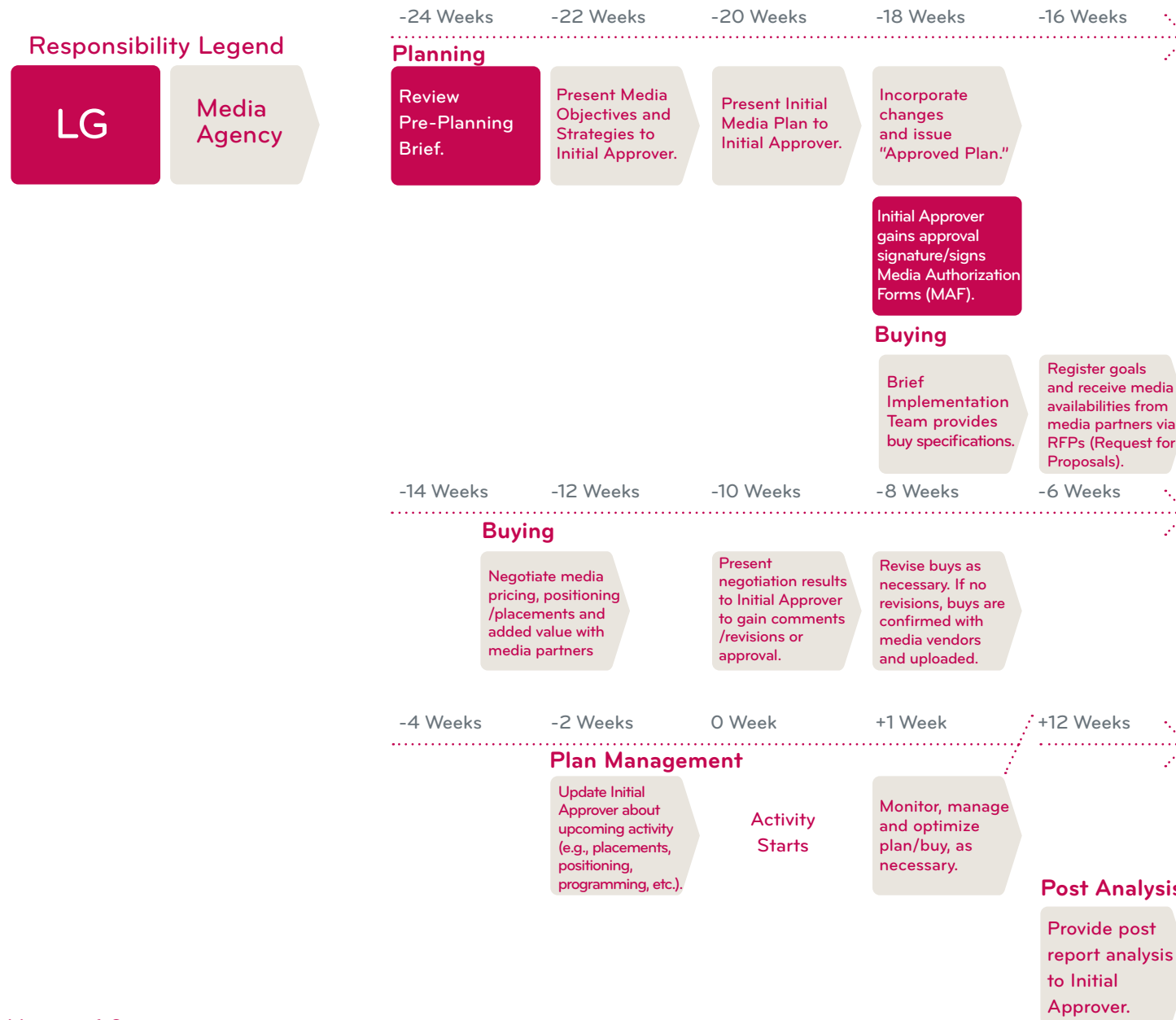
- Minor changes such as flighting, small daypart/magazine/budget changes, etc. (2 weeks)
- Substantive changes due to major budgetary increases/decreases, elimination/addition of a medium (2 weeks)
- Strategic changes involving substantive changes to the brand's existing strategy (normally 4 weeks, but if complete re-planning is involved, up to 10 weeks)

3. Conceptual Plans: Plans that are not part of the active media plan for a brand could be:

- Alternative scenarios (e.g., 100% digital effort vs. Print and TV)
- Comprised of opportunities that arise from partner relationships outside of the planning period (e.g., content sponsorships, longer term deals, innovative media opportunities or new media outlets)
- In all cases the Media Agency works in conjunction with the Initial Approver before presenting the plans to the Final Approver.

Media Best Practices

General Planning Process Timeline



Media Best Practices

Initial Approver: Media Plan Pre-Planning Document

**Initial Approver
MEDIA PLAN
Pre-Planning Document**

This document will be the basis for developing Media Plans. It is important that the requested information be as comprehensive as possible. When preparing this information, participation should include both Initial and Final LG Approvers, Research and Creative Agency representation.

Brand: _____

Submitted By: _____

Date: _____

Working Media (Net + Fee) Budget	= \$
Non-Working Production	= \$

1. Background/Assignment:

Please provide any relevant background information such as previous years' results (sales, share increases), the business challenge (new competitive threat, new uses) and the overall communication objective:

2. Marketing Objectives:

Examples: revenue goals, market share goals, awareness/consideration goals, etc. What are the primary sources for business?

3. Target Audience (include substantiation):

Beyond age, demographics, psychographics, customer insights, audience size estimates, provide other characteristics such as lifestyles, income, education, etc. If possible, please indicate universe size.

PRIMARY: _____

Emphasis

If applicable

SECONDARY: _____

Emphasis

**Initial Approver
MEDIA PLAN
Pre-Planning Document**

4. Competitive Considerations:

What are key competitors doing to effect business?

Anticipated changes to current marketplace:

5. Strategic Considerations:

What should the media plan accomplish (goals) - awareness, consideration, competitive defense, introduction, line extension, etc.

If multiple goals are to be considered, please specify the weight behind each (e.g., 75% awareness, 25% consideration, etc.).

6. Communication Goals:

Discuss the priority of reach vs. frequency.

7. Creative Strategy/Units:

Discuss creative executions/campaigns anticipated ;e.g., new, carryover, number of spots in pool. How do you value the communication of :60s vs. :30s vs. :90s, spreads vs. pages? Test results? (Recall/Persuasion) What units are being considered for the internet (rich media, static banners)? Will there be a branded website?

8. Regional/Local Market Efforts:

Market coverage/performance

Problem markets

Markets opportunities

9. Special Targeting Considerations (Current/Projected):

What is the role of sub-targets or special interest groups, constituents, etc.?

Media Best Practices

Initial Approver: Media Plan Pre-Planning Document

Initial Approver
MEDIA PLAN
Pre-Planning Document

Initial Approver
MEDIA PLAN
Pre-Planning Document

10. Media Testing:

Heavy spending, alternative media, and scheduling (impact vs. continuity)

11. Flighting/Seasonality Considerations:

% spending by month/quarter, plan to support, new-product launch timing, etc.

12. Digital Considerations:

What are the goals - brand awareness, consideration, drive site traffic, block competitive, etc.

1. Define success metrics: click through, view through, total pages interacted, time spent, total expansion panels, cost per click, cost per visit, etc.

13. Trade/Consumer Promotion Schedule (attach grid):

What is the brand's overall goal in consumer promotion?

How should media and promotion be scheduled?

What co-marketing programs should be developed?

14. Public Relations:

What is overall goal?

How can this plan help create greater synergy?

15. Research (proprietary):

Brand mapping/segmentation insights, marketing and media analysis, awareness/brand tracking results, psychographic profiles and focus group learnings

16. Retail Pricing:

How is the brand priced vs. key competitors?

17. Other Considerations:

Sweepstakes, sampling, database development, etc.

Reviewed By:

Initial Approver: _____ Date: _____

Final Approver: _____ Date: _____

Media Best Practices

Consumer Media Plan - Required Elements From Agency

- Key learnings from the previous year
- Marketing objectives
- Marketing budget
- Competitive media strategy discussion
- Media strategies to include:
 - Target audience
 - Geography
 - Seasonality/flighting
 - Communication goal(s)

Recommended Media:

- Description of why selected media was chosen, including daypart rationale (supporting analysis should be in the Appendix)
- Creative unit discussion
- Discussion of "special" or new opportunities within the plan (sponsorships, special edit sections, etc.)
- Flowchart
- Quarterly, average, 4 week and cume (cumulative) deliveries
- Awareness projections

Appendix

- Daypart analysis (CPM – Cost per thousand, CPP – Cost per rating point, CPU – Cost per unit, Ratings)
- Print selection analysis (ranked against target with all information, coverage, comp, CPM, involvement index, etc.)
- Previous year flowchart and quarterly and cume deliveries
- Plan comparison (recommendation vs. previous year plan)

Media Best Practices

Budget Setting

Four methodologies to consider for setting a national annual spending level for a product include:

- Share-of-Voice to Share-of-Market Ratios
- Advertising to Sale Ratios
- Trial and Awareness Goals
- Econometric Modeling

Share-of-Voice to Share-of-Market Ratios

Scenario A: Franchise is showing steady growth and nothing major (e.g., news, new products) is happening in the category.

Recommended Action: Maintain current levels of SOV and SOM at a 1:1 ratio.

Scenario B: Existing franchise sales have been flat.

Recommended Action: To grow the franchise, consider a 2:1 ratio between SOV and SOM, respectively.

Scenario C: Turning around a downward trend, launching a new product or new position.

Recommended Action: To grow the franchise, consider a 3:1 ratio between SOV and SOM respectively

Trial and Awareness Goals

The awareness versus trial curve estimates the amount of added awareness among the target audience that a product message (brand or ad) needs in order to generate a trial and maintain users. Most often, the curve is used for new products and line extensions. Models such as MindShare's AdPhase can be used to evaluate plans and projected awareness.

Advertising-To-Sales (Prescriptions) Ratios

Advertising-to-sales ratios are determined by:

- Historical brand levels
 - How has your brand's advertising investments corresponded to sales levels?
- Competitive brand levels
 - Has there been any news such as line extensions, health/legal issues, product modifications, etc.?

Econometric Modeling

Using economic inputs (e.g., brand/competitor sales, volume, pricing) to determine levels of media support needed to optimize a marketing plan. Examples of modeling include: IRI, Volumetrics, MMA, and ATG.

Media Best Practices

What Is Wearout?

Wearout is a diminished effectiveness of an advertisement over a period of time caused by repeated exposure to a consumer. TV wearout is typically in a range from 1,000-1,300 GRPs, and print wearout is 800-1,000 GRPs.

Research into wearout has looked into awareness, recall, purchase intent, attribute ratings, persuasion, imagery, sales and behavior, as well as many other relevant but not identical metrics. It is important to understand the difference between wearout and effectiveness – a good ad may be “worn out” but still producing strong business results (still highly effective), while a bad ad may be ineffective regardless of the degree of exposure (not worn out). Following are key steps/considerations to look at in evaluating wearout.

Media Best Practices

Television And Print Wearout

Television Wearout

Typically, television wearout is approached in less than 1,000 GRPs (usually 1,000 to 2,000 GRPs, with an average around 1,600 for younger demos and 1,300 or so for older demos).

If an ad has been doing well, it is not recommended to remove the ad that has proven effective for one that is unproven. Likewise, it may not be the best course to go through the trouble/expense of refreshing the current campaign with another pool-out if it were only to be used for two or three months and then removed permanently. Insights into whether the ad is losing effectiveness or whether it is showing signs of wearout can be found by looking at what is happening in the test markets. Here we can see if the effectiveness has dropped to unacceptable levels, realizing that these markets received a much higher level of advertising in a very short period of time (should have far higher rates of wearout than the national rate of wearout.)

Conversely, current TV wearout rates could accelerate if competitive ads are easily confused with ours or if new competitive activity in our space heats up over the next few months. In addition, other factors such as running high amounts of DRTV could accelerate wearout, especially if the main elements are substantially similar. This would be most acute among people who are likely to see both campaigns more heavily than average, even as this frequency could help drive responses within the DR campaign.

DRTV refers to Direct Response TV, a type of TV buy that is used solely to elicit an immediate response or purchase via phone or website. It often features a heavy schedule of units and can certainly work to accelerate wearout. The heavy unit schedule is a result of extremely efficient unit rates, which are at a reduced level because a) they can be pre-empted by any advertiser willing to pay more, and b) they feature no ratings guarantee.

It may be possible that a significant level of competitive activity could change the historical course of wearout/effectiveness. This would require a more differentiated ad, but we also should expect the ad(s) to wear out more quickly. If a competitor has print, it would certainly suggest that more than two executions may be prudent and that at least two (more would be better) pool-outs of a successful TV ad would also improve our wearout picture.

Print Wearout

The concept of advertising wearout is one that is generally applied to television, given the immediate delivery of the message. It is much more difficult to quantify in print. Wearout is a complex process that is influenced by a number of different variables. All studies done on the subject agree that wearout is a combination of impact from marketing, creative and media delivery. In addition, there is little research on wearout as it pertains directly to print.

Print wearout is difficult to measure because of the way it is consumed (often over a lengthy period of time), duplication among publications and the ability of the readers to self-select the number of ads seen and the length of exposure.

Print wearout is usually defined as the point at which the consumer has absorbed as much information as necessary and additional exposures are wasteful or possibly harmful to the advertised product or the point at which an ad is felt to lose its ability to communicate, persuade or create positive attitudes. Further exposure beyond this point can be considered to have a negative or neutral effect.

Media Best Practices

Wearout Methodology

While there is no clear guideline to measure wearout, quantitative and qualitative factors must be considered. Quantitatively, industry standards suggest utilizing the 4+ frequency distribution level (recommended by Millward Brown Research) to evaluate the likelihood of message/execution wearout. In meeting communication needs, it is necessary to ensure that a consumer has spent sufficient time with your message; generally, depending on the industry, that is believed to be impossible with less than 4 exposures. It is recommended that a minimum of 70% reach at the 4+ frequency must be achieved before creative should be considered as wearing out.

This is, again, a general guideline. Every piece of creative should be evaluated based on the current situation and climate. Qualitative factors such as the nature of the creative, the competitive environment and specifics of the industry, weigh equally, if not more strongly, on the creative wearout rate.

Qualitatively, it is important to identify the following factors for "retarding" and "accelerating" wearout:

Factors That Retard Wearout

- Media-related (news/PR coverage)
- Multiple executions
- Diverse schedule
- Hiatus between flights
- Consumer/marketing related
- Infrequent purchase cycle
- Low category interest and involvement
- Established brand
- Heavy competitive activity

Factors That Accelerate Wearout

- Media-related (news/PR coverage)
- Single execution
- Concentrated schedule
- Continuity schedule
- Consumer/marketing related
- Frequent purchase cycle
- High category interest and involvement
- New product
- Light competitive activity

Media Best Practices

Content and Placement - Buying, Placement, Policy and Reporting Guidelines

Broadcast Buying Guidelines

As a national advertiser, it is the policy of LG to support television programming of quality and good taste. In carrying out this responsibility, and recognizing that selection of suitable television programming is a process involving discretion, it is understood that people of good faith can sometimes arrive at different judgments.

In seeking programming of merit and quality, however, a number of areas of content will require withdrawal from sponsorship. Those areas include:

- Gratuitous or excessive use of violence, sex or nudity
- Glorification of drug or alcohol abuse
- Failure to treat controversial issues with balance
- Programs that do not promote a positive self image
- Content that treats local cultural issues in an insensitive fashion including subjects such as race, religion, homosexuality, abortion, incest or politics; standards to be based locally.
- Programs which contain excessive or inappropriate use of profanities or obscenities
- Content or commentary contrary to the policies of LG, its divisions or subsidiaries
- Plots, acts or discussion adverse to LG's core business or a product line
- Commercial placement adjacent to commercials for competitive or anti-ethical products or services within the same pod – not for :15 spots

Fair and equal rotation of pod position must be provided – not for :15 spots. Added Value opportunities should be included.

In carrying out this policy, LG ensures that, where possible, all major broadcast programming carrying its advertisements will be reviewed in advance by a screening service that is aware of and operating by these guidelines. Any program that contains material that is questionable as to adherence to these criteria will be reviewed by the personnel of the Media Agency. No program that violates these guidelines will be supported by LG.

Print Positioning Guidelines

- Far forward right-hand page, first 1/3 of book
- All ads must appear opposite a full page of editorial.
- No ads should be placed opposite editorial pertaining to risks, controversial news edit or negative articles related to specific electronics companies.
- No ad may be backed by any coupons or other clippable material.
- Ten (10) page competitive separation is requested; a minimum of six (6) pages is mandatory.
- Four (4) pages of separation is mandatory from alcohol/tobacco ads.

Online and Email Placement Guidelines

- Negotiate for placements that appear above the fold (no need to scroll down) at normal monitor settings.
- Streaming ads or ads that appear over content must give the viewer the option to close out (X) of the ad.
- Email lists will be rented only from list owners/brokers who adhere to the CAN-SPAM act (or local equivalent privacy/spam laws).
- Opt-out information and links will be provided in adherence to the CAN-SPAM legislation (or local equivalent privacy/spam laws)
- Only use ad-ware that has a clear and explicit opt-in (and opt-out) process.
- Implicit data collection should be non-personally identifiable and adhere to LG's privacy guidelines.

Online Content Screening Policy

To the best reasonable level, online ad placement should avoid the following content areas:

- Gratuitous or excessive use of violence, sex or nudity
- Glorification of drug or alcohol abuse
- Content that treats local cultural issues in an insensitive fashion including subjects such as race, religion, homosexuality, abortion, incest or politics (based on local standards)
- Content that contains excessive or inappropriate use of profanities or obscenities

- Content or commentary contrary to the policies of LG, its divisions or subsidiaries
- Plots, acts or discussion adverse to LG's core business or to the electronics industry in general

First Report

- Upon first full two weeks live
- Detailed report – discuss plan parameters, delivery to date, screenshots
- Optimization recommendations are included, if necessary (and meet minimum threshold).

Executive Summary

- Frequency of delivery determined before launch
- Snapshot of deliveries to date
- Provided via email in Excel format
- Results by site, creative message, ad unit size

Post Buy

- Presented up to one month past end date (pending custom elements; DL studies, etc. included)
- Full detailed summary – from planning and implementation to execution and end
- Includes summaries/results for site, placement, ad unit, messaging and DL results
- Key learnings and insights provided
- Presented in person

Optimizations

- Made once each site/cell has met threshold, as determined/calculated by MindShare Analytics (anywhere between 5% of total plan and 1MM impressions)
- Recommended and implemented according to metrics created for specific site/initiative
- Exclude sponsorships, fixed placements, content opportunities and other elements that are unique to specific plan.

Media Best Practices

Formats and Authorizations - Flowcharts

Prior to issuing flowcharts, the following are standard must haves:

- Date of issue and revision number to appear in upper right-hand corner
- Target identified in top left-hand corner
- Source and any relevant notes listed in bottom left of document
- Header contains brand, budget and revision number
- All costs reflected in net dollars
- Deliveries include reach/frequency/ GRPs (Gross Rating Points)

LG. Mobile Unit
2008 Media Plan
Revision #16

Overall Target A18-34	January			February			March			April			May			June			July			August			September			October			November			December			Total	Total																		
	31	7	14	21	28	4	11	18	25	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	26	GRPs	Net+Fee
TELEVISION																																																								
A18-34 (88% Bob, 32% Sally)																																																								
Reserve																																																								
A18-34 (88% Bob, 32% Sally)																																																								
Reserve																																																								
A18-34 Cable																																																								
VH1 A18-34																																																								
LG SPONS GAME																																																								
TELEVISION TOTAL GRPs	0	0	11	4	4	4	0	0	0	0	0	0	0	0	0	75	78	64	64	70	70	60	0	0	60	0	67	7	7	7	7	7	7	7	7	7	7	7	7	0	175	75	65	65	60	58	0	0	0	0	0	0	1193	\$1,000,000.0		
TELEVISION TOTAL \$									\$1,812,851					\$3,532,076				\$2,567,068				\$1,018,833					\$351,842				\$280,822				\$3,349,246				\$3,850,753				0	\$16,762,890.1												
OOH																																																								
AIRPORT Select Markets																																																								
Jet Blue Program																																																								
Cinema																																																								
Cinema 1/4 US																																																								
OOH TOTAL \$	\$37,961.0								\$911,420.0					\$684,914.0				\$69,447.0									\$128,977.0				\$128,977.0				\$48,667.0				\$48,667.0				0	\$2,061,030.0												
ONLINE																																																								
INNOVATIONS																																																								
CHOCOLATE																																																								
DECOY																																																								
IRONMAN																																																								
VU																																																								
ONLINE TOTAL \$									\$101,551.0					\$206,529.0				\$181,762.0				\$198,121.0					\$106,368.0				\$261,086.0								0	\$1,056,418.0																
MAGAZINES																																																								
Active Lifestyle																																																								
Men's Health																																																								
Men's Journal																																																								
Men's Interest																																																								
Gentlemen's Quarterly (GQ)																																																								
Maxim																																																								
Sports																																																								
ESPN the Magazine																																																								
Fashion/Beauty																																																								
Allure																																																								
Cosmopolitan																																																								
Lucky																																																								
Elle																																																								
Women's Health/Fitness																																																								
Shape																																																								
General Entertainment																																																								
Entertainment Weekly																																																								
People																																																								
People Sexy Forever																																																								
Us Weekly																																																								
944 (San Diego)																																																								
Music																																																								
Blender																																																								
Rolling Stone																																																								
Tech																																																								
Wired																																																								
Business																																																								
Forbes																																																								
African American																																																								
Giant																																																								
Vibe																																																								
MAGAZINES TOTAL \$	\$0	\$127,349.2			\$214,742.6				\$762,863.8					\$1,044,920.8				\$683,184.3				\$852,458.0					\$970,222.3				\$761,505.0				\$471,800.8				\$787,617.2				\$387,137.1				100	\$7,183,800.9								
# of Insertions	2				4				8					15				8				11					13				12				6				11				6													
TOTAL \$ LESS ONLINE																																												\$26,007,721.0												
TOTAL SPEND ALL MEDIA	\$17,961.0	\$127,349.2			\$214,742.6				\$762,863.8					\$1,044,920.8				\$683,184.3				\$852,458.0					\$970,222.3				\$761,505.0				\$471,800.8				\$787,617.2				\$387,137.1					\$27,064,139.0								

*Rates are estimated and subject to change

Shine
Voyager
Voyager
VU
IronMan V1
Iron Man V2
TBD
Shine
Chocolate
STM VH1
Decoy-2 page unit

Media Best Practices

Formats and Authorizations - Implementation/MAFs

Make sure that all appropriate team members have copies of signed authorizations

The buying or planning point person will fax the signed MAF and email a copy to the Initial Approver and notify the Initial Approver via a phone call/message that it has been faxed. The Client Leadership Team's return fax number must be noted on the MAF. The signed copy from LG will be faxed back to the attention of the Assistant Media Planner. Once received, the Assistant Media Planner will call to confirm that the MAF has been received and that copies were physically delivered to the appropriate team members.

All buys and revisions must be reviewed and initialed by an implementation group Associate Planning Director or above before being uploaded. That is, upon completion of a buy/revision, a print-out of the buy-screen must be reviewed and initialed before uploading to make a buy live. The must haves for making a buy live: SIGNED MAF which aligns to plan/buy.

MAF Elements

The following are standard Media Authorization Form (MAF) document elements:

- Issue date to appear on the bottom right-hand corner
- Document creator to appear on the bottom left-hand corner
- Two signature and date lines:
 - Media Agency (for Director level or above)
 - LG (for Director or Associate Director of Initial Approver)
- Type of media and media specs required
- Markets listed (if applicable)
- Material due date, closing date and date that the activity will run
- Costs provided in net and fee dollars
- Tracking of revision on upper right-hand corner




MEDIA AUTHORIZATION FORM

Campaign Term (DIMY to DIMY): _____ MAF # _____
 Net/Gross Dollars (select one): _____ REVISION # _____

MEDIA	ISSUE	SPECIFICATION	COST	SPACE CLOSE	MATERIAL CLOSE	NOTES
			\$0			
TOTAL MEDIA			\$0			

Above expenditure does not include applicable taxes.
 LG Electronics ("Client") authorizes Group M Worldwide, Inc. db/a MindShare USA ("MindShare") to purchase the above media subject to the terms & conditions noted below.

Acknowledged, Accepted and Agreed to:

Business Unit Authorized Signatory: _____ Date: _____
 Title: _____

Brand Marketing Authorized Signatory: _____ Date: _____
 Title: _____

Special Instructions:
 Upon client approval, please fax back to the Agency at the attention of:

Agency Recipient: _____ Fax Number: _____

This Media Purchase Authorization is executed pursuant to the media plan dated: _____

Terms and Conditions

Client accepts liability for the above media purchase and agrees to pay MindShare directly and in full for the above amount.

Invoice/Payment:
 MindShare will invoice Client in accordance with the Client contract or as noted below.

Invoice Terms: _____
 Client shall pay MindShare pursuant to Client contract terms or as noted below, but in any event, no later than the date payment is due to the media.

Payment Terms: _____

Cancellation of Media/Short Rates
 Client shall have the right to direct MindShare to cancel any plans, schedules, or work in progress, and MindShare shall use its reasonable best efforts to promptly cancel such plans, schedules or works in progress in accordance with Client's direction. Client shall be responsible for any short rates and cancellation charges that result. Notwithstanding, Client acknowledges that its ability to cancel any media buy is contingent upon the terms and conditions of the specific media.

Client Purchase Order(s):
 Should Client's internal policy require a purchase order for media, the purchase order number(s) and amount(s) must be specified below or attached upon return of authorization to MindShare.

Purchase Order Number	Dollar (\$) Amount (currency and reference to above amounts)
_____	_____
_____	_____
_____	_____

Prepared By: _____ **Date:** _____

Reviewed By: _____ **Date:** _____

Agency Acknowledged, Accepted and Agreed to: _____ **Date:** _____
Agency Authorized Signatory and Title

Note: Be mindful of deadlines. The teams require at least one week to review buy overviews and MAFs to make decisions without feeling rushed.

Media:

3.2 Media Glossary

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Media Glossary

Introduction

Media might be considered a foreign language. The following media glossary defines commonly used terms and offers examples to illustrate the definition. Please refer to this glossary whenever you have a related question.

Media Glossary

Media Terminology

Target Audience

The demographic group to which a particular advertising effort is being directed; may be defined on the basis of age, sex, income, education or a host of other factors

- Adults 18-49
- Women 18-34
- Men 35-54 with HH income > \$50,000
- Kids 2-11
- Men 25-54 who are college graduates

Universe/Base/Population

The number of individuals within a given target (usually expressed in thousands); e.g., The number of Women 25-54 in U.S. is 60,400M. (Source: Nielsen)

Rating

The percentage (%) of the target universe exposed to a particular media vehicle; one rating point represents 1% of a given target.

Example: Four out of 10 households watched Friends, giving the show a 40 HH rating.



Television: The base of Women 18-49 is 65,328,000 (65,328M). On average, 3,591M Women 18-49 watch Judging Amy; therefore, Judging Amy has a rating of 5.5 against Women 18-49: $3,591M / 65,328M = .055$, or 5.5%, or a 5.5 rating. (Source: Nielsen NTI STD 05/02)

Print: In print, ratings are often referred to as coverage or reach. Woman's Day has a Women 18-49 audience of 11,300M; therefore, Woman's Day's coverage of Women 18-49 is 17.3, or one insertion in Woman's Day reaches 17.3% of all Women 18-49: $11,300M / 65,328M = .173$, or a 17.3 rating. (Source: MRI 2002 Spring)

Gross Rating Points (GRPs)

The sum of the ratings for an advertising schedule:

- As with ratings, GRPs represent a percentage but are expressed as a whole number.
- They are additive if the GRPs are all against the same target in the same universe.
- GRPs are also referred to as Target Rating Point (TRP).

Examples:

Television: A schedule consists of 20 announcements in Daytime. The average Daytime rating for Women 18-49 is 2.0. The schedule delivers 40 Women 18-49 GRPs: $2.0 \times 20 = 40$. (Source: Nielsen NTI STD 05/02)

Print: A schedule consists of two insertions in Woman's Day and one insertion in People. The Women 18-49 coverage in Woman's Day is 17% and 25% for People. The schedule delivers a total of 59 GRPs: $17+17+25 = 59$. (Source: MRI Spring 2002)

Impression/Exposure

When an advertising message is seen or heard by members of a particular target audience

Gross Impressions

The total number of times members of a target audience see or hear a commercial message. Each individual is counted each time he/she is exposed.

Example: An ad seen by 50,000 Women 18-34 delivers 50,000 impressions. The second time the Ad airs, it is seen by 60,000 Women 18-34, delivering 60,000 impressions. Total Women 18-34 impressions are 110,000, even though many who saw the first spot also saw the second spot.

Gross Rating Points/Impressions

Since GRPs are simply the sum of ratings, the relationship between GRPs and impressions is the same as that between ratings and audience.

Impressions = GRPs/100 x Universe

Example: A plan delivers 100 Adults 25-54 GRPs per week. The Adults 25-54 base is 120,255M. The plan delivers 120,255M Adults 25-54 impressions/week: $100 \text{ GRPs} = 100\%$, or 1.00, so $1.00 \times 120,255M = 120,255M$. (Source: MRI Spring 2002)

Media Glossary

Media Terminology

Reach

- The percentage of the target audience exposed to an advertising message at least one time:
- Does not exceed 100%
 - Counts individuals only once, no matter how many times they are exposed (no duplication)
 - May also be referred to as coverage

Example: Commercial #1 has a 10.0 rating (Adults 18-34); therefore, it delivers 10 GRPs and attains a reach of 10. Commercial #2 also has a 10.0 rating, so it also delivers 10 GRPs and attains a reach of 10. The combined total is 20 GRPs. If half of the people who saw the second spot had also seen the first, then the total reach is 15: $10 + (10 \times .5) = 15$, or 15% reach.

GRPs = Reach X Frequency

Frequency

- The average number of times that a person is exposed to a particular campaign/schedule:
- An actual number (not a percentage) generally rounded to one decimal place
 - Also shows the relationship between reach and GRPs

Example: An ad campaign delivers 50 GRPs, and 40% of the target audience is exposed at least one time (reach=40). Therefore, the average number of times the ad is seen is 1.25, so the frequency is 1.3: $50 / 40 = 1.25$, or a frequency of 1.3.

Frequency Distribution

- Shows the percentage of the target reached at each specific level of frequency:
- Some brands use reach at the 3+ frequency level to define effective communication levels.

Example: According to the table below, 24% of the target audience was reached at the 3+ frequency level

Sample Frequency Distribution Table

Cumulative Reach	Frequency Level (# of Exposures)
69	1
42	2
24	3
11	4
5	5
2	6
1	7
0.3	8
0.1	9
0.04	10+

Target Delivery

- Refers to reach, frequency, and GRPs:
- Most commonly shown as reach/frequency/GRPs; e.g., 70/2.5/175
 - Used to analyze media plan options to determine which plan provides the best results relative to the plan's objectives

	Option A	Option B	Example:
Reach	60	80	If reach is more important, then Option B better achieves the goal.
Frequency	4.0	3.0	If frequency is more important, then Option A is the better plan.
GRPs	240	240	

General examples of how to increase reach or frequency of a media plan:

	Reach	Frequency
Manipulate dayparts	•	•
Buy same kind of programming	•	•
Increase number of TV stations	•	•
Buy only three days of the week	•	•

Delivery

- Delivery may be expressed as Cume, Average 1-week, Average 4-week, etc:
- Cume: the total delivery for the entire advertising period
 - Avg. 1-wk (on-air): R/F calculated on total GRPs divided by number of plan (on-air) weeks
 - Avg. 4-wk (on-air): R/F calculated on total GRPs divided by number of plan (on-air) weeks and multiplied by four

Media Glossary

Media Terminology

Composition

Refers to the percentage that your target audience represents of the total audience viewing/listening to a program, reading a magazine, etc.

Example: 2 out of the 6 people who watch Friends are part of Target Audience A. The composition of Friends against Target Audience A is 33%.



Cost Per Thousand (CPM)

The cost of delivering one thousand impressions within a defined population group:

- CPMs are used to compare the efficiency of media vehicles or schedules.

$$\text{CPM} = \frac{\text{Media Cost (in Dollars)}}{\text{Gross Impressions (in Thousands)}}$$

Example: King of Queens delivers 3,952,500 women 18-34 impressions:

$$\text{CPM} = \frac{\$190,000}{3,952.5} \text{ (per spot)} = \$48.07$$

Cost Per Point (CPP)

The cost of delivering one percent, or one rating point, against a target audience:

- CPPs are generally used in the development of a media plan.

$$\text{CPP} = \frac{\text{Media Cost (in Dollars)}}{\text{GRPs}}$$

Example: King of Queens delivers a 12.5 rating against women 18-34:

$$\text{CPP: } \frac{\$190,000}{12.5} \text{ (per spot)} = \$15,200$$

Weighted Averages (CPPs)

Often used to facilitate plan option development:

- This is a quick method of costing out a plan when you know the daypart mix that you want to use.

Example: What is the weighted CPP for a plan consisting of a 60% Prime/30% Day/10% Late Night mix?

Daypart	CPP	% of Mix	WTD CPP
Prime	\$10,000	60	\$6,000
Day	\$5,000	30	\$1,500
Late Night	\$8,000	10	\$800
WTD CPP			\$8,300

- There are two ways to use the weighted CPP:

1: How many GRPs can we afford for a budget of \$1,000M? $\$1,000,000 / \$8,330 = 120$ GRPs

2: What is the cost of a plan consisting of 100 GRPs/week for 20 weeks? $20 \text{ weeks} \times 100 \text{ GRPs} \times \$8,330 \text{ WTD CPP} = \$16,660\text{M cost}$

Index

Used to demonstrate the relationship between a variable and a base:

- Although it is expressed as a whole number, it reflects a percentage.

- To calculate an index, divide the variable by the base (or what you are indexing divided by what it is being indexed against) and multiply by 100.

Example: 27% of all adults play golf, and 48% of all adults who read Time play golf.

Variable/Base: $48\%/27\% = 1.777 \times 100 = 178$ Index

Therefore, Time has an index of 178 against Adults who play golf; i.e., Time readers are 78% more likely to play golf than the general population.

Brand Development Index (BDI)

Shows how brand sales in a particular market skew relative to the population:

- BDI dimensionalizes the opportunity, or lack thereof, that may be present for a brand in any particular market.

$$\text{BDI} = (\% \text{ Brand Sales} / \% \text{ Population}) \times 100$$

Example: New York has 10.3% of Right Guard sales. New York is 7% of the US population. The BDI is 147. Therefore, Right Guard is a well-developed brand in the New York market: $(10.3/7.0) \times 100 = 147$.

Media Glossary

Media Terminology

Category Development Index (CDI)

Shows how category sales in a particular market skew relative to the population:

- CDI dimensionalizes the opportunity, or lack thereof, that may be present for a category in any particular market.

$$\text{CDI} = (\% \text{ Category Sales} / \% \text{ Population}) \times 100$$

Example: New York has 9.5% of total deodorant sales. New York is 7% of the US population. The CDI is 136. Deodorant is a well developed category in the New York market: $(9.5/7.0) \times 100 = 136$.

Gross vs. Net

Gross Cost: The actual listed price for the time/space:

- This is the total media cost and includes the traditional agency commission.

Net Cost: The cost after the agency commission has been deducted:

- This is the cost actually paid to the advertising medium/vendor.
- Typically, a 15% commission is deducted when the media source bills the agency; however, each client's fee structure is unique, so it is important to make sure you work within your client's vernacular.
- Some clients choose to report costs/billings in gross, and others report in net.

Calculating Gross vs. Net

Gross Cost = Net Cost / .85 (do not multiply by 1.15!!!)

Net Cost = Gross Cost x .85

Example: Gross to Net

The Gross cost of a P4CB ad in GQ is \$100,000:

Net Cost: $\$100,000 \times .85 = \$85,000$.

Example: Net to Gross

The Net M18-34 CPP for Primetime is \$20,000:

$\$20,000 / .85 = \$23,529$ Gross CPP.

Media Glossary

Broadcast Media Terminology

Homes Using Television (HUT)

The percentage of US households watching television during a specific time period:

- These levels vary by season, time of day, geography, etc., and also reflect work habits and lifestyle.

Example: HUT levels are generally higher in the evening when people are home from work and lower in the warmer weather when people spend more time outdoors.

Share

The percentage of viewing households tuned to a particular program:

- Share is calculated by dividing the rating by the HUT.
- Share is frequently used in research and negotiating but is not generally used in media planning.

Share = Rating/HUT

Example: The HUT level for Sunday from 9-10PM is 70. Desperate Housewives achieves a Household Rating of 17.5; i.e., 17.5% of households are tuned to this show. Desperate Housewives has a 25 share: $17.5/70 = 25\%$, or a 25 share.

Number of Spots

Total GRPs divided by Rating:

- Average ratings are commonly used to calculate the estimated number of advertising spots.

Avg. # of Spots = GRPs/Average Rating

Example: The average rating for a primetime show is 5.0. The entire primetime schedule delivers 300 GRPs. Approximately 60 spots will run in primetime: $300/5.0 = 60$ spots.

Viewers Per Household (VPH)

The average number of persons per viewing household who are watching a specific program or daypart:

- VPH expresses the relationship between HH and target impressions.
- VPH is different from composition but may be used to calculate composition.

VPH = Target Imps/HH Imps

Example: The number of HHs tuned to a Primetime program is 72.3MM. The number of Women 18-49 tuned in during this time is 48.2MM. The primetime VPH for Women 18-49 is .667: $48.2/72.3 = .667$.

TV Composition

The target audience percentage of the total audience:

- TV Composition may be calculated in two ways:

1: Target Imps/HH Imps

Example: 14MM Women 18-49 watch Will and Grace. The total audience for Will and Grace is 35MM. The composition of Women 18-49 is 40%: $14MM/35MM = 40\%$.

2: Target VPH/Total Viewership VPH (generally adults)

Example: The Women 18-49 VPH is .752. The Adults 18+ VPH is 1.88. The composition of Women 18-49 is 40%: $.752/1.88 = .4$ or 40%.

Designated Market Area (DMA)

DMAs are Nielsen's way of defining markets for local activity:

- They are established by assigning counties to the "originating market" from which they receive the majority of their television broadcasts.
- The US has a total of 211 DMAs.

The top 10 DMAs are:

DMA Rank	DMA Market	Total TV HHs
1	New York	6,935,610
2	Los Angeles	5,354,150
3	Chicago	3,244,850
4	Philadelphia	2,703,480
5	San Francisco-Oak-San Jose	2,431,720
6	Boston (Manchester)	2,242,240
7	Dallas-Ft. Worth	2,069,010
8	Washington, DC (Hagrstwn)	2,047,340
9	Detroit	1,873,620
10	Atlanta	1,857,220



Note: The NY DMA consists of the area outlined in red.

Media Glossary

Broadcast Media Terminology

Spot Delivery

TV or radio advertising purchased in a specific market or group of markets:

- Advertisers purchase time from individual stations (e.g., WNBC-New York) or local cable operators rather than from the networks.
- Spot delivery is based on the target population within the spot market(s).

Example: There are 122,096 Adults 18-49 in the US and 9,091M Adults 18-49 in New York. 10 GRPs nationally is equivalent to 12,209.6M target impressions ($.10 \times 122,096 = 12,209.6M$). 10 GRPs in the New York market is equivalent to 909.1M target impressions ($.10 \times 9,091M = 909.1M$).

Spot Universe GRPs

Example: If a spot plan consists of 100 GRPs in each of three markets, then the total GRPs for the spot universe equals 100. If, however, the level is different in each market, the GRPs per market must be weight-averaged by the US percent.

Market	GRPs	US %
New York	150	7.1%
Los Angeles	125	5.3%
Chicago	130	3.3%

The GRP level in the spot universe (15.7% US) is 137 GRPs:

$$150 \times .071 = 10.65$$

$$125 \times .053 = 6.625$$

$$130 \times .033 = 4.29$$

$$\text{Total} = 21.565 / .157 (\text{total US\%}) = 137 \text{ GRPs}$$

Nationalized GRPs

Translates local GRPs to the national base:

- Nationalized GRPs are calculated by multiplying the GRP level by the US % in which the activity is running.

Example: The spot portion of a plan includes 1,000 GRPs in the New York market. New York represents 7.1% of the total US. The spot portion of the plan represents 71 nationalized GRPs: $1,000 \times .071 = 71$.

Media Glossary

Print Media Terminology

Composition

The percentage of a magazine's total audience that a demographic group represents

Example: Cosmopolitan's total audience = 12,911,000.
Cosmopolitan's Women 18-34 audience = 6,992,000.
Cosmopolitan's Women 18-34 % composition = 54.2%.
Hint: Think of a magazine's composition as its Share.

Coverage

The percentage of a total demographic group that is reached by a single issue of a magazine:

Example: Cosmopolitan's Women 18-34 audience = 6,992,000. Women 18-34 population = 34,411,000.
Cosmopolitan's Women 18-34 coverage = 20.3%.
Hint: Think of a magazine's coverage as its Rating.

Circulation

The number of copies of an issue sold or distributed:

- Paid: that portion of a publication's circulation for which readers pay (includes subscription and newsstand)
- Non-Paid (Controlled): circulation that is distributed free of charge (more prevalent with trade magazines vs. consumer)
- The circulation of most established publications is audited by a third-party/independent company such as ABC or BPA.

Rate Base

The guaranteed circulation upon which advertising rates are based:

- If the actual circulation is less than the rate base, the magazine will generally offer a make-good (free insertion).

Bonus Circulation

Additional circulation a magazine may deliver over its guaranteed rate base

Audience

The total number of readers of a magazine, usually broken out by demographic group

- Audience figures are estimates, which are obtained through syndicated research (e.g.: MRI) or subscriber studies.
- Since publications provide their own subscribers data, always use it with caution, if at all.

Readers Per Copy (RPC)

The average number of people who read a given issue of a publication; varies by book and by demographic.

Example:

	Men RPC	Women
<u>People</u>	4.12	6.86
<u>Playboy</u>	2.56	0.49

Calculate RPC by dividing the audience by the circulation:

Demo RPC = Demo Audience/Circulation

Example: People magazine's circulation is 3,397M.
According to MRI, 23,303M women read an issue of People. People's RPC is 6.86: $23,303M/3,397M = 6.86$.

Reader per copy figures include all of the following:

Primary vs Secondary audience:

Primary: purchaser/subscriber

Secondary: pass-along readership

Example: People magazine benefits from very high pass-along/secondary readership.

In-Home vs Out-of-Home readership:

Examples: dentist's office, salon waiting area, supermarket checkout line, etc.

Media Glossary

Out-of-Home & Online Media Terminology

Out-of-Home Media Terminology

Cost per thousand (CPM)

The cost of reaching one thousand potential viewers of an out-of-home panel design:

- The formula for calculation of CPM is the monthly cost divided by the circulation in thousands.

Daily Effective Circulation (DEC)

Average number of persons potentially exposed to an advertising display for either 12 hours (unilluminated – 6:00am to 6:00 pm) or 18 hours (illuminated – 6:00am to midnight)

Posting Period

The length of time during which one panel design is displayed (usually one month, figured as 30 days for the purpose of costing and credits)

Showing Level

Represents the total number of units in a buy, expressed as a % of that market's audience that will be exposed per day. Think of it as a daily Rating for OOH:

- The common advertising weights are #100, #75, #50 and #25 GRP/showings, which relate directly to the population of the market.

Example: Sydney, Australia, population: 4,300,000:
If I buy a #50 of billboards in Sydney, that means I reach 2.15MM people in Sydney every day.

Online Media Terminology

General Terms:

CPM

Cost Per Thousand Impressions:

- Similar to print and TV
- Most common form of buying – used across all planning strategies
- Used for general site placements and ad units
- Common practice for branding-oriented buys

CPC and CPX

Cost Per Click and Cost Per Activity Determined:

- Similar to DR
- Only pay when someone clicks on ad unit
- Common model across ad networks and on search engines
- Utilized for acquisition-oriented buys

Flat Fee

- One set price for program/placement
- Mostly used for sponsorships, pilot programs, video, newsletters/emails

Hybrid

- Tests multiple objectives and strategies simultaneously
- Includes buy models purchased together – CPM, CPC, CPA, CPX

Specialized:

Geography

Location specified by advertiser:

- Registration information, zip codes, DMAs, ISP Address

Demography

Target identified by advertiser:

- Gender, age, household income, race, education, banking information

Psychograph

Target by interests, behaviors, or habits/actions (past and future):

- Technological aptitude, shopping habits, banking transactions

Reach/Frequency

Overall reach of target audience:

- Desired goal for outcome based on total number of exposures

Media Glossary

Online & Behavioral Targeting

Online Targeting

Online media targets users in numerous ways. Advertisers who use online targeting look to speak to a specific audience and want to make sure that only that audience is exposed to their messaging.

Ways to target:

- Gender
- Age
- Region of living
- Education
- Marital status
- Income
- Profession
- Interests/hobbies
- Race/ethnicity

Types of targeting:

- Dayparting
- Registration information
- Frequency of exposure
- IP address (.com, .org, .net, .mil)
- Psychographic indices (against desired target)
- Behavioral (surfing habits/interests)
- Contextual

Contextual

Ads set to display based on relevancy of content that the user is searching:

- Matched against user-generated characteristics or interests
- Used across sites, ad networks, and search engines to maximize spending efficiencies

Daypart

Ads set to display only during designated time duration, based on day of week or time zone



Relevant pop-up window appears when user searches for a relevant product online.

Behavioral Targeting

Behavioral targeting reaches consumers who fall under similar "behaviors." Clusters may include lifestyle, neighborhood, purchase patterns, media consumption habits, general interests, etc.

Messages are delivered based on a consumer's interests, as expressed in their online behavior. Advertising becomes more relevant, enhancing the overall experience for consumers, and making them more receptive.



Media Glossary

Search Engines & Email/Newsletters

Search Engines

Search engines are active, user-generated community resources. Organize information in the form of listings, based on words/series of words. Searched keywords comprise the basic foundation of a search engine. Keywords determine listings, based on relevancy and paid placements. Use technology (spiders) and/or bidding models to determine results. Top search engines include Google, Yahoo, MSN, and Ask.

Three main forms of search used across major engines:

Natural Search

Listings created automatically, using "spiders," seek out relevant words from sites and rank accordingly. Search Engine Optimization: act by which sites become easy to read by spiders in order to rank higher in natural search

Paid Search (Search Engine Marketing)

Advertisers bid on words based on where they want to rank in the results.

Choose targeted keyword phrases to ensure that the listing ranks well when the chosen keywords are part of a search

Paid Inclusion

Advertisers pay to be included in natural search results:

- Direct feed into a search engine's pipeline
- Allows for automatic updates

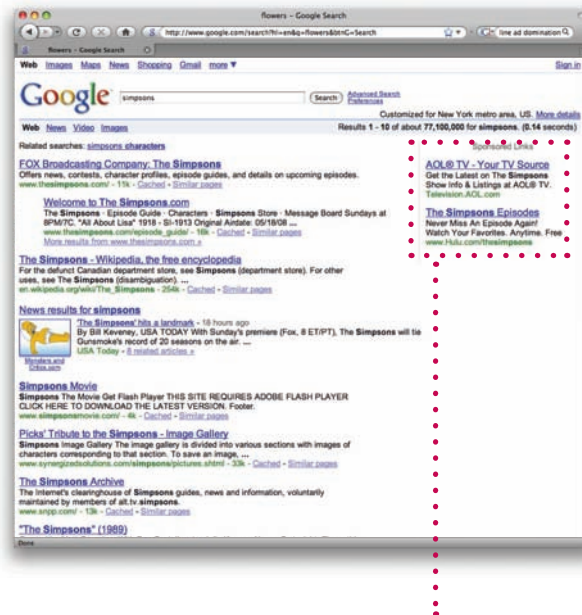
Keywords and Sections

Paid Listings

"Sponsor Matches," which appear to be editorial to consumers, may be purchased through meta-search companies.

Search Engine Optimization

Client websites may be custom-built to appear high on automated results.



Additional sponsor links purchased by competitors/affiliates

Email/Newsletters

Email messages and newsletters are highly targeted media vehicles that allow access to potential prospects and minimize waste:

- Personalized communication
- Ability to test offers in controlled environment

A viable marketing channel in the CAN-SPAM era, these methods must be used judiciously:

- In-house lists typically perform best/
- Role for third-party lists, especially for niche targets

Types:

- Text: standard email format, most widely used
- HTML: graphics, more detailed, limitations on some sites
- Rich: streaming, animated, most limited in use



Media Glossary

Sponsorships & Social Networks

Sponsorships

Sponsorships create an association among the advertiser, content provider and potential customers:

- Provides an avenue to build/deepen the relationship between a customer and the brand
- Allows an advertiser to promote products/services to users without leading them away from the desired site
- Allows for the use of larger, more engaging advertising units

Sponsorships may include one or more of the following elements:

- Fixed positions in select areas for a duration of time
- Banners, buttons/logos, text links, custom ad units, video/audio
- Exclusivity in premium real estate locations
- Homepage/content page entitlement

Content Sponsorships/Original Programming:

- "Ownable" environments created exclusively for the advertiser
- Includes white papers, surveys, editorial features, video/audio, etc.
- An opportunity to partner with key publishers, surrounding brand with trusted editorial
- Reaches core target in their moment of need
- Provides a competitive edge



Social Networks

Online communities provide a destination to express, connect, and share both personal and professional information.

Benefits:

- Mass reach
- Niche networks offer specific interest-based communities.
- Lots of industry buzz

Challenges:

- Majority of the marketplace is geared towards youth.
- No control over what content is published
- Contextual relevance
- Not all sites are sophisticated enough to target by geography, age, profession, etc.

Media Glossary

Banner (Display) & Streaming Formats

Banner (Display) Formats

GIF/JPEG

Most basic format:

- Mostly used to create back-up images
- Accepted by all sites
- Bought on CPM, CPC or CPA/CPL basis

Flash

Most widely used format:

- Creates depth, enriches creative
- Accepted by 90% of all sites (smaller or niche sites may not accept)
- Bought on CPM, CPC or CPA/CPL basis

Rich Media

Most complicated format to create and execute:

- Creates 3-Dimensional banners that can expand, float, launch video/audio, collect data, engage with other banners, and take over pages
- Negotiated with normal media buys; not all sites accept
- Premium price charged for both development and placement

Streaming Formats

Video

Digital streams of commercial/other footage:

- Plays within media players such as Windows, Quicktime and RealMedia
- Used by portals and most major sites
- Pricing pre-determined by site

Podcasting

Similar to video, includes audio/video callouts:

- Played mostly within iTunes MP3 player or desktop
- Displayed across most major sites

Mobile

Includes text, graphic, audio and video formats:

- May be accessed anywhere and anytime
- Utilizes both live and syndicated data
- Penetration across all audience segments – high potential

Media Glossary

Display Ads

728 x 90 Leaderboard



100% Nutritionally Balanced Just for *Your Dog*
No Overfeeding, No By-Products,

[CLICK HERE](#)

Personalized Nutrition™
As Unique as *Your Dog*

K9 GENETICS

<http://www.K9Genetics.com>

MADE IN THE USA

300 x 250 Medium Rectangle



Tired of Being Tired?

 **Breaking News** Updated 8 min. ago

"Now that I'm training professionally again, my days are especially strenuous and I need something to help keep me going. FRS is the sustained energy choice for me." [read more »](#)

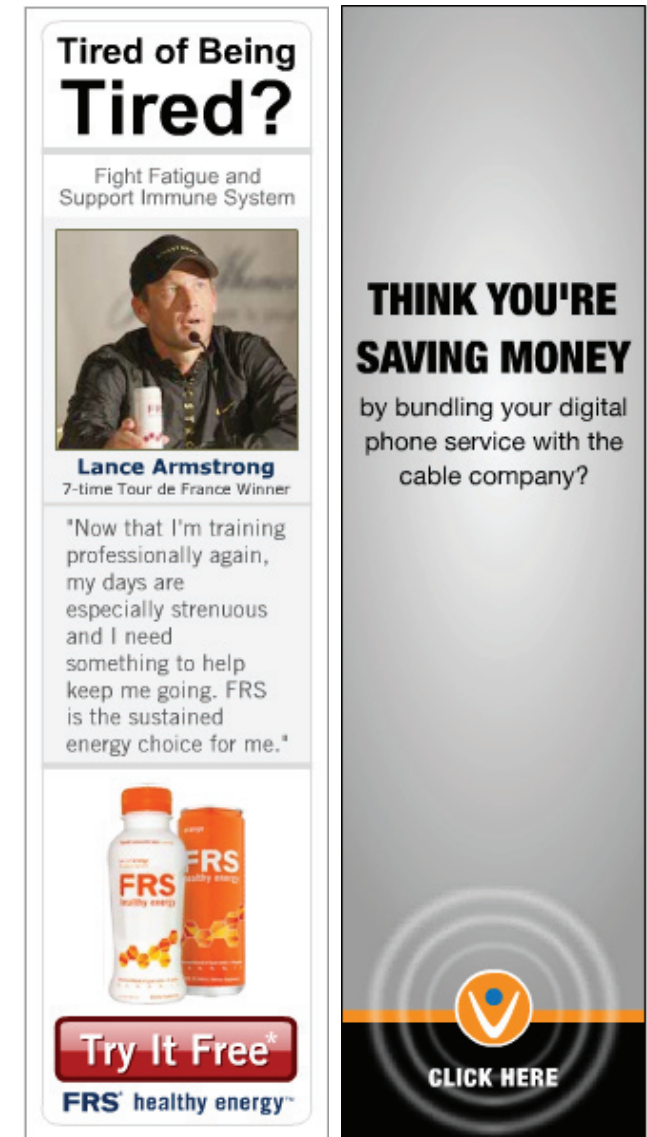


Lance Armstrong
7-time Tour de France Winner

FRS healthy energy


Try It Free*

160 x 600 Skyscraper




Tired of Being Tired?

Fight Fatigue and Support Immune System



Lance Armstrong
7-time Tour de France Winner


"Now that I'm training professionally again, my days are especially strenuous and I need something to help keep me going. FRS is the sustained energy choice for me."



Try It Free*

FRS healthy energy™

THINK YOU'RE SAVING MONEY
by bundling your digital phone service with the cable company?

 **CLICK HERE**

Media Glossary

Rich Media

Expanding Rollover

The screenshot shows a Yahoo! Mail interface. At the top, there are navigation links for 'Life', 'Tech', and 'Weather'. Below that, there's a section for 'Politics: Chuck Raasch' with a small image of a man. To the right, there are 'Related Advertising Links' for 'ExxonMobil' and 'Teeth Whiteners Exposed'. The main focus is a large advertisement for 'World's Toughest Fixes' featuring two construction workers in hard hats. The ad includes a 'SEE IT NOW IN HD ON-DEMAND' badge and a 'TURN AUDIO ON' button. At the bottom of the ad, it says 'PREMIERES SUN. SEPT. 28 9P' and 'comcast NATIONAL GEOGRAPHIC CHANNEL'. Below the ad, there are social media sharing options for Digg, Newsvine, and Reddit, and a Facebook link.

Rollover Advertisement Graphic to Expand

Foldover/Peelback

The screenshot shows a Yahoo! Mail interface. A large advertisement for 'Cruises Starting from \$380' is displayed, featuring a cruise ship on the water. The ad has a 'close' button in the top right corner. To the right of the ad, there's a vertical banner for 'Sin City' with a woman's face and the text 'CLICK FOR MORE'. Below the banner, it says 'More Yahoo!'.

Expanding

The screenshot shows a Volkswagen website. At the top, there's a search bar and navigation links for 'CARS', 'BUILD', 'DEALERS', 'TV LIFE', and 'CHINESE'. Below that, there's a section for 'Touareg 2' with a price of 'Starts at \$39,300'. The main focus is an expanding advertisement for 'Anti-intrusion Side Door Beams' featuring a silver SUV. The ad includes a 'See The Car' link, 'Features & Specs' section, and a list of exterior features like 'Anti-Intrusion Side Door Beams', '8-Station Headlights w/ AFS II', 'Keyless Access', 'Multi-Function Mirrors', 'Power Glass Sunroof', 'Power Windows', 'Rain-sensing Wipers', 'Roof-rack Camera', and 'Soft-closing doors'. The ad also includes a brief description of the beams and a 'Standard in V6, PZ, V6 PZ and V10 TDI Turbo Turbos' note.

Interactivity



Media Glossary

Streaming Video & Podcasting

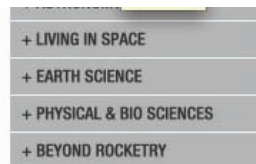
Streaming Video Example



Podcasting Video Example:



Podcasting Audio Example:



Science @ NASA Feature Stories Podcast

The Science and Technology Directorate at NASA's Marshall Space Flight Center sponsors the Science@NASA web sites. The mission of Science@NASA is to help the public understand how exciting NASA research is and to help NASA scientists fulfill their outreach responsibilities.

A podcast is basically a series of audio files available for download, with a special kind of web page (called an RSS feed) describing when new content is available. There are three basic ways to listen to the Science@NASA stories in audio.

Podcast Directory Listings



1. You can listen to the stories while viewing this web site. A preview of the stories currently presented in the Science@NASA podcast are listed below. This is usually the last 20 stories we've published. There are also audio links for each story on our front page, on subject area pages, and in our recent archives pages. Perhaps the best way to listen is to go to the story page, so you can read along with the story and look at any images while you listen.
 - + Podcast Preview
 - + Science@NASA Home Page
 - + Science@NASA Story Archives
2. There are various podcast directories on the Internet that list available podcasts, and allow you to search for and listen to podcasts through their web site. Some sites offer tools for keeping track of your favorite podcasts, or offer other useful features. Links to the Science@NASA listing for several directories are available in the left column of this web page.
3. A podcast client program allows you to subscribe to your favorite podcasts. Such programs can tell you when new episodes of your subscribed shows are available, download the audio for you to listen to at your convenience, and even copy the podcasts to a portable MP3 player for you to listen to while away from your computer. You can subscribe to the Science@NASA podcast by entering the Podcast RSS feed URL into the podcast client program. If you use iTunes, you can just enter the iTunes link below, and then click the "Subscribe" button.
 - + Podcast RSS/XML feed <http://science.nasa.gov/podcast.xml>
 - + iTunes Link

Media Glossary

Tracking Media Campaigns - 3rd Party Ad-Serving

Double Click (DART) & Atlas DMT are the primary ad servers used industry-wide:

- Record different data points via cookie
- Provide standard reporting

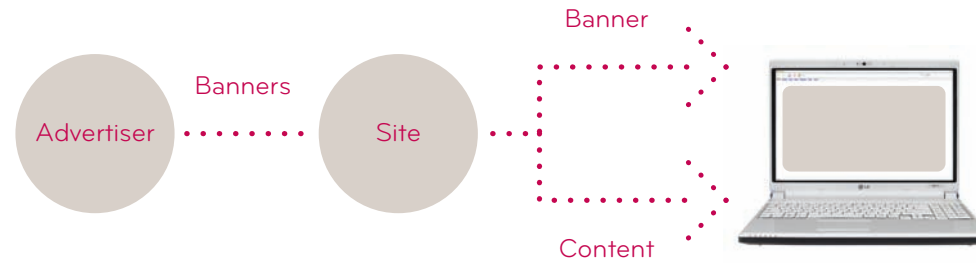
All ads for a campaign may be served/trafficked from a centralized location:

- Provides a more trusted and more accurate data report
- Agencies no longer have to depend on media vendors to provide response data.

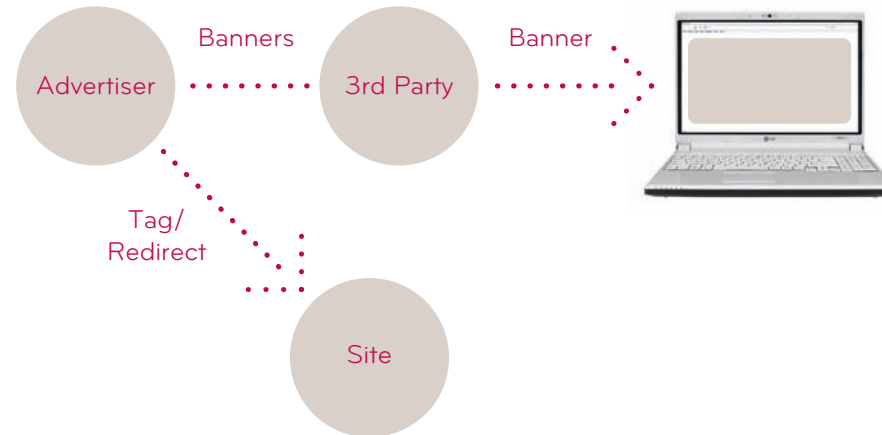
Tracking allows real-time (24 hours) campaign optimization:

- Dart tags (also known as pixels, action tags, floodlight, or spotlight) record actions (registrations, requests, etc.).

Tracking Option 1



Tracking Option 2



Media Glossary

Online Media Terminology

Ad Serving

A server delivers ads to an end user's computer, on which the ads are then displayed by a browser and/or cached.

Ad Request

The request browser or Web content server delivers an advertisement as a direct result of a user's action.

Cookie

Files are placed on the user's browser that uniquely identify the user's browser.

Cost Per Thousand (CPM)

The standard pricing method for online media is the number of (thousand) impressions/media cost.

Cost Per Click (CPC)

An alternative pricing method is the number of delivered clicks/total media cost.

Impression

The number of impressions is a measurement of responses from a Web server to a page request from the user browser requesting an advertisement.

Page

A page has a specific URL (uniform resource locator) and comprises a set of associated files. A page may contain text, images and other online elements. It may be static or dynamically generated.

ROS

A run-of-site advertisement appears across the entire site.

ROC

Run of channel, or category, advertisements appear only in a certain section such as personal finance.

Roadblock

Having all the ad placements on a particular page (e.g., homepage), all other advertisers are blocked out.

Media Glossary

Site Planning - Syndicated Research & Other Digital Media

Site Planning - Syndicated Research

Internet Traffic and Demographic Data

- Nielsen NetRatings
- Nielsen @plan
- comScore Media Metrix
- comScore Plan Metrix
- Mendelsohn Affluent Survey
- MarketNorms Benchmarking

Competitive Intelligence

- CMR – Evaliant
- CMR – StrADegy
- Nielsen AdRelevance

E-Business Statistics

- eMarketer
- Forrester
- AAAAs
- Mintel

Other Digital Media

Viral Marketing

Based on the idea that people will pass along and share interesting and entertaining content:

- Often sponsored by a brand looking to build awareness of a product or service, viral commercials may take the form of funny video clips or interactive Flash games, images and even text.

Emerging Platforms

Highly targeted alternative digital communication devices with a wide range of advertising opportunity:

- Constantly evolving and often in a test phase, the advertiser must have an appetite for innovation and learning.

Examples: wireless, PDA, iTv, blogs, podcasting, video games, etc.



Media Glossary

Viral Marketing

Influencer Outreach



WOM/Brand Ambassador



BGC and UGC



Viral Video Servicing



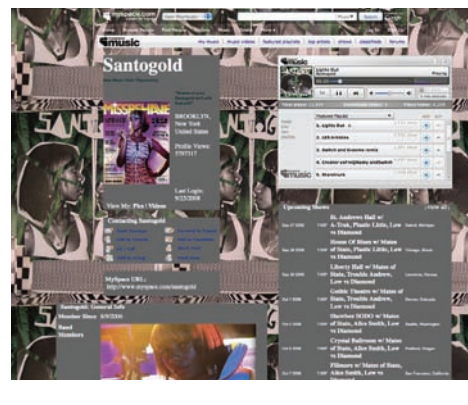
Paid Media



Publicity and Promotions



Social Network Profiles



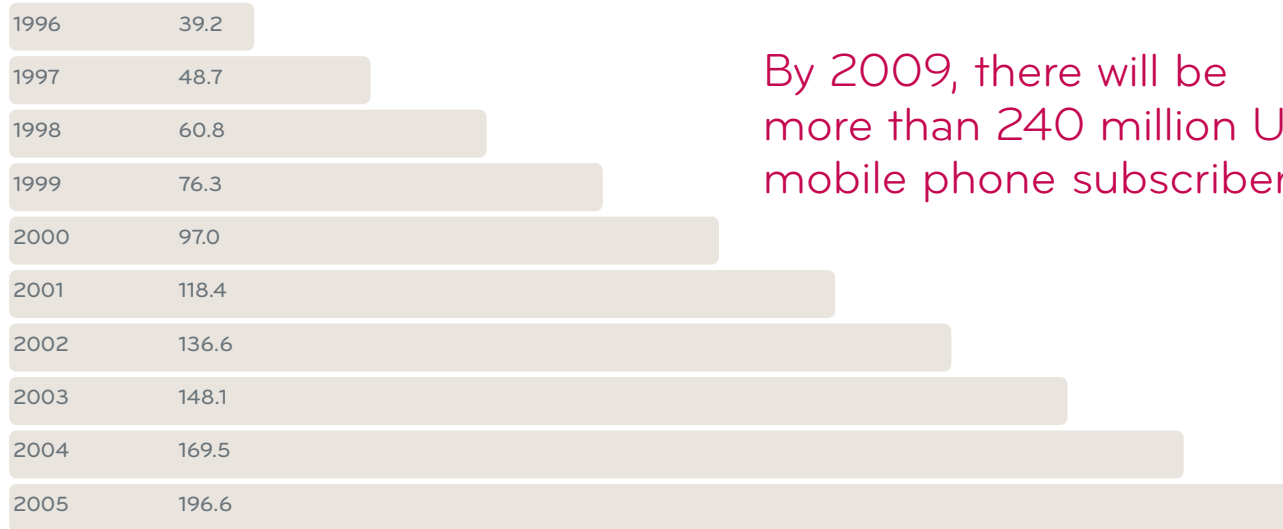
Microsites



The Mobile Marketplace: Tremendous Growth

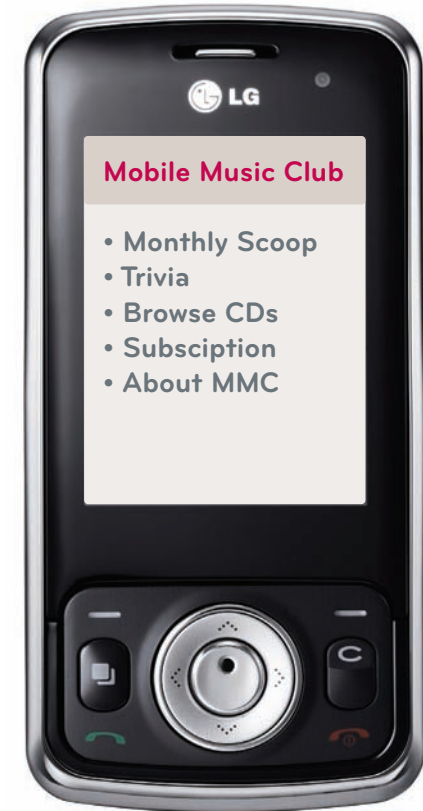
Mobile subscription is growing at a significant pace.

Mobile Phone Subscribers in the U.S., 1996 - 2005 (in millions)



By 2009, there will be more than 240 million U.S. mobile phone subscribers.

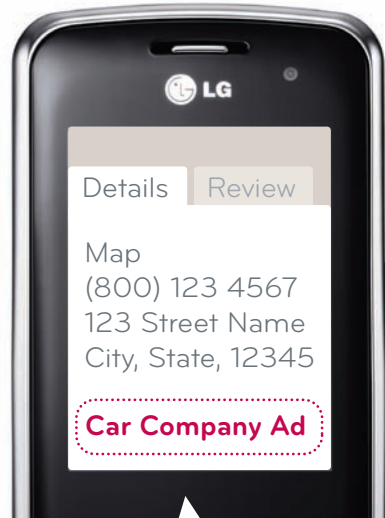
Advertising space and audience reach are still limited.
Standards in mobile advertising are still being developed in the US.
Mobile technology is far more advanced in Europe and Asia.
Advertising space is being customized by technology providers.



Media Glossary

Mobile Advertising Opportunities

Graphic Contextual Ad



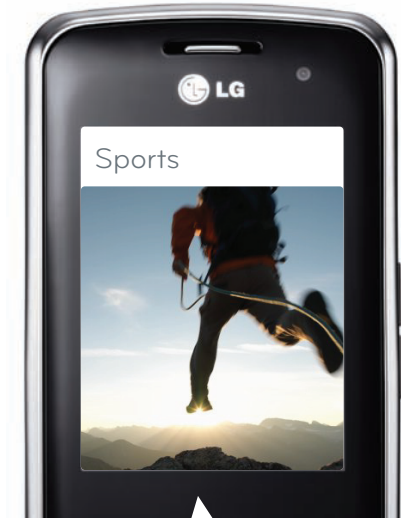
SMS/Text



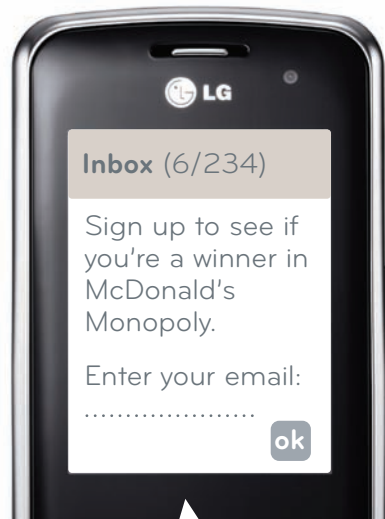
Branded Splash Screen



Streaming Video



Email Opt-In



Branded Wallpaper



Downloadable Applications



Mobile Coupling



4.0 In-Store

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In-Store:

4.0 In-Store

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In-Store Introduction

The retail environment is one of the most important consumer touch points for influencing purchase intent and promoting brand exposure. We have developed the LG In-Store Design Initiative to help showcase the LG brand experience at the place where our consumers most often experience our brand: the retail environment. To further support this vision, we are implementing global in-store standards to bring our brand platform to life at retail.

The main goals of the LG In-Store Design initiative are:

- To create a consistent retail expression across all shop formats and global regions
- To provide a total brand experience that will enhance brand awareness and create preference
- To contribute to financial growth through greater consumer satisfaction

We have developed these guidelines to ensure consistent application of the intended shop designs and to help establish a similar look and feel throughout our global network of retail outlets. These guidelines will also help align our in-store identity with the LG brand and help the shop experience better meet the needs of our target consumer: the Uncompromising Seeker.

Please follow closely the directions provided in these guidelines. You will find strategic principles, key design elements and application examples for all the different formats that are approved and aligned with our global strategy.

We thank you for your help in making LG shops around the world as distinctive as our products and our brand.

In-Store Concept Overview

The In-Store Design Initiative is based on an overarching design concept that informs the experience of all our shops and speaks directly to the aspirations of the Uncompromising Seeker. Each of our shop formats invite visitors to discover the world of LG in a different way. In each shop, the visitor will be able to explore a set of LG products and experience the LG brand in a dynamic environment.

This LG retail experience is not simply about showcasing stylish design and smart technology; it is also about presenting at retail a highly distinctive, sophisticated and stylish interpretation of the LG brand.

The iconic Red Ribbon that wraps around the store draws in the eye from outside, inviting consumers to experience the world of LG. The bold, fresh design employs the LG red-and-white palette and introduces metallic finishes, textured walls and ring-shaped lighting fixtures that evoke the brand and logo.

LG product as hero is framed in ring-shaped displays and showcased on polished metal cylinders.

The open and intuitive layout of the store, with screens to partition product areas and iconic products featured at the front, encourages exploration and consultation with sales advisors.

Overall, the impression left with the consumer is of a stylish, modern and somewhat playful environment, one that enables the consumer to interact with LG products in a way that is intuitive, relevant, innovative and inspiring.

In-Store Concept Overview



In-Store Consumer Experience Principles

The LG in-store consumer experience is...

... Experiential

Shifting experiences and expectations surprise, delight and engage consumers.
(shop location, layout, product display, communications, consultation)

... Refreshing

Delightfully surprising, consumers are inspired to explore and feel connected.
(in-store identity, communications, product display, brand voice, problem resolution, consultation)

... Stylish

Distinctive, modern and refined, consumers feel sophisticated.
(in-store identity elements, sales advisors, environmental graphics)

... Smart

Innovative, intuitive and relevant, consumers feel informed and in control.
(flexible modular shop system, product demonstrations, POS communications, sales advisors)

In-Store Guideline Sections

All LG shop formats share a consistent set of identity elements that provide continuity across formats and regions around the world, from small in-shop environments to larger brand shops and iconic shops.

These elements form the distinctive visual language of LG retail environments and must be implemented in all retail environments (when appropriate to the format type) in order to fully convey the new In-Store

Brand Identity to consumers in all markets. Please follow these guidelines to ensure consistent application of the design intent to build a global network of retail outlets that are similar in look and feel.

Guideline Sections:

4.1 In-Store Identity Elements

A primary component of the overall LG global retail strategy is a flexible framework of unique retail identity elements that provide greater consistency and higher impact in the in-store environment.

This section describes the key in-store identity elements shared across shop formats, along with design guidelines for a wide range of shop types: shop-in-shops, brand shops and iconics.

4.2 In-Store Communication

The style of messaging, visual elements and graphic style that goes into LG shops plays a major role in presenting our brand to consumers.

This section provides guidance for the development of in-store communications, such as category signage and product information, that fit the LG brand platform and support the desired retail experience.

4.3 In-Store Shop Formats

LG has defined a multi-tier shop format strategy. Each of the shop formats optimizes the product display and store experience in a unique way.

This section outlines the shop formats and provides application examples.

In-Store:

4.1 Identity Elements

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Identity Elements

Overview

A primary component of the LG global in-store identity is a flexible framework of unique retail identity elements that provide greater consistency and impact in the in-store environment. This section describes the major signage and identity elements that go into each LG shop.

While shop formats, product categories and locations vary significantly from location to location, the LG in-store identity elements should always be consistent, distinct and memorable. If in-store identity elements are applied consistently, shops will capture the look and feel of the LG brand.

All key in-store identity elements, including signage and storefront designs, materials and finishes and fixture design are illustrated on the following pages. When combined, these components create a uniquely LG experience for the consumer, regardless of the shop format or location in the world.

The consistent use of the signature elements and design principles illustrated in this guide is required, although flexibility in the types and styles of materials that can be deployed provide choice and adaptability to local marketplaces. Strict adherence to the framework created in these guidelines will allow LG facilities to appear consistent and recognizable, yet uniquely distinctive and adaptable to local business conditions, materials, regulations, building types and architectural characteristics.

Please follow these guidelines in order to ensure that each shop creates the right LG brand experience and showcases our products and brand image in their best possible light.



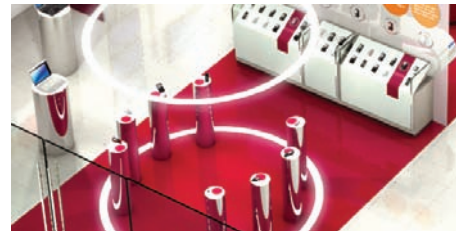
Signs

New primary identification signs are a critical part of our brand and our market presence. The new LG Brand Symbol and Wordmark, typography and color palette have been translated into a distinctive, highly visible and flexible system of signs that are designed for a wide variety of locations with different functional requirements.



Materials

The unique character of the LG in-store identity is expressed through the use of distinctive materials, colors and finishes.



Fixtures

The Shop Fixture System comprises a kit of parts that integrate simple, stylishly designed shapes and materials. A consistent design language across fixture types unifies the diverse mix of LG products, ranging from handheld devices to home appliances, and establishes LG shops as premium retail environments.



Lighting

Interior facility lighting is a fundamental element of the design that enhances our in-store product presentation.

Identity Elements

Main Brand Signs - Overview

Exterior shop signage is an integral part of the global in-store identity and must be applied consistently to each format type and across all markets.

Utilizing a consistent set of recognizable and understandable sign elements will ensure that LG Electronic shops convey a sophisticated and premium image.

LG shop signage consists of three primary elements: LG Brand Symbol, LG Wordmark and Shop Descriptor Name (when available).



LG Brand Symbol

The round smiling-face symbol is a highly recognizable icon for the LG brand. The LG Brand Symbol has been three-dimensionally enhanced to align with brand attributes and reflect LG design values. This symbol is available in three-dimensional, formed-face and printed-flat versions.



LG Wordmark

The LG Wordmark is used in combination with the LG Brand Symbol on shop signage in most applications to increase visibility and impact. The LG letters are available in white, dark gray and metallic finishes.

APPLIANCE

Shop Descriptor Name

Used sparingly, certain format types may utilize a Shop Descriptor Name to convey a product offering.

Note: For the "LG Mobile" shop descriptor name sign use only the approved artwork. The "LG Mobile" shop descriptor consists of the "LG" wordmark and "Mobile" letters in the Helvetica font. This variation is only applicable to "LG Mobile" and no other shop descriptor.

Identity Elements

Main Brand Signs - Sign Types

Three different types of main brand signs address the different shop formats and regional and cost requirements. The different sign types include a

three-dimensional sign for iconics and brandshops, a formed-face sign for the majority of shop-in-shop and feature display applications and a printed flat

sign option for use when the other two options may not be feasible.



Top

Three-Dimensional Sign

This sign type is completely three-dimensional in shape and form. It is mounted off the storefront fascia to create a distinctive brand beacon. It reflects the values used to design LG products. The rounded shape conveys a friendly and inviting character, while its reflective sign face, metallic finishes and internal illumination create a smart and distinctive appearance.

This sign is fabricated from clear polycarbonate sheet material, with the brand symbol artwork applied on the second surface. The material is thermoformed to create the rounded front and back halves. The sign is illuminated internally by LED lighting for optimal nighttime visibility, maintenance and energy efficiency.



Top

Formed-Face Sign

Similar to the three-dimensional sign, the formed-face sign is simpler in design and easier to implement and fabricate. Therefore, this is the preferred sign type for most applications. The dome-shaped sign face dimensionalizes the Brand Symbol for a premium brand expression.

This sign is fabricated from clear polycarbonate sheet material, with the brand symbol artwork applied on the second surface. The material is thermoformed to create the dome-shaped face. The sign is illuminated internally by LED lighting for optimal nighttime visibility, maintenance and energy efficiency.



Top

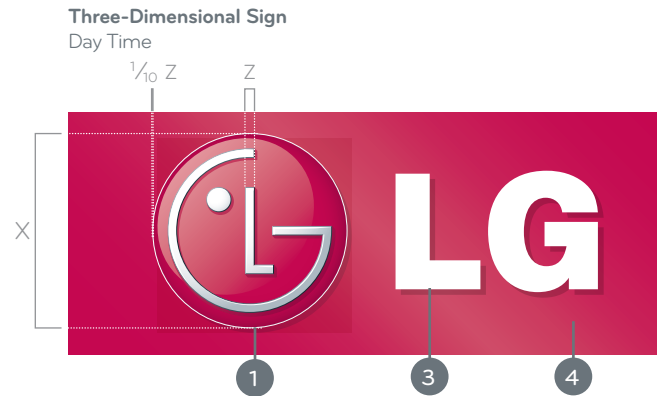
Printed Flat Sign

This sign option is intended for applications where the other two versions are not possible or practical. This sign option utilizes the rendered three-dimensional brand symbol on a flat substrate material that is cut out for the LG Brand Symbol and LG Wordmark.

Identity Elements

Main Brand Signs - Three-Dimensional Sign - Material Finishes & Illumination

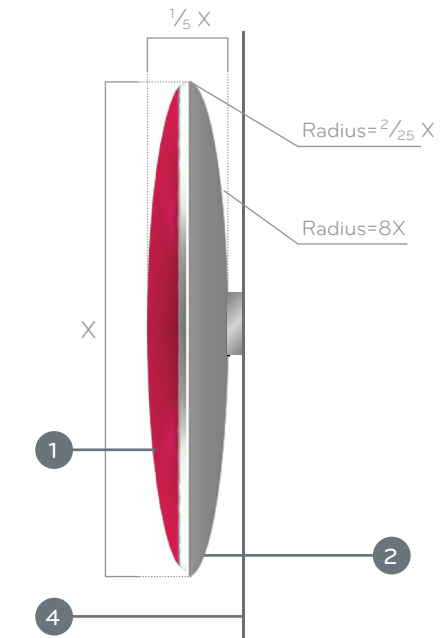
- 1 Front Face:**
Satin finish clear polycarbonate thermoformed face, with translucent LG Logo artwork applied on the second surface for internal LED lighting illumination.
- 2 Back Face:**
Satin finish clear polycarbonate thermoformed face, with silver color (PMS 877C) perforated dot pattern artwork on the second surface.
- 3 LG Letters:**
Satin finish acrylic letters, with white applied face and silver color (PMS 877C) letter returns.
- 4 Red Ribbon Sign Panel:**
Satin finish sign panel to match LG Red (PMS 207C).



Nighttime Illumination
Internal + Halo Illumination



LG Brand Symbol



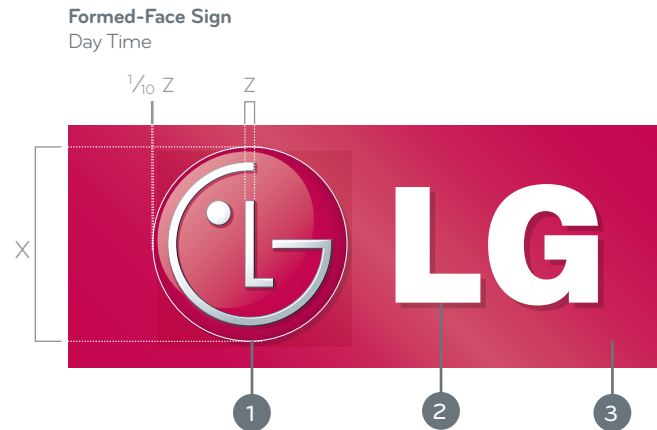
LG Letters



Identity Elements

Main Brand Signs - Formed-Face Sign - Material Finishes & Illumination

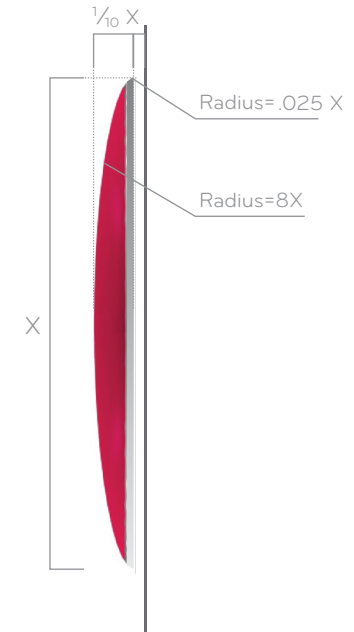
- 1 Front Face:**
Satin finish clear polycarbonate thermoformed face, with translucent LG logo artwork applied on the second surface for internal LED lighting illumination.
- 2 LG Letters:**
Satin finish acrylic letters, with white applied face and silver color (PMS 877C) letter returns.
- 3 Red Ribbon Sign Panel:**
Satin finish sign panel to match LG Red (PMS 207C).



Nighttime Illumination
Internal Illumination



LG Brand Symbol



LG Letters



Identity Elements

Main Brand Signs - Printed Flat Sign - Material Finishes & Illumination

1 Polished Acrylic Base Layer

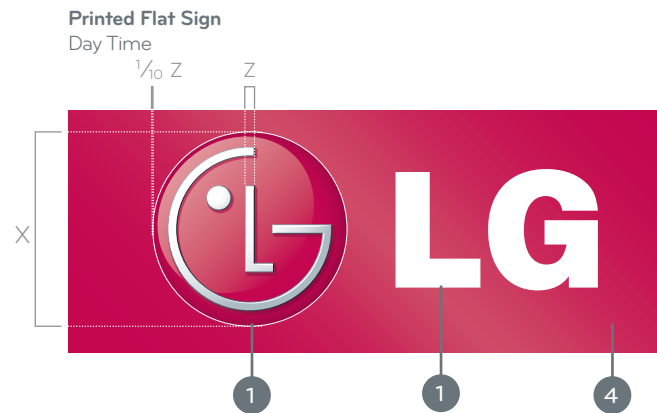
2 LG Logo Digital Print:
Artwork layer laminated in center.

3 Polished Acrylic Top Layer

4 Red Ribbon Sign Panel:
Satin finish sign panel to match LG Red (PMS 207C).

Note: This sign option can be non-illuminated or internally illuminated.

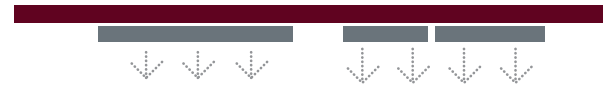
- For internally illuminated version, ensure adequate lightbox brightness and appropriate digital print material.
- For non-illuminated version, ensure proper application of outline around brand symbol for optimum visibility.



Nighttime Illumination
External Illumination



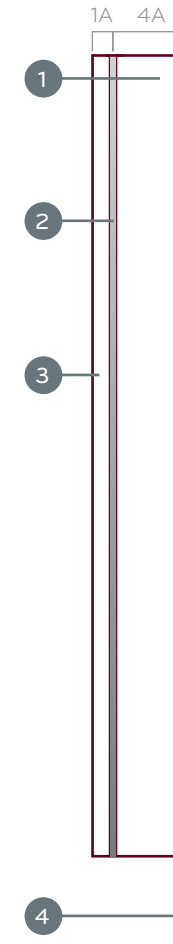
Internal Illumination



Non-Illumination



LG Brand Symbol and LG Letters
Detail Section

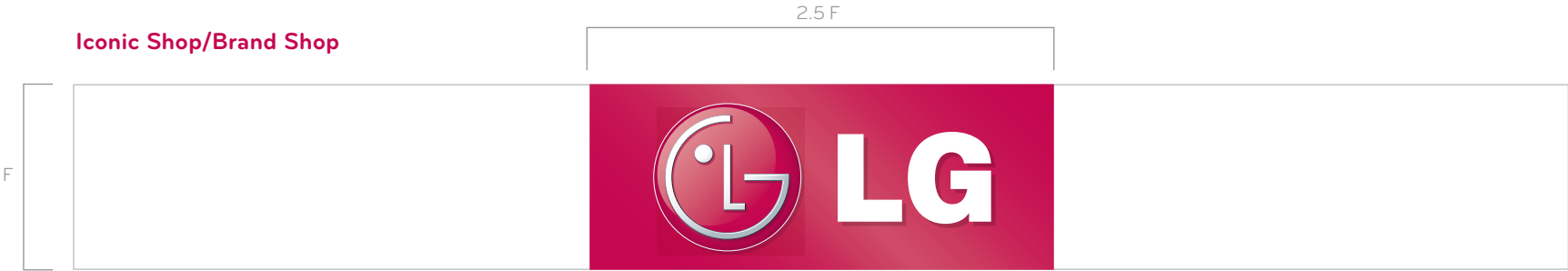


Identity Elements

Main Brand Signs - Application Rules

Main Brand Signs

The graphics shown below provide general guidelines for the placement and sizing of the Red Ribbon within the main brand signs. Please follow these general dimensions when developing the various layouts.



Identity Elements

Main Brand Signs - Application Rules

LG Brand Symbol/Clear Space

To ensure clear visibility and maximum impact of our brand logo, a minimum amount of clear space must always be preserved. No other elements should be placed within the defined area around our brand logo, as shown on the graphics below.

Iconic and Brand Shop Exterior Signs:

Only our brand signature may be used on the Red Ribbon for primary exterior signage. All other elements should follow the specified dimensions. "Life's Good" may not be used on exterior signage.

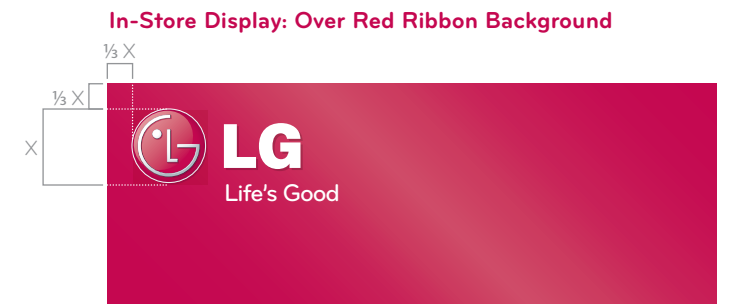
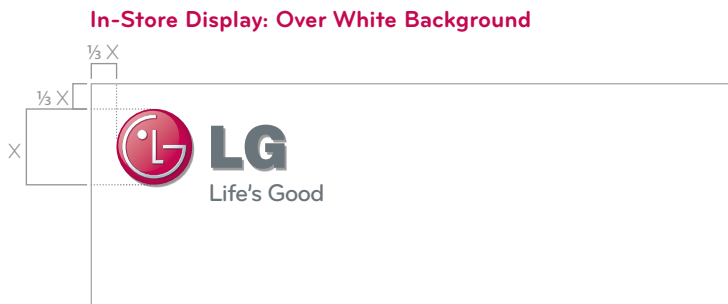
Main Brand Signs

The graphics shown below provide general guidelines for the placement and sizing of the different elements within the main brand signs. Please follow these general dimensions when developing the various layouts.



Shop-in-Shop and Feature Display Signs:

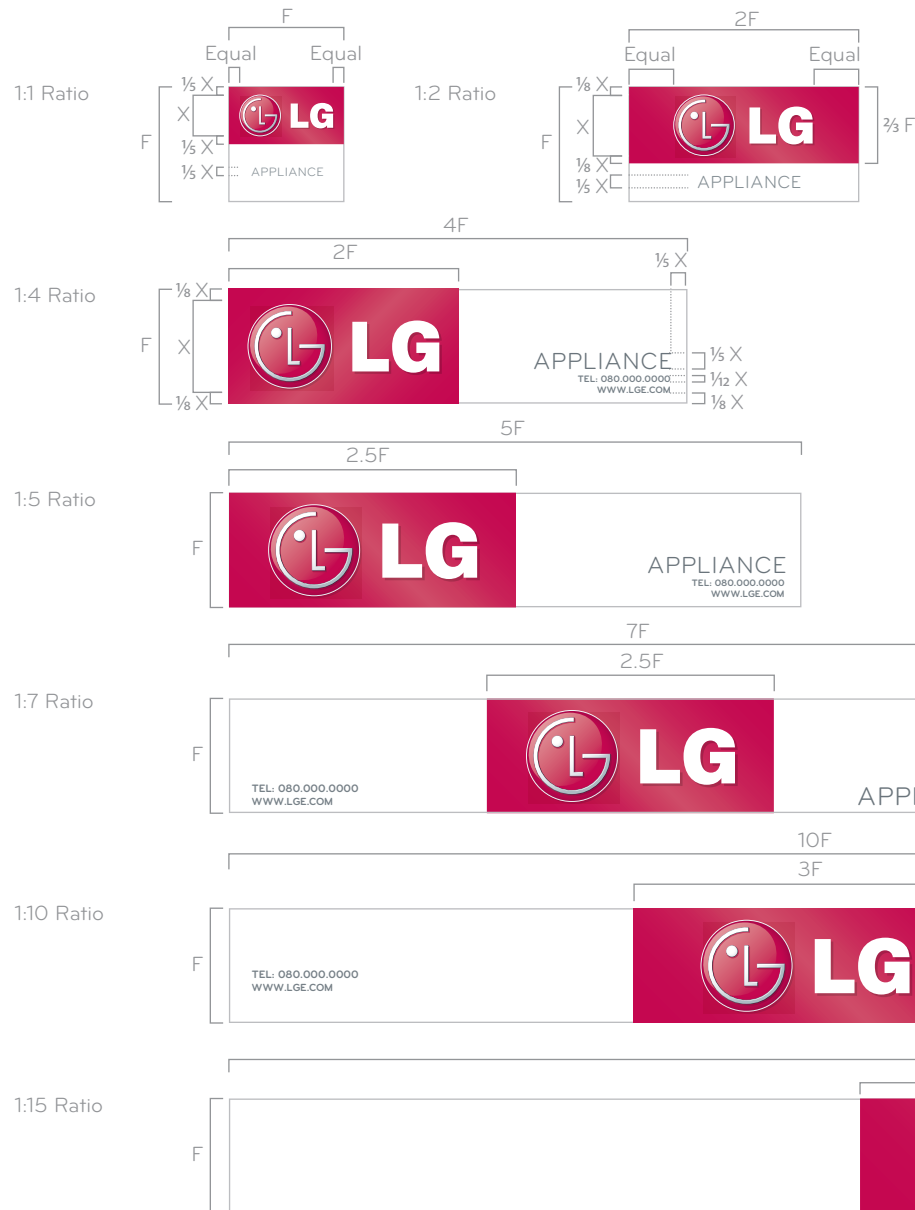
Clear space helps define proper placement of our brand signature, as well as all other secondary information. Logo lock-up using "Life's Good" should be used in Shop-in-Shop and Feature Display Signs. Do not use "Life's Good" as a single element.



Note: Life's Good tagline is not to be used for Iconic and Brand Shop Exterior Signs. It is only to be applied in shop-in-shop and feature display signage.

Identity Elements

Main Brand Signs - Application Rules - Horizontal Fascia Signs



LG Brand Symbol/Clear Space

To ensure clear visibility and maximum impact of our brand logo, a minimum amount of clear space must always be preserved. No other elements should be placed within the defined area around our brand logo, as shown on the graphics below.

Main Brand Signs

The graphics shown at left provide general guidelines for the placement and sizing of the different elements of the main brand signs. Please follow these general dimensions when developing the various layouts.

Identity Elements

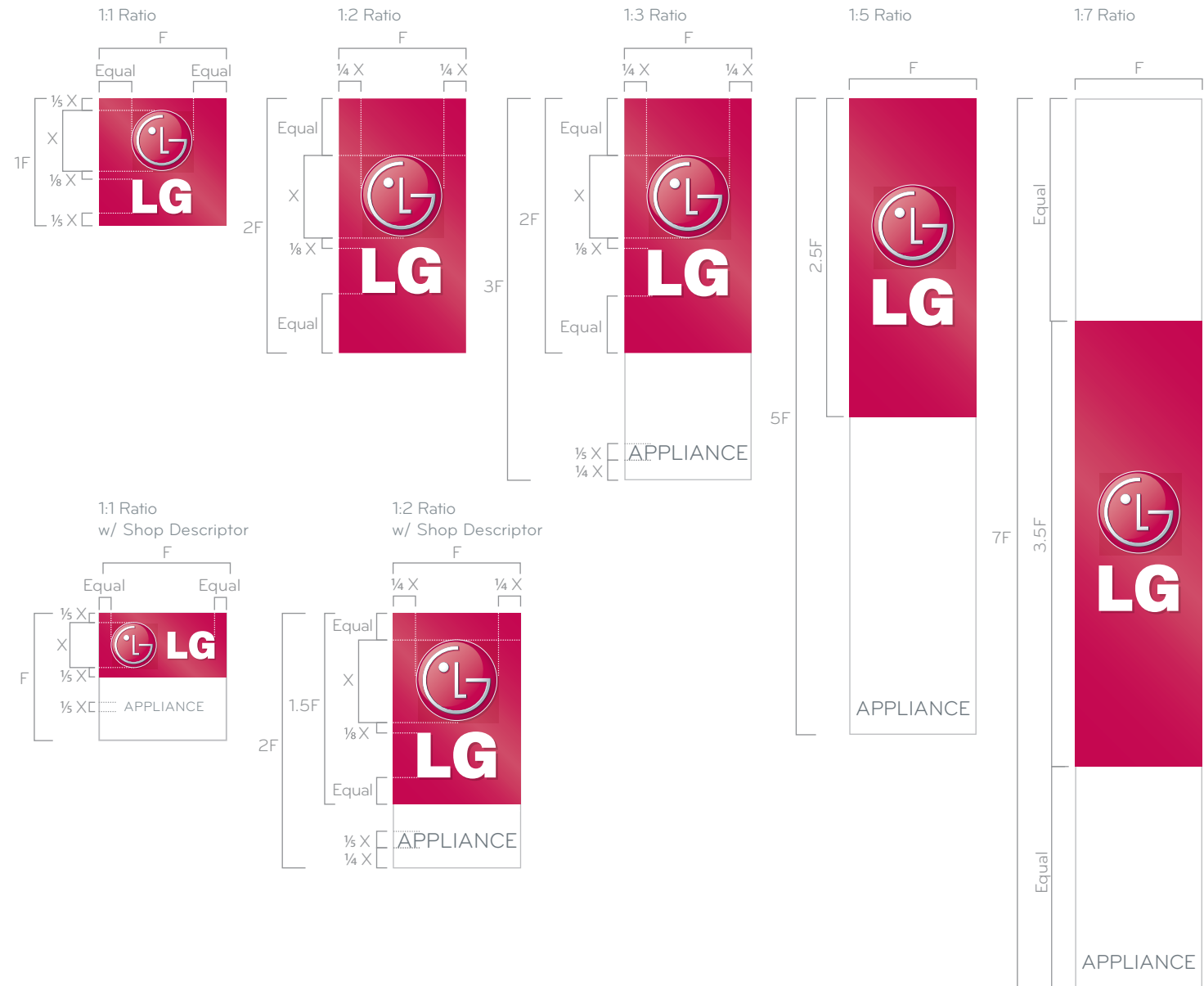
Main Brand Signs - Application Rules - Vertical Fascia Signs

LG Brand Symbol/Clear Space

To ensure clear visibility and maximum impact of our brand logo, a minimum amount of clear space must always be preserved. No other elements should be placed within the defined area around our brand logo, as shown on the graphics below.

Main Brand Signs

The graphics shown at right provide general guidelines for the placement and sizing of the different elements of the main brand signs. Please follow these general dimensions when developing the various layouts.



Identity Elements

Colors & Materials - Overview

The use of distinctive materials, colors and finishes expresses the stylish, sophisticated character of the LG in-store environment.

Consistent use of LG red, white and black tones for the primary shop environment, with strategic integration of in-store communications, adds vibrancy and passion to the environment.

The primary brand color, LG red, showcases product lines and highlights hero products, while accentuating the uniquely refreshing and stylish consumer electronics retail experience.

Primary In-Store Material Colors:

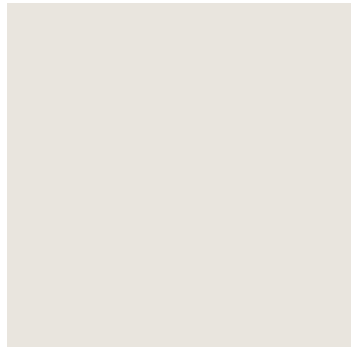


LG Red

It is important to use the LG Red brand color strategically and in a way that expresses its special meaning as a signature color for the LG brand. Limit its use to enhancing brand identity and highlighting hero products. As with the LG Brand Symbol, do not overuse the brand color in the shop environment.

Specifications:

- PMS: Pantone 207 C
- RGB: R197 G0 B61
- CMYK: C0 M100 Y40 K20

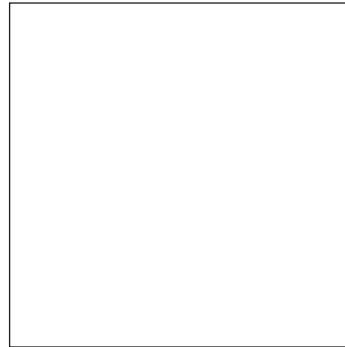


LG Warm White

A warm tint of light white that complements the LG Red brand color, this is the perfect overall color to make the shop environments friendly and inviting.

Specifications:

- PMS: Pantone Warm Gray 2 C
- RGB: R233 G227 B219
- CMYK: C0 M2 Y5 K9



LG White

A bright white color used to accentuate and define product display surfaces provides a crisp, stylish presentation.

Specifications:

- Benjamin Moore "Super White"
- RGB: R255 G255 B255
- CMYK: C0 M0 Y0 K0



LG Black

An alternate environmental color to the LG Warm White, LG Black is used, when appropriate, to enhance the product category display.

Specifications:

- PMS: Pantone Black C
- RGB: R0 G0 B0
- CMYK: C0 M0 Y0 K100



Metallic Accents

Hi-tech and tactile material may be used to highlight and accentuate featured products, as well as to convey a sophisticated brand image.

Specifications:

- Polished Stainless Steel
- #8 FN // Equal

Identity Elements

Colors & Materials - Specifications

		Material	Application	PMS EQ.	Specs/Manufacturer
Wall	W1	 LG Red Paint	Apply to center ribbon identity area and accent walls	PMS 207C	1. Gloss Finish Powder Coat 2. Manufacturer: Matthews Paint (MPC) MP62076 Burgundy 211 Full Gloss Finish
	W2	 White Glass		White	1. Back Painted Glass 2. Manufacturer: Bendheim LIPP-437
	W3	 White Wall Covering	General wall finish		1. 25mm Dot Patterned Wall Covering 2. Manufacturer: MDC Wallcovering Beta #7634/4726
	W4	 Black Wall Covering	Alternative wall finish		1. 25mm Dot Patterned Wall Covering 2. Manufacturer: MDC Wallcovering Beta #7612/4726
	W5	 Dot Pattern Wall	Apply to featured product areas in the shop		1. 25mm Dot Patterned Wall Covering 2. Manufacturer: 3form Digital Screen - Sandstone
Flooring	F1	 Red Tile	Apply to center ribbon identity area and accent walls	PMS 207C	1. 300mm x 600mm Polished Finish 2. Manufacturer: Eurowest Lake Red Polished
	F2	 Warm White Tile	General product category area finish	PMS Warm Gray 2C	1. 300mm x 600mm Polished finish 2. Manufacturer: Eurowest String Polished
	F3	 White Tile	Apply to ring treatments in center ribbon identity area	White	1. 300mm x 600mm Polished Finish 2. Manufacturer: Eurowest Ice Polished
	F4	 Black Tile	General product category area finish for black option stores	PMS Black C	1. 300mm x 600mm Polished Finish 2. Manufacturer: Eurowest Luxus
Ceiling	C1	 LG Warm White Paint	General ceiling finish	PMS Warm Gray 2C	1. Manufacturer: Benjamin Moore OC-25 Cloud Cover
	C2	 Acoustic Tile	General ceiling material		1. Manufacturer: Armstrong Washable White Ceiling Tile

Note: All MDC and 3form colors are especially made for LG. All colors are samples and, as such, are locally procured. If it is close in color and intent, it may be sourced.

Identity Elements

Colors & Materials - Specifications

		Material	Application	PMS EQ.	Specs/Manufacturer
Fixture	T1	 Solid Surface	General fixture walls and tabletops	White	1. Manufacturer: Corian Glacier White
	T2	 LG Warm White Powder Coat	General fixture base	PMS Warm Gray 2C	1. Gloss Finish Powder Coat 2. Manufacturer: Matthews Paint (MPC) MP62079 Warm Gray 1C Full Gloss Finish
	T3	 Polished Metal	Featured product area fixtures and accent fixtures		1. Full Reflection Finish 2. Manufacturer: Rimex Super Mirror 304 Stainless Steel
	T4	 Red Plastic	Shop-in-shop Red Ribbon treatment finish	PMS 207C	1. Translucent Finish or White Background 2. Manufacturer: 3form Diva
	T5	 White Translucent Material	General product category section partitions		1. Manufacturer: 3form Chroma Ghost Applied
	T6	 Black Powder Coat	General fixture walls and tabletops for black option stores	PMS Black C	1. Gloss Finish Powder Coat 2. Manufacturer: Matthews Paint (MPC) MP19925 Black Full Gloss Finish
Upholstery	U1	 Red Seating	Home theater seating and lounge seating	PMS 207C	1. Leather Preferred 2. Manufacturer: Spinneybeck SA820 Laser Red
	U2	 Warm White Seating	Consultation area seating and office seating		1. Leather Preferred 2. Manufacturer: Spinneybeck AU 609

Note: All MDC and 3form colors are especially made for LG. All colors are samples and, as such, are locally procured. If it is close in color and intent, it may be sourced.

Identity Elements

Colors & Materials - Application Rules

Floor Treatment

- All main flooring materials in the shop match the LG Warm White.
- Polished ceramic tile is the preferred floor finish.
- Use 2:1 ratio floor tiles for a more modern design.

Wall Treatment

- General shop walls should be finished to match the LG Warm White color or treated with the custom dot pattern wall, which utilizes core tones.
- Feature walls are dimensional and freestanding in front of an interior wall.

Ceiling Treatment

- A painted ceiling is the preferred treatment for new builds and retrofits that can accommodate it, but an acoustical tile ceiling may be installed if dictated by existing site conditions or cost restrictions.
- Ceilings should be finished to match the LG Warm White; dropped acoustical ceiling tiles should match the LG Warm White as closely as possible for applicable sites.

Shop Fixtures

- Shop fixtures are finished to match the LG Warm White color.

Fixtures:

Our fixture designs have a consistent application of color and material finishes to enhance the product display, communication graphics and brand identity. Here is the basic hierarchy of fixture components and their color and material application:

Base Cabinets (LG Warm White)

All fixture base cabinets should match the LG Warm White color to provide the perfect backdrop for the LG Red and LG White colors.

Back Walls, Counters and Shelving (LG White)

The LG White color enhances and accentuates the LG Warm White base color to convey a crisp and modern design. The LG White color may be implemented in many different ways, with the most optimal method used for the application need. For example, for counter tops it's best to use solid surface material of back-painted white glass panel for durability. Similarly for wall applications, a back-painted white glass panel is preferred, with painted or laminated panel as alternate finishes.

Red Ribbon (LG Red)

The Red Ribbon is applied to the fixture to highlight a featured product or category in the display. It is preferable to use solid surface material to implement the Red Ribbon on fixtures. Alternately, the Red Ribbon may be formed acrylic material that is painted to match the LG Red color in a satin finish.

Identity Elements

Shop Fixtures - Overview

The in-store design supports the use of a flexible modular system of fixtures that provide an easy way to build our brand presentation in the shops and also meet our product display needs.

A kit of parts that integrates consistent design language across fixture types unifies the diverse mix of LG products, ranging from handheld devices to home appliances, and establishes LG shops as premium retail environments.

Use these interior elements as appropriate for the size of the shop and space available.

Red Ribbon



Wall Fixtures



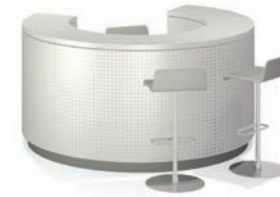
Pedestal Bases and Vitrines



Islands and Endcaps



Cash Wrap and Consultation Counter



Countertop Product Displays



Feature Product Display



Identity Elements

Shop Fixtures - The Red Ribbon

The Red Ribbon is an iconic identity element used to unify the iconic and brand shop environments, as well as LG in-store environments globally. The hands-on product demonstration area is constantly updated and refreshed, while the Red Ribbon draws

consumers through the shop as they engage with the product. The Red Ribbon is finished to match the LG Red color in the appropriate material. Fixtures are comprised of metallic finish materials to distinguish this zone as a specialty product display.

The cash wrap area should be bright and highly visible, so it is easily recognizable to consumers throughout the shop.

Iconic Shops and Brand Shops

When the Red Ribbon is applied to Iconic Shop and Brand Shop formats, it physically wraps the shop environment and invites consumers from the exterior storefront into the interior product displays. On the exterior, the Red Ribbon boldly enhances the visibility and impact of the LG primary brand signage. Inside the shop, the Red Ribbon is the unifying zone where the newest products are featured.

Shop-in-Shops

Similar to the Iconic and Brand shops, the Red Ribbon is integrated from the exterior storefront into the shop interior. Inside the shop, the Red Ribbon is also an iconic product display area. In more open layout applications, the Red Ribbon may be more flexibly applied as an overhead sign and back wall color application, such as for LG Mobile.

Feature Display

The Red Ribbon is a beacon to highlight the product category or product model used for in-store feature displays.

Application Principles

In all in-store shop format applications, always apply the Red Ribbon element against the white or black background to objectify its color, form and placement. Applying the LG main brand sign onto the Red Ribbon requires a halo or white outline to accentuate the sign. The Red Ribbon must match LG Red, PMS 207C.



Identity Elements

Shop Fixtures - Feature Product Display

A distinctive, stylish system for displaying product in Iconic and Brand shops, these fixtures evoke the circular shape and ribbon design language of the LG Brand Symbol by their distinctive design.

Home Appliances



Mini Audio Systems



Home Office



Home Theater



Identity Elements

Shop Fixtures - Wall Fixtures

A variety of wall fixtures meet the needs of the different product categories and have a consistent look and feel of the brand image.

TV, LCD Monitors, DA, Notebook Backwall & Counter



W 1500mm x H 2700mm



W 1200mm x H 2700 mm

Red Ribbon Feature Wall



W 900mm x H 2700mm

Rotating Wall Display



W 1350mm x H 2600mm

Endcap Wall



W 1500mm x H 2700mm



W 1700mm x H 2700mm

Mobile



W 1200mm x H 2300mm



W 1200mm x H 3000mm



W 1200mm x H 3000mm

Partition



W 1200mm x H 2700mm



W 1200mm x H 2700mm

Identity Elements

Shop Fixtures - Pedestal Bases and Vitrines

Similar to the wall fixtures, a variety of pedestals and vitrines meet the needs of different product categories and have a consistent look and feel of the brand image.

TV, LCD Monitors, Notebook:



Riser

W Variable mm x H 100mm



Counter

W Variable mm x H 1000mm x D 450mm

Mobile:



Cash Wrap Counter

W 1200 mm x H 1000mm x D 500mm



Vitrine

W 1200 mm x H 1000mm x D 500mm



Feature Product Display

D 1100mm x H 1000mm



Vitrine/Accessories Display

W 1200 mm x H 1000mm x D 500mm



Red Ribbon Feature Display Vitrine

W 600 mm x H 1000mm x D 500mm



Feature Freestanding Display Pedestal

D 400mm

Identity Elements

Shop Fixtures - Islands and Endcaps

Aligned with the look and feel of the rest of the system, these various fixtures provide added flexibility for island and endcap applications.

TV:

Island "I"



Island "T"



Island "H"



TV Column



TV 4-Sided



TV Endcap



Mobile Freestanding Display



DA Island Display



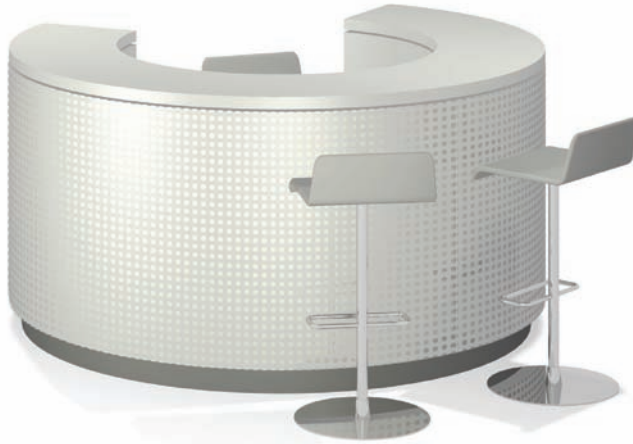
DA Island Display White/Red



Identity Elements

Shop Fixtures - Cash Wrap & Consultation Counter

The cash wrap counter is designed to accommodate the many consumer needs and operational requirements of the shop environment. Its design may be tailored to different sizes and material finishes, as needed, to fit within the context of the shop environment.



Consultation Counter



Cash Wrap Counter

Identity Elements

Shop Fixtures - Countertop Product Displays

The countertop feature display consistently utilizes the translucent white acrylic stand, Red Ribbon with the LG emblem and POS graphics visual layout and elements to reinforce the distinctive brand image.

Portable Media



Mobile



Portable DVD



DVD Player/Recorder



Car Audio



Optical Storage



Notebook



Identity Elements

Shop Fixtures - Lifestyle Vignettes

Home Theater and Kitchen

Lifestyle vignettes such as a home theater, kitchen and home office let our consumers engage with our products in aspiration lifestyle context that is experiential, entertaining and persuasive. Lifestyle vignettes are primarily deployed in iconic (flagship) shops but should be implemented in larger brand shops where possible.

Following are guidelines for integrating a lifestyle vignette into your Iconic Shop or Brand Shop.

Adjacent Shop Area:

Background walls behind lifestyle vignettes should be dimensionally separate from shop walls to stand out from rest of the shop environment and identify these areas as specialty product zones. Use an accent color from the secondary color palette to enhance product presentation.

Residential Style Millwork and Cabinetry:

The millwork and cabinetry interior decor style should be contemporary and modern. Avoid overly traditional and ornate details; instead, use clean lines and simple details to enhance the product display. Use authentic and best quality materials as much as possible to convey a premium aesthetic in a discreet and refined manner.



Elements:

- 1 Vignette Wall
- 2 Accent Color Panel with Halo Lighting
- 3 Base Unit
- 4 Sofa (seating)
- 5 Area Rug
- 6 Accent Lighting
- 7 Recessed Down Lighting
- 8 Partition

Identity Elements

Shop Fixtures - Lifestyle Vignettes

Furniture and Merchandising Props:

Furniture and area rugs in the shop should be upholstered in fabrics that utilize similar colors to the adjacent shop walls but that differentiate the area from the rest of the shop. The furniture style should be contemporary modern, with clean and simple styling that is understated and enhances the product.

Furniture in the shop should be upholstered in fabrics that utilize secondary palette colors to create a unified shop environment

Lighting:

Home Theater

Use of a floor lamp in the home theater vignette helps to create a lifestyle setting that emulates consumers' own home environments. Light fixtures should be premium quality and neutral in color/finish.

Kitchen

Use a pendant lamp in the kitchen vignette to differentiate this area from the general product categories found throughout the rest of the shop. Light fixtures should be premium quality and neutral in color/finish.

Kitchen



Elements:

- 1 Vignette Wall/Frame
- 2 Kitchen Millwork
- 3 Island Consultation Counter
- 4 Accent Lighting
- 5 Recessed Down Lighting
- 6 Partition

Kitchen



Identity Elements

Lighting - Overview

Interior shop lighting is a fundamental element of design that enhances our in-store product presentation. The lighting scheme for the In-Store Identity comprises two major components: track lighting used around the perimeter of the shop to highlight specific products and recessed down lights over the central zone to differentiate this area as a unique destination.

Different levels of brightness and color temperature effectively control and enhance each area and differentiate each area from the other. The product lighting should be bright, warm and inviting, with generous natural lighting in the day. Illumination in the consultation areas should be warm, intimate and relaxed for more casual discussion and browsing of products, information and accessories.

General Product Category Track Lighting

- Recessed lighting throughout the shop illuminates tabletop merchandise.
- Tracks and light fixtures should be white.
- The recessed ceiling trough should be painted white to match other white ceiling elements.

Built-in Fixture Lighting

- Recessed down lights illuminate products under the Red Ribbon element.
- Recessed down lights should be placed over consultation tables and cash wraps for direct illumination in these areas.
- Light rims should be white to match the ceiling color.
- Fluorescent tubes are built into wall fixture headers for additional accent lighting on products.
- This type of lighting should not be used for television displays due to glare.

Lifestyle Vignette lighting:

Home Theater

A floor lamp in the home theater vignette better emulates a consumer's own home environment. Light fixtures should be premium quality and neutral in color/finish.

Kitchen

A pendant lamp in the kitchen vignette differentiates this area from the general product categories found throughout the rest of the shop. Light fixtures should be premium quality and neutral in color/finish.

Ambient and Dynamic Lighting

Dynamic and theatrical lighting effects may be added to enhance the in-store concept display. Iconic brand elements may be implemented with LED light fixture to animate the environment and product presentation. Through a variety of LED fixtures, wall and room colors may be changed throughout the day to convey different ambient moods or alternately pulse the light levels to create subtle motion. Restraint needs to be considered when implementing dynamic lighting to maintain a sophisticated image that enhances but does not detract from the product display that in-store elements and colors.

These are just a few possible options:

- Overhead LED light rings that pulsates
- Indirect lighting behind coves, freestanding walls and in lifestyle vignettes that change color at different times of the day
- In-ground lighting for the circular floor rings
- Color changing LED lighting in the product display pedestals

Identity Elements

Sales Person's Uniform Overview

Summer

Men

Shirt:
 LG Gray
 LG Red
Material:
 Cotton/Spandex
 Knit

Pants:
 Dark Blue Indigo
 Dark Gray
Material:
 Denim

Embroidered Signature

Women

Dress:
 LG Gray
 LG Red
Material:
 Cotton/
 Spandex Knit

Shirt:
 LG Red
 LG Gray
Material:
 Cotton/Spandex
 Knit

Pants:
 Dark Blue Indigo
 Dark Gray
Material:
 Denim

Winter

Undershirt:
 LG Gray
Material:
 Cotton/Spandex
 Knit

**Lightweight
 Sweater:**
 LG Red
Material:
 Cotton/Lycra

Pants:
 Dark Blue Indigo
 Dark Gray
Material:
 Denim

**Longsleeve
 Dress:**
 LG Gray
 LG Red
Material:
 Cotton/
 Spandex Knit

**Lightweight
 Sweater:**
 LG Red
 LG Gray
Material:
 Cotton/Lycra

Undershirt:
 Aubergine
Material:
 Cotton/
 Spandex Knit

Pants:
 Dark Blue Indigo
 Dark Gray
Material:
 Denim

In-Store:

4.2 Communications

Overview	4.2.1
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Communications

Overview

The style of messaging, visual elements and graphic style used in LG shops plays a major role in presenting our brand to consumers. This section provides guidance for the development of In-Store communications, such as category signage and POP materials, that fit the LG brand platform and support the desired retail experience.

These guidelines illustrate the approved graphic style and elements, image usage and content strategy for all LG shops. They provide a detailed description of the approved types of in-store communications graphics, as well as a flexible system for developing and deploying content and messaging within the different shop formats. By following these guidelines, all shop environments will deliver a consistently high level of brand communications.

Please refer to this section when developing any in-store content or materials in order to ensure that all our visual and verbal communications conform to the stated parameters.

Communications

Messaging - Tone & Manner

Brand Voice

LG speaks in a voice that is as refreshing and smart as the products we sell. It is important for our messaging to be consistent in tone and manner across all our communications, from advertising and print materials to the signage and multimedia content within our shops.

This page describes the characteristics that define a recognizable, premium voice in the market for LG. Please refer to these guidelines when developing any messaging that appears within LG shops or in-store multimedia.

Tone

It's not just what we say, it's how we say it. While there is no formula for developing compelling copy, following a few rules will ensure that we are always speaking in the LG voice.

Voice

Always be direct. LG speaks in an active voice that projects confidence and assurance.

Depth

Less is more. LG shop communications should evoke powerful benefits or emotions with very few words.

Attributes

The following qualities describe the LG tone of voice. When developing copy, always ask yourself if the copy language can be made more consistent with these attributes:

Refreshing:

LG delightfully surprises the consumer with new possibilities and richer experiences.

Sophisticated and Stylish:

LG projects modernity and refinement but is not too formal or too serious.

Smart:

LG speaks clearly and directly to be relevant to consumers.

Reliable:

LG projects confidence and assurance.

Communications

Visual Elements - Typography

Typography is a key element in communicating a unified personality for LG. We have selected a type family that gives LG a unique typographic voice: Bryant LG. This is our main typeface and should be used in all communications materials.

The BryantLG typeface is a modern rounded sans serif font that excels in a broad range of use in applications from signage to text.

Note: Contact the local or regional team to provide font access, or download from <http://brand.lge.com> as well as from <http://www.fontsite.com/fonts/BryantLG>.

Please do not use the Bryant Alternative font. Make sure the lowercase a, u and n appear as demonstrated.

BryantLG Light
BryantLG Regular
BryantLG Medium
BryantLG Bold

abcdefghijklmnopqrstuvwxyz12345
67890ABCDEFGHIJKLMNQRST
VWXYZ! "#\$%&'()*+,-./:;<=>?@[\\]^
_`{|}~ÄÅÇÉÑÖÜÂÊÁËÈÏÎ ÏÓÔÒÚÛÜ
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Communications

Visual Elements - LG Graphic Pattern

We have developed a pattern for use as a wall application in LG retail environments. This signature design for the brand utilizes core tones to provide a subtle backdrop for fixtures and other shop elements. This material may be produced in local markets using the approved artwork and should be scaled and color-corrected based on the guidelines found here to ensure proper look and feel.

The LG signature graphic pattern is a distinctive and recognizable element and should be used where appropriate for consumer-facing walls within the shop environment to enhance the product display.

Areas that should incorporate patterned wall covering:

- All consumer-facing walls per layout principles
- Above wall-adjacent fixtures when ceiling height allows
- When interrupted by wall-adjacent fixtures, continued on either side of those elements

Areas that should **not** incorporate patterned wall covering:

- Lifestyle vignette areas, which should utilize a contrasting secondary-color wall to differentiate them as specialty product zones

Pattern on White Background



Pattern on Black Background

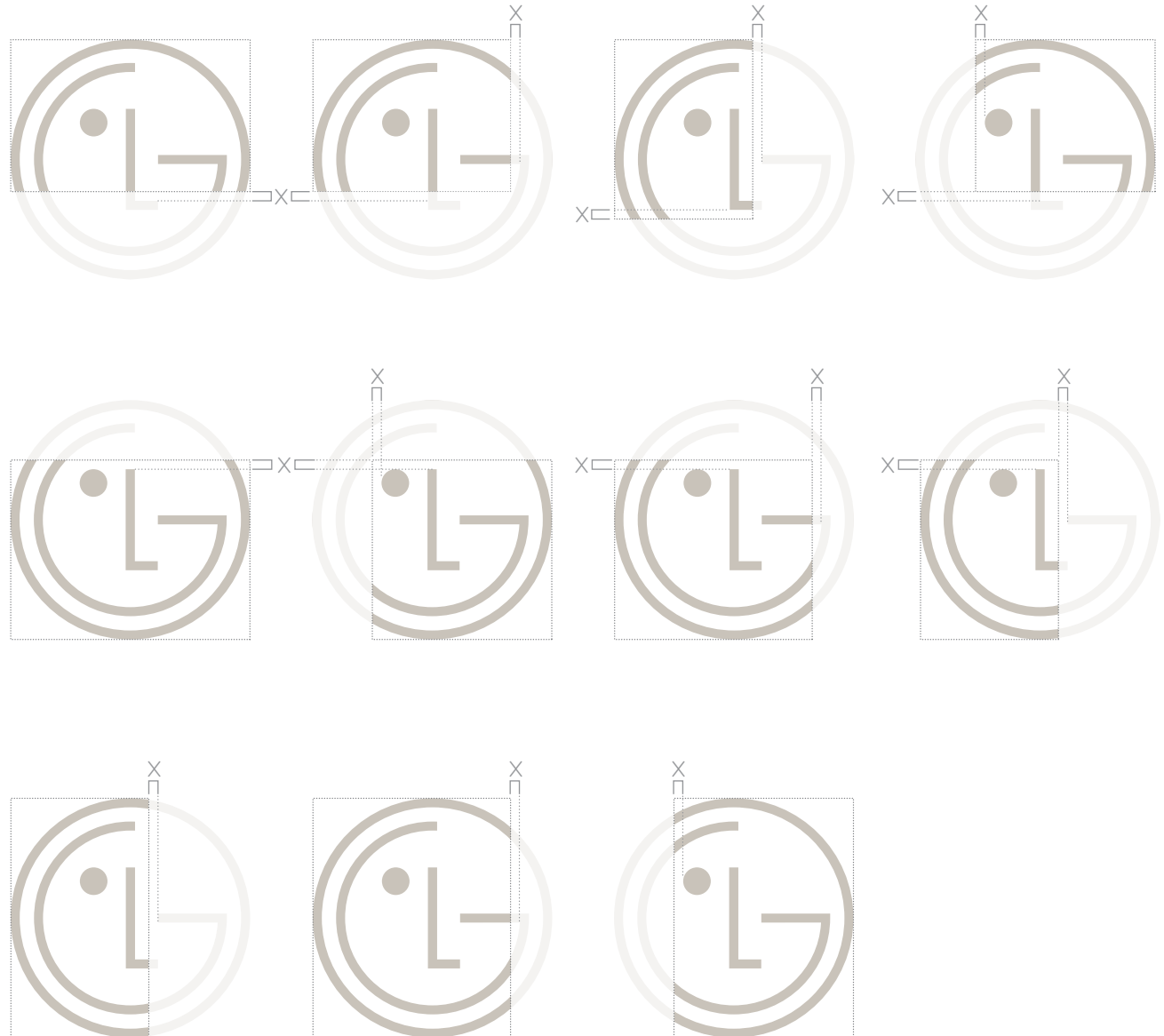


Communications

Visual Elements - LG Graphic Pattern – Approved Logo Cropping

Careful consideration was taken when creating the different brand symbol croppings to ensure that each one maintains the design elements that make our smiley face highly recognizable.

By using the approved cropped symbols in different sizes, we build a distinctive, modern and playful pattern that brings our brand essence to life. Please use approved artwork files when creating LG patterns



Communications

Interior Signs - Product Category Signs

The product category signs are appropriate for single-line category descriptors for both exterior and interior applications.

Product category signs are applied 1cm thick letters set in the Bryant Regular font, all uppercase, and surface mounted to the background wall surface. It is preferable to fabricate the letters from the following materials, depending on regional and budget requirements:

- Brushed stainless steel finish face letters
- Acrylic painted letters to match PMS 431C for white background panels
- Acrylic painted letters to match LG White for red background panels

Product category names are always positioned next to or adjacent to our LG Electronics signature. Please review the following graphic examples of the approved product category signs for proper sizing and placement.



DISPLAY

LCD TV
PLASMA TV
FLAT TV (Super Slim TV)
PROJECTOR (Home Cinema Projector)

AUDIO

HOME THEATER SYSTEM or
HOME CINEMA SYSTEM (for EU)
AV RECEIVER
MICRO AUDIO
MINI AUDIO
KARAOKE SYSTEM
MOBILE MEDIA PLAYER

VIDEO

DVD RECORDER
DVD PLAYER
BLU-RAY DISC PLAYER
PORTABLE DVD PLAYER

CAR INFOTAINMENT

CAR AUDIO
CAR DVD
CAR NAVIGATION
AVN

IT

LCD MONITOR
CRT MONITOR
DIGITAL PHOTO FRAME
PROJECTOR (Business Projector)
NOTEBOOK
OPTICAL STORAGE

DA

REFRIGERATOR
DISHWASHER
WASHER & DRYER
AIR CONDITIONER
COOKING APPLIANCE
VACUUM CLEANER
AIR PURIFIER

Communications

Interior Signs - Product Information Signs

The product information signs are designed to communicate a brand message or product features while providing visual impact within the store environments. Please review the following examples of the approved product information sign applications. Once you have determined the appropriate format, please refer to following pages for correct finishes and mounting specifications.

The preferred sign application should not be used in signs smaller than 10cm. in diameter; in these cases, please use alternate or product-specific formats.

Use the following principles when determining your size requirements:

For signs with circle diameters of 10cm or larger, use 5cm increments to increase size. Do not exceed 45cm in diameter.

For signs with circle diameters of 10cm or smaller, reduce the diameter dimension in 1cm increments. Minimum approved circle size is a 2cm diameter.

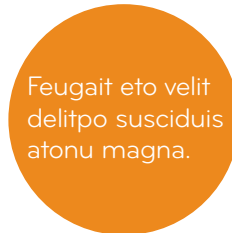
Vertical Format

Preferred

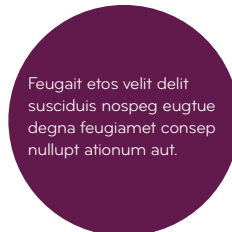
Consumer product benefit image



Category message:
uses PMS 7413 C as
background color

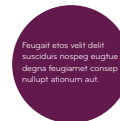


Product Benefit:
uses PMS 511 C as
background color



Horizontal Format

Preferred



Alternate



Product-Specific



Alternate

Utilizes lifestyle images in all three circles



Product-Specific

Utilizes the circles to display a products's three best features



Communications

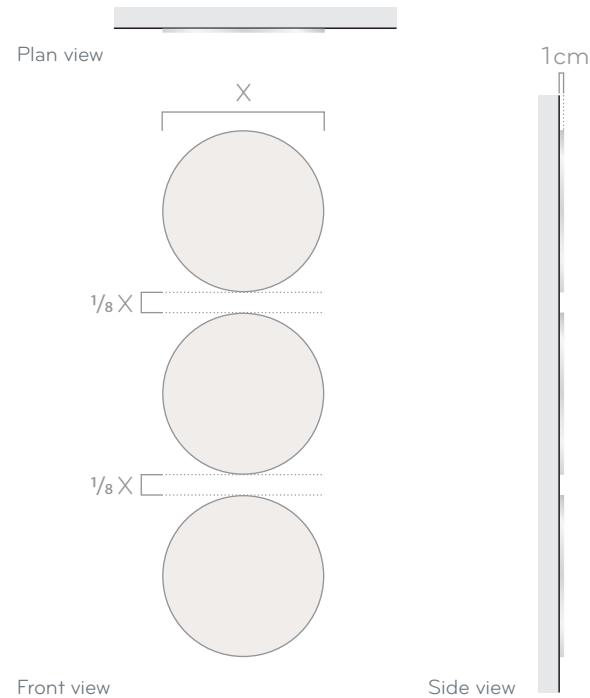
Interior Signs - Product Information Signs

The product information signs are an important way for the LG brand to come to life in different retail environments. These signs may be used to highlight product benefits, brand messages, or product features.

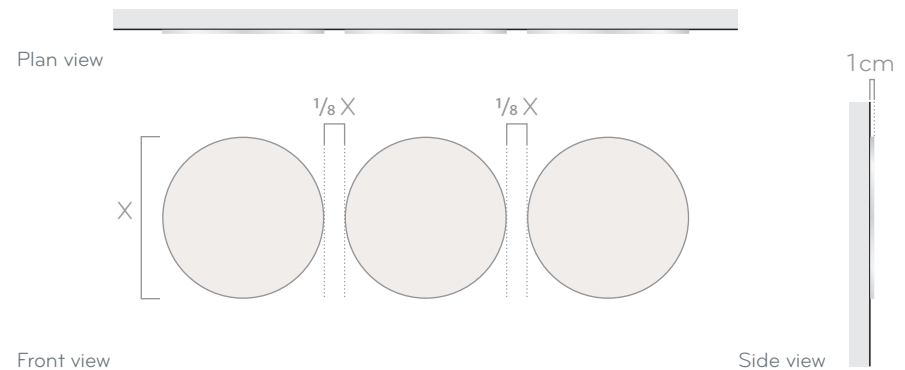
We have designed ways to use these three circles to create signs for a wide variety of products. And although the size and layout of signs may vary, the relationship and spacing remain consistent.

The product information signs are 1cm-thick clear acrylic with polished edges, with graphics applied to first surface and surface mounted to the background wall surface.

Vertical Format



Horizontal Format

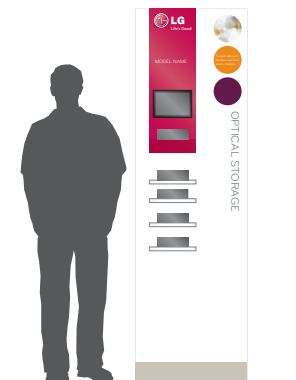
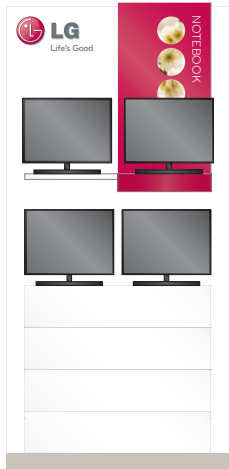


Communications Interior Signs - Application Examples

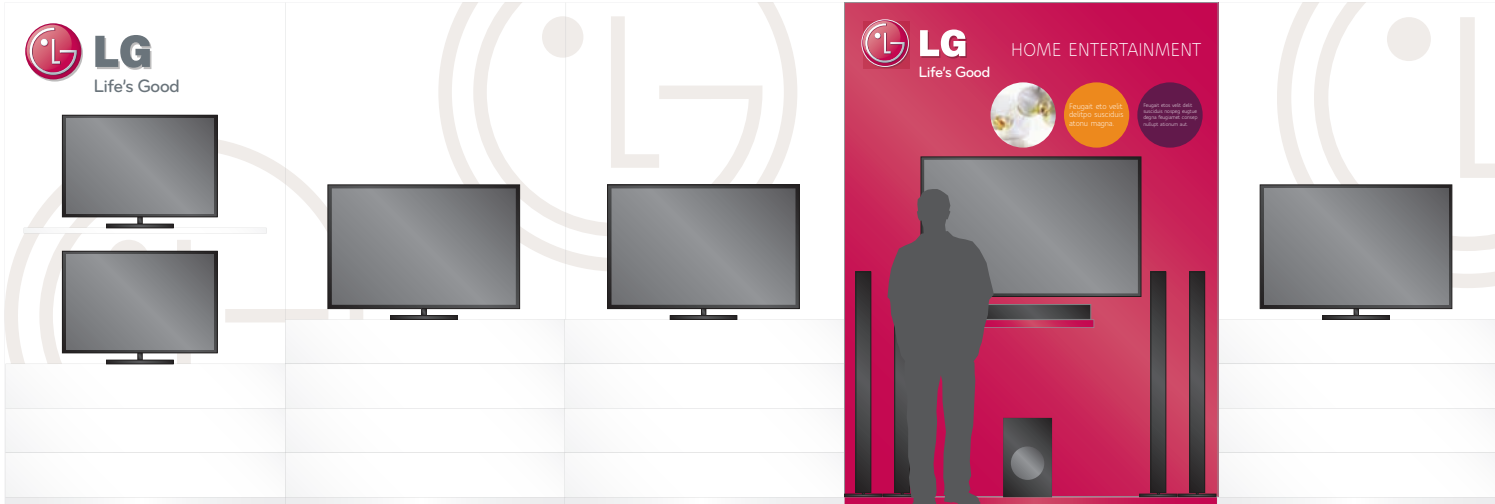
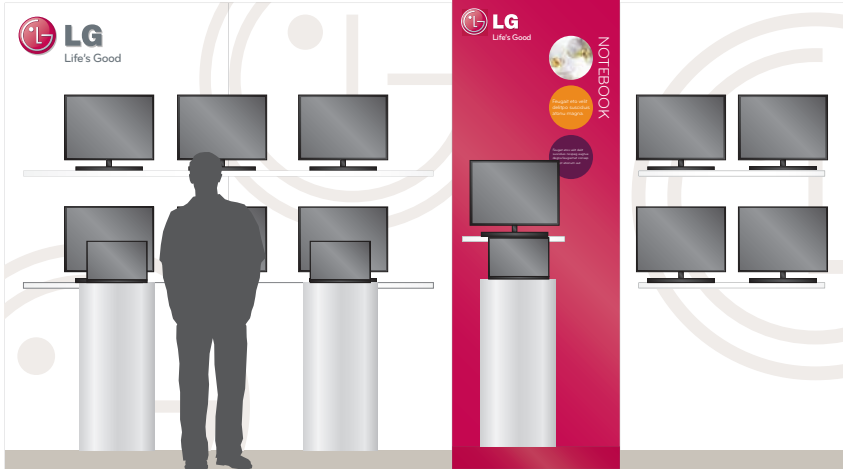
Countertop Display



Wall Display



Communications Interior Signs - Application Examples



Communications Product POP - Layout Style

Elements:

- 1 LG Logo
- 2 Red Ribbon
- 3 Product Category
- 4 Product Feature Imagery
- 5 Product Info
- 6 Translucent White Enclosure/Base



Communications

Product POS - Layout Style



LG
Life's Good



DVF-9900

- 35mm ultra slim and slick design
- Vacuum Loading (Slot)
- Advanced Graphic User Interface
- 3D Surround Sound
- Variable Zoom Function
- Progressive Scan



SIDE-BY-SIDE



GR-P227S

- 15" TFT LCD
- DVD player, Audio/Video input
- FM Radio, Remote controller
- Tall Ice & Water dispenser
- Self-cush controller, White LED
- XtraSpace Icer



BAGLESS CANISTER



V-KC402CTU

- Dyna clean
- Washable HEPA12
- Carpet master plus
- Floor scratch protection
- Voice alarm notifies to empty the dust bin
- Easy dumper; push the bottom, flush the dust

In-Store:

4.3 Shop Formats

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Shop-in-Shop/Feature Display			
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Shop Formats Overview

LG has defined a multi-tier shop format strategy. Each shop format optimizes the product display and store experience in a unique way. Below is a

summary of the major shop formats and the strategic objectives, suggested product assortment and recommended experience elements for each.



Iconic (Flagship) Shop

The highest expression of the LG Brand, this largest retail environment features a complete range and diversity of products and communication of the LG brand platform.

Primary objectives:

- Communicate the LG brand platform within a premium context and facilitate an emotional connection between the consumer and LG.
- Provide a premium sales channel, with an emphasis on premium products.

Product assortment:

Comprehensive product range, with an emphasis on top-tier lines and limited global product representation

Experience elements:

Product demonstration and interaction, lifestyle and entertainment elements, education, training and service

Shop size: 200-plus sqm

Brand Shop

A retail expression of the LG brand adapted to specific market characteristics and costs of deployment, this format is a small- or medium-footprint store selling a limited range of products.

Primary objectives:

- Provide an exclusive LG retail environment that aligns with the brand platform and offers sales/branding/service, mostly with strategic products delivering the LG brand image.

Product assortment:

Limited selection of products from all major categories

Experience elements:

Based on market conditions, incorporates a limited number of experience elements that drive traffic

Shop size: 150–200 sqm

Shop-in-Shop

A retail expression of the LG brand within a multi-brand store, this format adapts to a specific product category and/or market need.

Primary objectives:

- Create targeted retail sales channels in key markets for the sale of LG products in specific product categories.
- Provide an exclusive retail environment in a third-party channel partner context.

Product assortment:

Limited selection of products from the major product categories

Experience elements:

Limited

Shop size: 50 sqm or less

Feature Display

The most basic and smallest retail expression of the LG brand within a multi-brand store (usually a national chain), this format adapts to a specific product category and/or market need.

Primary objectives:

- Create targeted retail sales channels in key markets for the sale of LG products in specific product categories.
- Provide an exclusive retail presence in a third-party channel partner context.

Product assortment:

Limited selection of products from the major product categories

Experience elements:

Limited - product focus rather than brand building.

Shop size: 1-2 sqm

Shop Formats

Large Brand Shop - Shop Layout

The Large Brand Shop is the highest expression of the LG Brand and the largest retail environment, featuring a complete range and diversity of products and communication of the LG brand platform.

Primary objectives:

- Communicate the LG brand platform within a premium context and facilitate an emotional connection between the consumer and LG.
- Provide a premium sales channel, with an emphasis on premium products.

Product assortment:

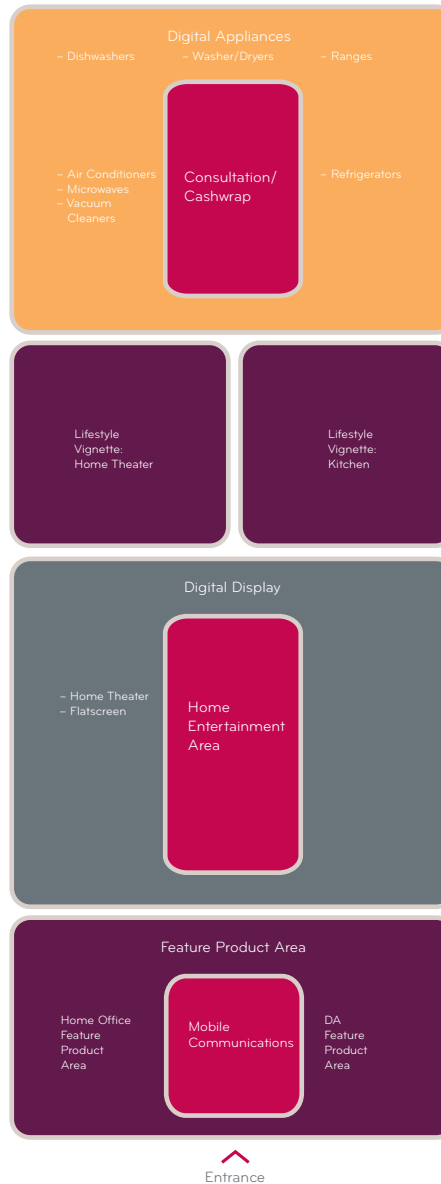
Comprehensive product range, with an emphasis on top-tier lines and limited global product representation

Experience elements:

Product demonstration and interaction, lifestyle and entertainment elements, education, training and service

Shop size: 200-plus sqm

Note: Shop layout is subject to change based on regional/local requirements.



Front Aerial of Large Brand Shop Layout



Rear Aerial of Large Brand Shop Layout



Shop Formats

Large Brand Shop - Lifestyle Vignettes

Lifestyle vignettes such as a home theater, kitchen and home office let our consumers engage with our products in aspiration lifestyle context that is experiential, entertaining and persuasive.

Lifestyle vignettes are primarily deployed in Iconic (flagship) Shops, but should be implemented in larger Brand Shops where possible.

More information on the implementation of the lifestyle vignettes is available under the Identity Elements section of the In-Store guidelines.

Home Theater



Kitchen



Shop Formats

Brand Shop - Shop Layout

A retail expression of the LG brand adapted to specific market characteristics and costs of deployment, this format is a small- or medium-footprint store selling a limited range of products.

Primary objectives:

- Offer sales/branding/service, with strategic products delivering the LG brand image.
- Provide an exclusive LG retail environment that aligns with the brand platform.

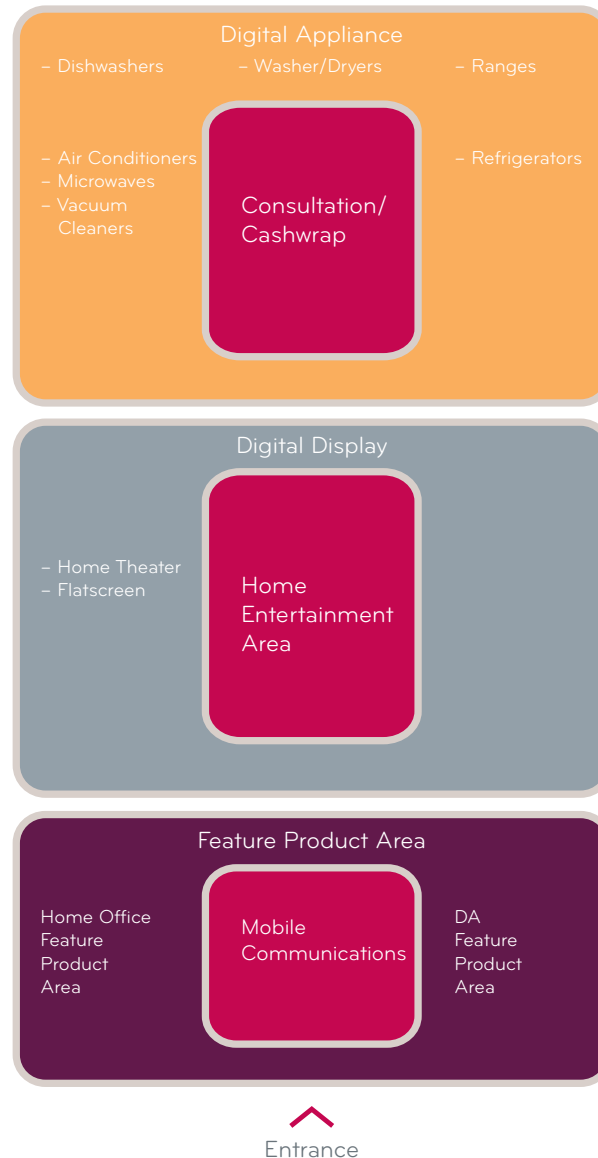
Product assortment:

Limited selection of products from all major categories

Experience elements:

Based on market conditions, incorporates a limited number of experience elements that drive traffic

Shop size: 150 - 200 sqm



Front Aerial View of Brand Shop Layout



Rear Aerial View of Brand Shop Layout



Shop Formats

Brand Shop - Storefront

The Brand Shop storefront has clear site lines into the shop, showcases the feature product area and adjacent display areas and invites consumers to experience the world of LG. Utilizing modern glass-and-steel fabrication methods, the storefront design frames the primary signage elements and window display at the shop entrance to convey a bold and refreshing brand image.

Brand Shop Storefront

Elements:

- 1 Dimensional Sign
- 2 Red Ribbon
- 3 Painted White Glass Facade
- 4 Open Clear Glass Storefront System
- 5 Entrance Doors



Shop Formats

Brand Shop - Feature Product Area

The Feature Product Area is positioned at the front of the Brand Shop to bring the latest and best products to the consumer as they enter the shop. It is a multi-product category display area that increases awareness and encourages cross-selling across the different business units. Similar to a shop within the Brand Shop, this area is constantly updated with the latest products to showcase LG leadership in design and technology.

Laptops, LCD Screens, Mobile, Home Theater



Home Appliances



Shop Formats

Brand Shop - Home Entertainment Area

Positioned in the center of the Brand Shop, the Home Entertainment Area is the convergence of television, audio and video products. Engagement elements include a home theater display area and rotating display panels to showcase flat screens at their best.

Home Entertainment Area



Front Aerial View of Home Entertainment Area



Rear Aerial View of Home Entertainment Area



Shop Formats

Brand Shop - Home Appliances Area

The Home Appliances Area is positioned at the rear of the Brand Shop to leverage the additional wall space for the large-scale products. A circular counter allows for sales consultation within the display area.

Home Appliances Area



Front Aerial View of Home Appliances Area



Rear Aerial View of Home Appliances Area



Shop Formats

Shop-in-Shop/Feature Display - Overview

Shop-in-Shops and Feature Displays are the LG brand retail presence within a multi-brand store adapted to specific product category and market needs. Their primary objectives are to:

- Create targeted retail sales channels in key markets for the sale of LG products in specific product categories
- Provide an exclusive retail environment in a third-party channel partner context

In this section, application examples illustrate how all the key in-store identity elements come together, including signs, materials, finishes, fixture design and POS communications, to create a uniquely LG experience for the consumer, regardless of the shop format or product category.

	SHOP-IN-SHOP: INLINE	CORNER	WALL	AISLE	ONE-SIDED	TWO-SIDED	THREE-SIDED	FOUR-SIDED	LINER
TV (with HOME THEATER)									
ME									
LCD MONITOR									
NOTEBOOK									
MOBILE PHONE									
MINI AUDIO									
DVD RECORDER/PLAYER									
PORTABLE DVD									
CAR AUDIO									
PORTABLE MEDIA PLAYER									
OPTICAL STORAGE									
DIGITAL APPLIANCE (BUILT-IN)									
AIR CONDITIONING									
REFRIGERATOR									
WASHER/DRYER									
VACUUM CLEANER									
COOKING APPLIANCE									

FEATURE DISPLAY:	ISLAND "H"	ISLAND "I"	ISLAND "T"	ISLAND FOUR-SIDED	COLUMN	WALL	ENDCAP/RACK	FREESTANDING	COUNTERTOP

Shop Formats

Shop-in-Shop/Feature Display - TV (With Home Theater System)

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon with Home Entertainment Display
- 3 Backwall with LG Pattern
- 4 Base Cabinet
- 5 Red Floor Insert
- 6 Seating

Inline



Corner



Shop Formats

Shop-in-Shop/Feature Display - TV (With Home Theater System)

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon with Home Entertainment Display
- 3 Backwall with LG Pattern
- 4 Base Cabinet
- 5 Red Floor Insert
- 6 Seating



Shop Formats

Shop-in-Shop/Feature Display - TV (With Home Theater System)

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 Island Wall Unit



Shop Formats

Shop-in-Shop/Feature Display - TV (With Home Theater System)

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 White Wall Fixture

Four-Sided Island



Column



Shop Formats

Shop-in-Shop/Feature Display - TV (With Home Theater System)

Elements:

- 1 Primary Display
- 2 Red Ribbon Feature Display Product
- 3 White Wall Fixture

Shelf Close-up



Shelf



Shop Formats

Shop-in-Shop/Feature Display - TV (With Home Theater System)

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 In-Store Graphics
- 4 Wall Unit

TV Endcap



Home Theater Endcap



Shop Formats

Shop-in-Shop/Feature Display - TV (With Home Theater System)

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 In-Store Graphics
- 4 Floor Base

Home Theater Island



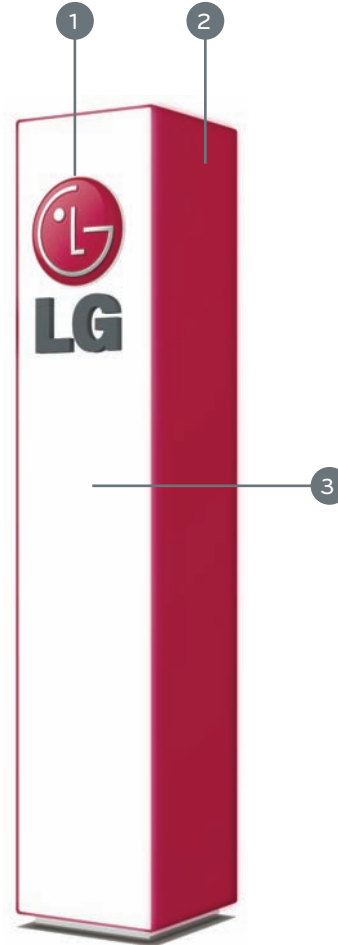
Shop Formats

Shop-in-Shop/Feature Display - TV (With Home Theater System)

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon Feature Display
- 3 Translucent White Facade

Light Box Tall



Light Box



Shop Formats

Shop-in-Shop/Feature Display - LCD Monitor

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 Backwall Fixture with LG Pattern

Inline



Corner



Shop Formats

Shop-in-Shop/Feature Display - LCD Monitor

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 Backwall Fixture with LG Pattern
- 4 Base Cabinet

Wall



Aisle



Shop Formats

Shop-in-Shop/Feature Display - LCD Monitor

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 Base Cabinet



Shop Formats

Shop-in-Shop/Feature Display - LCD Monitor

Elements:

- 1 Primary Display
- 2 Red Ribbon Feature Display Product
- 3 White Wall Fixture

Shelf Close-Up



Shelf



Shop Formats

Shop-in-Shop/Feature Display - Notebook

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 Cash Wrap
- 4 Feature Product Display
- 5 Demo Counter
- 6 In-Store Graphics
- 7 Backwall with LG Pattern

Shop-in-Shop



Shop Formats

Shop-in-Shop/Feature Display - Notebook

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 Backwall with LG Pattern
- 4 Feature Product Display

Wall Display



Shop Formats

Shop-in-Shop/Feature Display - Notebook

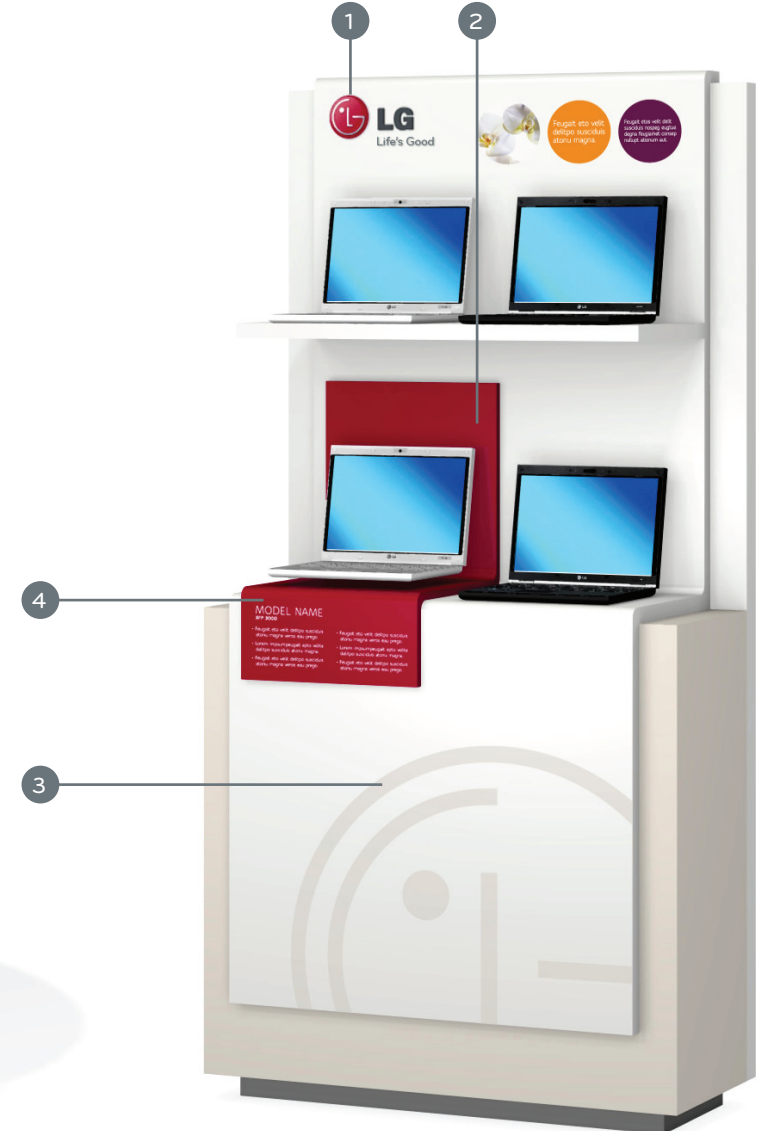
Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 Backwall with LG Pattern
- 4 Feature Product Display

Island Desk Type 1



Wall Display



Shop Formats

Shop-in-Shop/Feature Display - Notebook

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 Backwall with LG Pattern
- 4 Feature Product Display

Island



Shop Formats

Shop-in-Shop/Feature Display - Notebook

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 Model Info
- 4 Feature Product Display
- 5 Wall Unit

Countertop Display



Version 1.0

Freestanding Display



4.3.26

Shop Formats

Shop-in-Shop/Feature Display - Mobile Phones

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 In-Store Graphics
- 4 Vitrine
- 5 Feature Product Display
- 6 Backwall with LG Pattern

Note: It is acceptable to place the red ribbon off center on sign face when it is not feasible to align the red ribbon on the fascia of the store layout..



Shop Formats

Shop-in-Shop/Feature Display - Mobile Phones

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 White Wall Fixture
- 4 Feature Product Display

Corner Shop



Shop Formats

Shop-in-Shop/Feature Display - Mobile Phones

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 White Wall Fixture
- 4 Feature Product Display

Wall



Shop Formats

Shop-in-Shop/Feature Display - Mobile Phones

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 In-Store Graphics
- 4 Feature Product Display

Mini Shop



Shop Formats

Shop-in-Shop/Feature Display - Mobile Phones

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 In-Store Graphics
- 4 Backwall Cabinet
- 5 Vitrine
- 6 Cash Wrap

Shop-in-Shop: 1-Sided



Shop Formats

Shop-in-Shop/Feature Display - Mobile Phones

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 In-Store Graphics
- 4 Backwall Cabinet
- 5 Vitrine
- 6 Feature Product Display

Shop-in-Shop: 2-Sided



Shop Formats

Shop-in-Shop/Feature Display - Mobile Phones

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 In-Store Graphics
- 4 Backwall Cabinet
- 5 Vitrine
- 6 Feature Product Display

Shop-in-Shop: 3-Sided



Shop Formats

Shop-in-Shop/Feature Display - Mobile Phones

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 In-Store Graphics
- 4 Backwall Cabinet
- 5 Vitrine
- 6 Feature Product Display
- 7 Cash Wrap

Shop-in-Shop: 4-Sided



Shop Formats

Shop-in-Shop/Feature Display - Mobile Phones

Elements:

- 1 Primary ID Sign
- 2 Cash Wrap Counter
- 3 Feature Display Vitrine
- 4 Display Vitrine
- 5 Feature Product Display

Linear Display



Shop Formats

Shop-in-Shop/Feature Display - Mobile Phones

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon
- 3 Model Info
- 4 Translucent White Base
- 5 Base Cabinet

Countertop Display



Freestanding Display



Shop Formats

Shop-in-Shop/Feature Display - Home Appliances

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon Feature Display
- 3 Backwall Fixture with LG Pattern
- 4 Feature Product
- 5 Wallbase

Built-In (all DA products) Wall Display



Alternate Option



Shop Formats

Shop-in-Shop/Feature Display - Home Appliances

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon Feature Display
- 3 Backwall Fixture with LG Pattern

Freestanding Display: Air Conditioning



Shop Formats

Shop-in-Shop/Feature Display - Home Appliances

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon Feature Display
- 3 Backwall Fixture with LG Pattern

Freestanding Display: Vacuum Cleaners



Freestanding Display: Vacuum Cleaner Single Unit



Shop Formats

Shop-in-Shop/Feature Display - Home Appliances

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon Feature Display
- 3 In-Store Graphics
- 4 Wallbase

Washer and Dryer 2



Washer and Dryer 3



Washer and Dryer 1



Shop Formats

Shop-in-Shop/Feature Display - Home Appliances

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon Feature Display
- 3 Base

Refrigerator Endcap



Refrigerator Inline



Shop Formats

Shop-in-Shop/Feature Display - Home Appliances

Elements:

- 1 Primary ID Sign
- 2 Translucent White Facade
- 3 Base

Refrigerator Inline Identifier: Backwall Sign



Refrigerator Inline: Aisle Blade Sign



Shop Formats

Shop-in-Shop/Feature Display - Home Appliances

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon Feature Display
- 3 Model Information
- 4 Translucent White Base



Shop Formats

Shop-in-Shop/Feature Display - DVD Recorder/Player

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon Feature Display
- 3 Model Information
- 4 Translucent White Base

Countertop Display



Version 1.0

Freestanding Display



4.3.44

Shop Formats

Shop-in-Shop/Feature Display - Portable DVD Player

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon Feature Display
- 3 Model Information
- 4 Translucent White Base
- 5 Backwall Fixture with LG Pattern

Countertop Display



Version 1.0

Freestanding Display



4.3.45

Shop Formats

Shop-in-Shop/Feature Display - Portable Media Player

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon Feature Display
- 3 Model Information
- 4 Translucent White Base
- 5 Clear Cylinder with Additional Products Display
- 6 Brochure Holder
- 7 Headphones

Countertop Display



Freestanding Display



Shop Formats

Shop-in-Shop/Feature Display - Car Audio

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon Feature Display
- 3 Model Information
- 4 Translucent White Base
- 5 Brochure Holder
- 6 Audio Speakers

Countertop Display



Version 1.0

Freestanding Display



4.3.47

Shop Formats

Shop-in-Shop/Feature Display - Optical Storage

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon Feature Display
- 3 Model Information
- 4 Translucent White Base

Countertop Display



Freestanding Display



Shop Formats

Shop-in-Shop/Feature Display - Mini Audio System

Elements:

- 1 Primary ID Sign
- 2 Red Ribbon Feature Display
- 3 Model Information
- 4 Translucent White Base

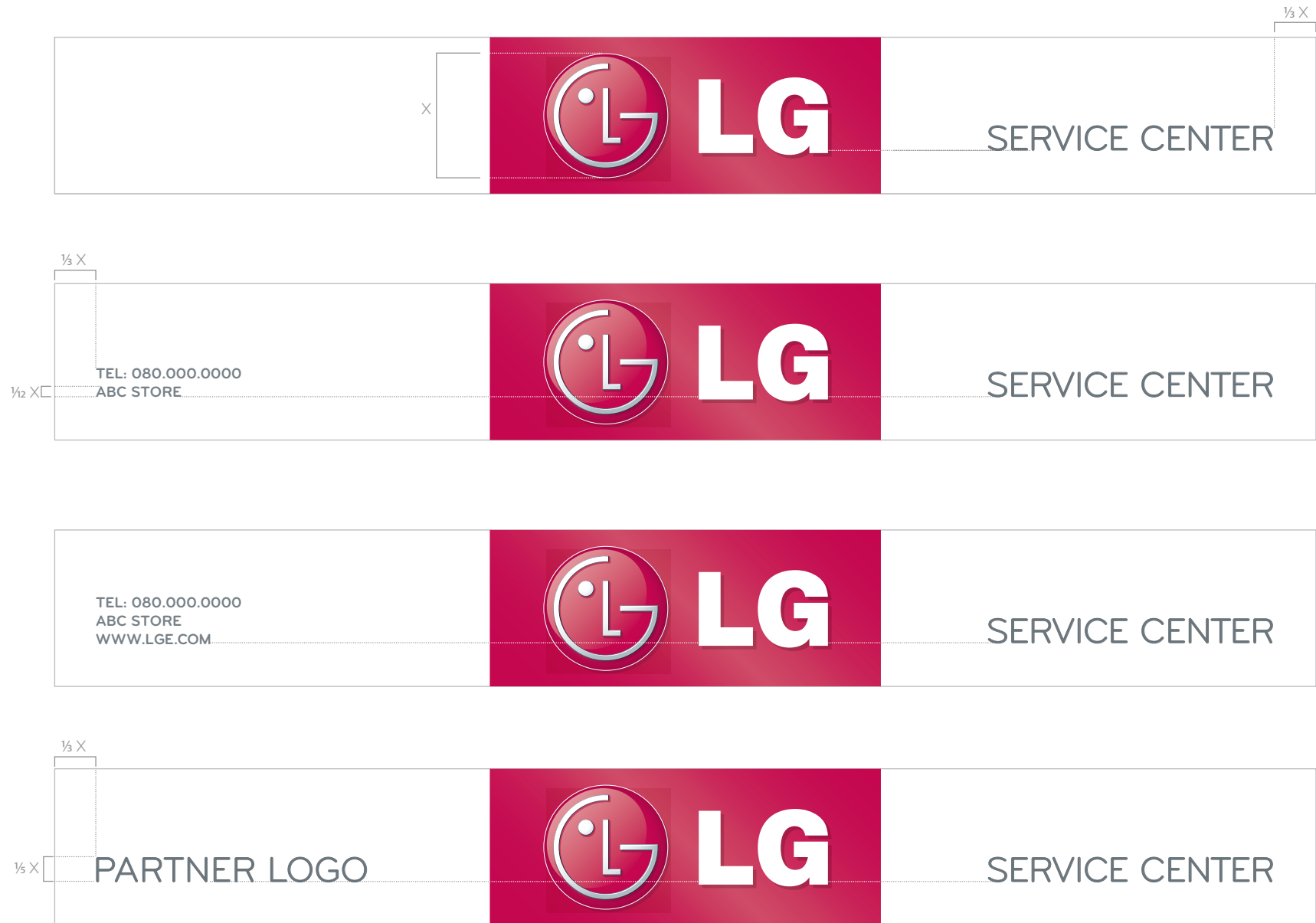


In-Store:

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- Vertical Fascia Sign	4.4.3
Toolkit Overview	4.4.4
Vehicle Appearance Overview	4.4.5
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Service Center Signage



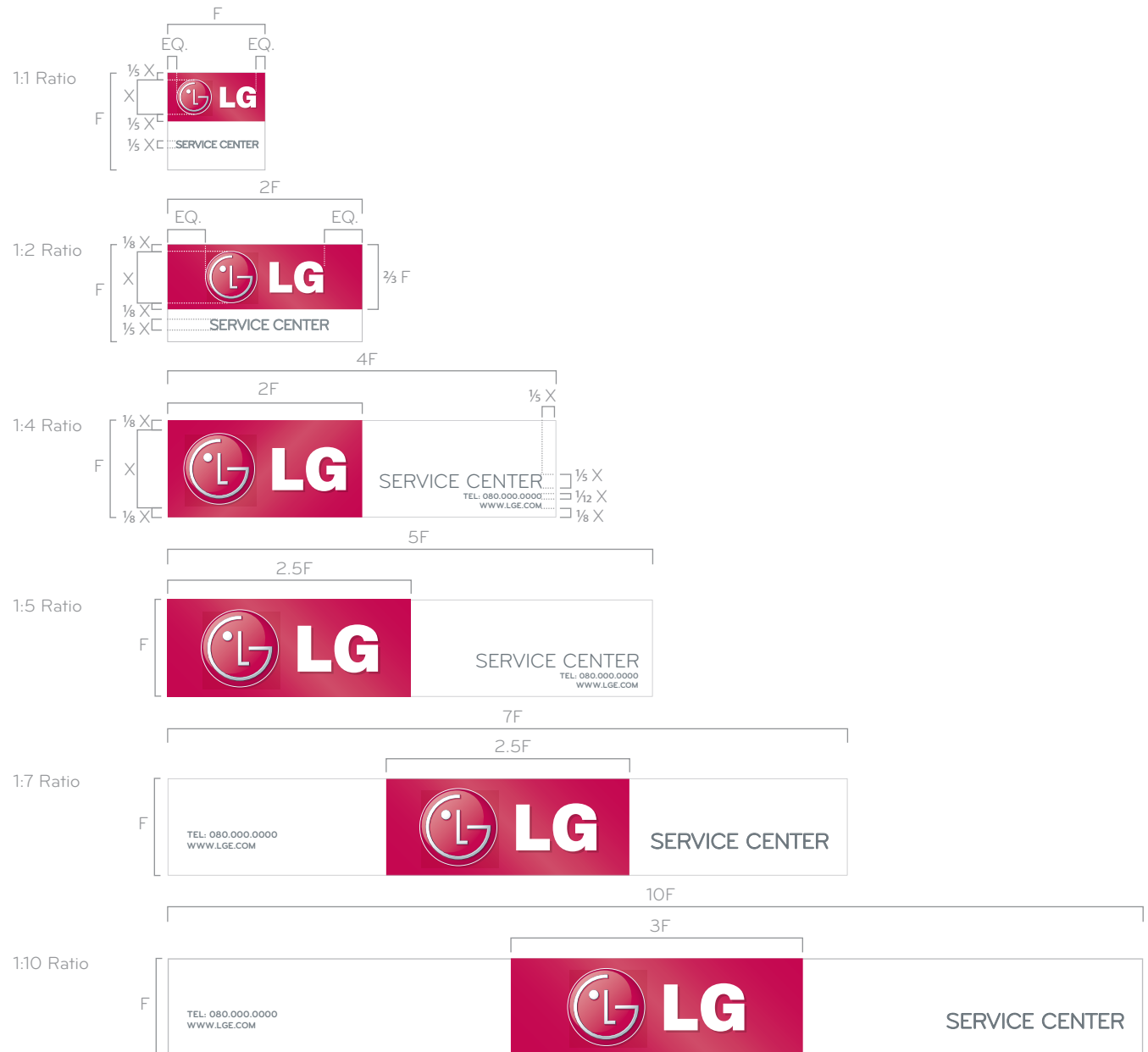
Service Center Signage - Application Rules - Horizontal Fascia Signs

LG Brand Symbol/Clear Space

To ensure clear visibility and maximum impact of our brand logo, a minimum amount of clear space must always be preserved. No other elements should be placed within the defined area around our brand logo, as shown on the graphics (right).

Main Brand Signs

The graphics shown (right) provide general guidelines for the placement and sizing of the different elements within the main brand signs. Please follow these general dimensions when developing the various layouts.



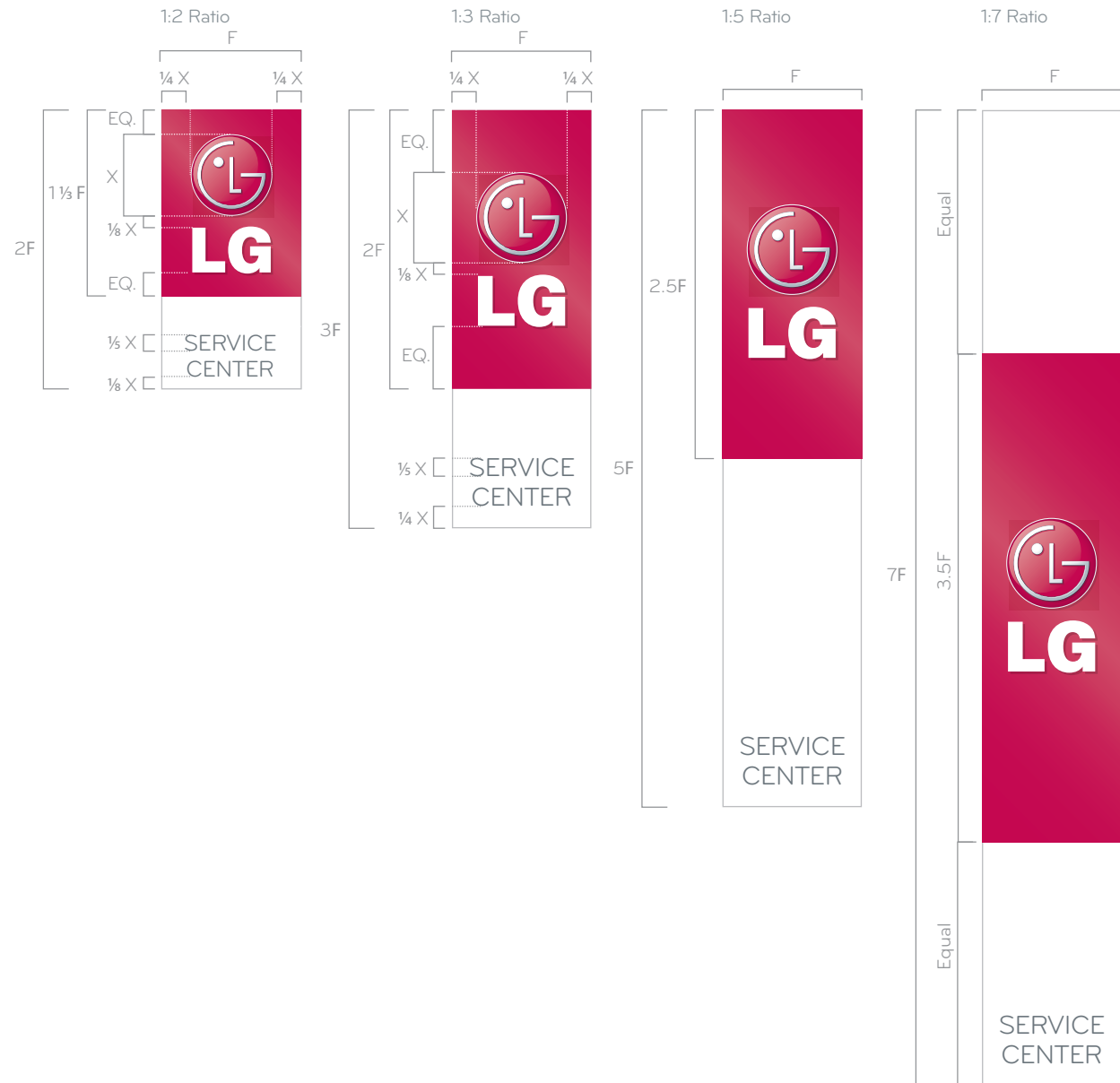
Service Center Signage - Application Rules - Vertical Fascia Signs

LG Brand Symbol/Clear Space

To ensure clear visibility and maximum impact of our brand logo, a minimum amount of clear space must always be preserved. No other elements should be placed within the defined area around our brand logo as shown on the graphics (right).

Main Brand Signs

The graphics shown (right) provide general guidelines for the placement and sizing of the different elements within the main brand signs. Please follow these general dimensions when developing the various layouts.



Service Center Toolkit Overview

Toolkit

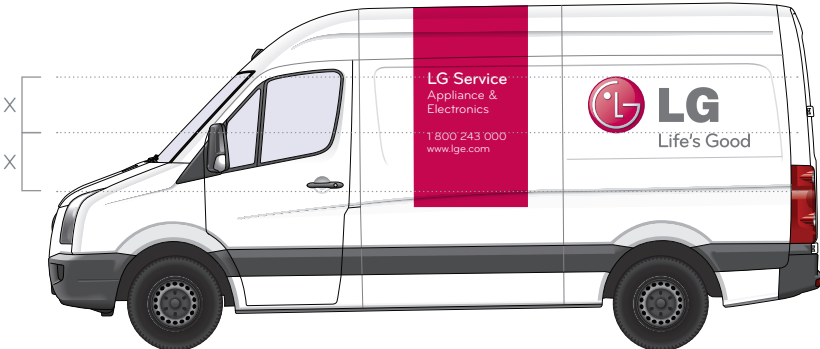


Service Center Vehicle Appearance Overview

Vehicle Passenger Side View



Vehicle Driver Side View



Vehicle Rear and Front View



Service Center Uniform Overview

Summer

Men

Shirt:
LG Red
Material:
Cotton/
Spandex Knit



Pants:
Dark Blue Indigo
Dark Gray
Material:
Denim



Summer Alternative

Men

Shirt:
LG Red
Material:
Cotton/Spandex
Knit



Pants:
Dark Blue Indigo
Material:
Denim

Summer

Women

Dress:
LG Gray
LG Red
Material:
Cotton/
Spandex Knit



Shirt:
LG Red
LG Grey
Material:
Cotton/Spandex
Knit



Pants:
Dark Blue Indigo
Dark Gray
i.e., Denim

Winter

**Light Weight
Sweater:**
LG Red
Material:
Cotton/Lycra



Pants:
Dark Blue Indigo
Dark Gray
Material:
Denim

Winter Alternative

**Light Weight
Sweater:**
LG Gray
Material:
Cotton/Lycra



Pants:
Dark Blue Indigo
Material:
Denim

Winter

**Long Sleeve
Dress:**
LG Gray
LG Red
Material:
Cotton/
Spandex Knit



**Light Weight
Sweater:**
LG Red
LG Grey
Material:
Cotton/Lycra



Pants:
Dark Blue Indigo
Dark Gray
i.e., Denim

In-Store:

4.5 Appendix

LG Mobile - Shop-in-Shop/Feature Display
- Examples 4.5.1

Appendix

LG Mobile - Shop-in-Shop/Feature Display - Examples

Brand Shop



Linear Display



Mini Shop



Wall Type



Appendix

LG Mobile - Shop-in-Shop/Feature Display - Examples

1-Sided Shop



2-Sided Shop



3-Sided Shop



4-Sided Shop



5.0 Online

Online

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Microsite Guideline5.3.1

Sections marked with an asterisk(*) are optional; all others are mandatory.

Online Introduction

The Internet is quickly becoming the consumers' go-to resource for researching commercial products – particularly electronics such as TVs and mobile phones. It is the ideal environment in which to reaffirm our Brand's Identity and emphasize the breadth and quality of our products. Easily accessible, interactive and virtually unlimited in space, the LG website will be used as a platform from which consumers will engage with the brand, and understand how LG electronics will fit into their lives.

These guidelines serve to create a unified brand experience across the online medium – in banner ads, website marketing and viral campaigns. The guidelines also serve to integrate the online LG experience with offline initiatives, building a holistic consumer perception of the LG brand.

Using the LG Website Version 1.5 Style Guide

August/September 2008 v1.5 Deployment

The first local markets to deploy the version 1.5 update are:

Brazil	South Africa	China
Spain	France	Turkey
Germany	UK	India
USA	Italy	Russia

For each of these countries, please refer to this Style Guide (Website Version 1.5) when making updates and additions to your site.

Migration to Website Version 1.5

If your local market would like to migrate to the version 1.5 look and feel, your local Publicis Modem office will help. Please follow these steps:

1. Contact your local Publicis Modem office.
2. Negotiate a fee with the local Publicis Modem office.
3. Identify featured products, promotions, etc.
4. Your local Publicis Modem office will then have all the necessary assets and information to upgrade your site.

Website Version 1.0

If your market is currently using version 1.0 (the existing website look and feel), please refer to webguide v3.0 for direction.

<http://webguide.lge.com>

Contact Info

Please contact the GBM team (sybaik@lge.com; sylphide@lge.com; junhuh@lge.com) before implementing any features that may not be in accordance with the new guidelines.

Online:

5.1 Basic Online Elements

Logo	5.1.1
Typefaces.....	5.1.2
International Typefaces	5.1.3
Primary Color Palette	5.1.4
Primary Color Palette - Application	5.1.5

Basic Online Elements

Logo

All websites should use the 3D Logo with Tagline, as illustrated on this page.

Always position the logo for maximum impact and give it plenty of room to “breathe” to ensure its impact and legibility.

Clear Space

A minimum amount of clear space must surround all versions of the logo. Clear space is equal to 1/3 the width of the symbol. Maintaining proper clear space protects the visual identity from competing graphic elements such as text, photography or background patterns that may otherwise divert attention from the logo.

LG Logotype

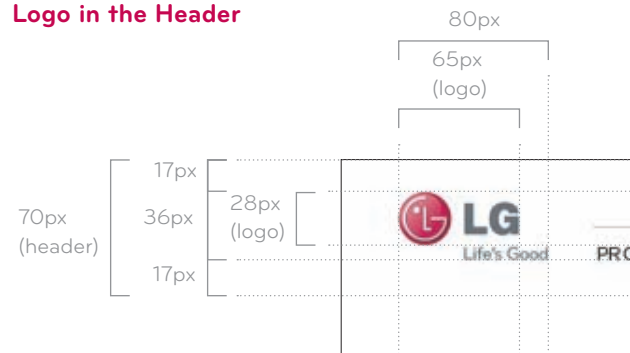
Color: Hex: #5D5C5C R: 93 G: 92 B: 92

Tag Line

Typeface: Bryant Pro Medium

Color: Hex: #5D5C5C R: 93 G: 92 B: 92

Logo in the Header



Note: “X” is equal to the height of the symbol.

Approved electronic artwork of the 3D Logo with Tagline is available. Do not attempt to retype, recreate or redesign the logo and tagline relationship.

Please refer to section 1.3 of these guidelines for in-depth information and specifications about our logo.

Basic Online Elements

Typefaces

Font Guidelines

These font guidelines apply only to the website pages that are affected by v1.5 (home pages, product main pages and product sub-pages). All other website pages should retain their original font.

Gotham Medium

AaBb123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Gotham Book

AaBb123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Gotham Extra Light

AaBb123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Trebuchet Bold

AaBb123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Trebuchet Regular

AaBb123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 abcdefghijklmnopqrstuvwxyz

Basic Online Elements

International Typefaces

Font Guidelines (Chinese & Cyrillic)

These font guidelines apply only to the website pages that are affected by v1.5 (home pages, product main pages and product sub-pages). All other pages should retain their original font.

ST Heiti Regular

华文黑体

特色产品 施华洛世奇水晶和超大彩色液晶触摸屏彰显高品质生活
促销推广 LG70 系列地面数字电视尽享数字高清带来的完美体验兼容数字和模拟信号

ST Heiti Light

华文黑体

特色产品 施华洛世奇水晶和超大彩色液晶触摸屏彰显高品质生活
促销推广 LG70 系列地面数字电视尽享数字高清带来的完美体验兼容数字和模拟信号

Myriad Pro Bold

AaVv123

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ

0123456789 абвгдеёжзийклмнопрстуфхцчшщъыьэюя

Myriad Pro Regular

AaVv123

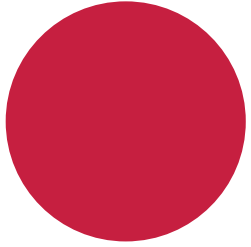
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ

0123456789 абвгдеёжзийклмнопрстуфхцчшщъыьэюя

Basic Online Elements

Primary Color Palette

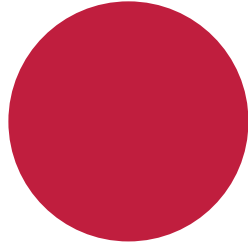
Red



LG Light Red

Hex: #C5003D
R:197 G:0 B:61

Use for LG Logo, copies, graphic headers and on-state links.

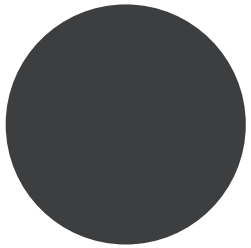


LG Dark Red

Hex: #BF003D
R:191 G:0 B:59

Use for tab module keyline.

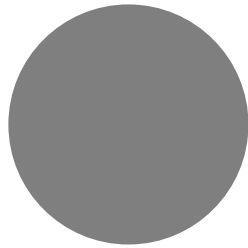
Gray



Gray 1

Hex: #3D3E3F
R:61 G:62 B:63

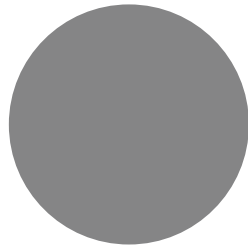
Use for off-state links of the page navigation.



Gray 2

Hex: #7E7E7E
R:126 G:126 B:126

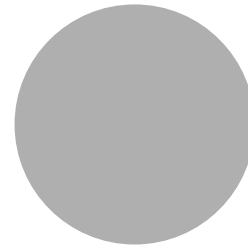
Use for site paths.



Gray 3

Hex: #848586
R:132 G:133 B:134

Use for subheaders and off-state links.



Gray 4

Hex: #AFAFAF
R:175 G:175 B:175

Use for off-state links and footers.

Basic Online Elements

Primary Color Palette - Application

Red

- 1 Use for LG Logo, copies, graphic headers and on-state links.
Hex: #C5003D
R:197 G:0 B:61

- 2 Use for tab module keyline.
Hex: #BF003D
R:191 G:0 B:59

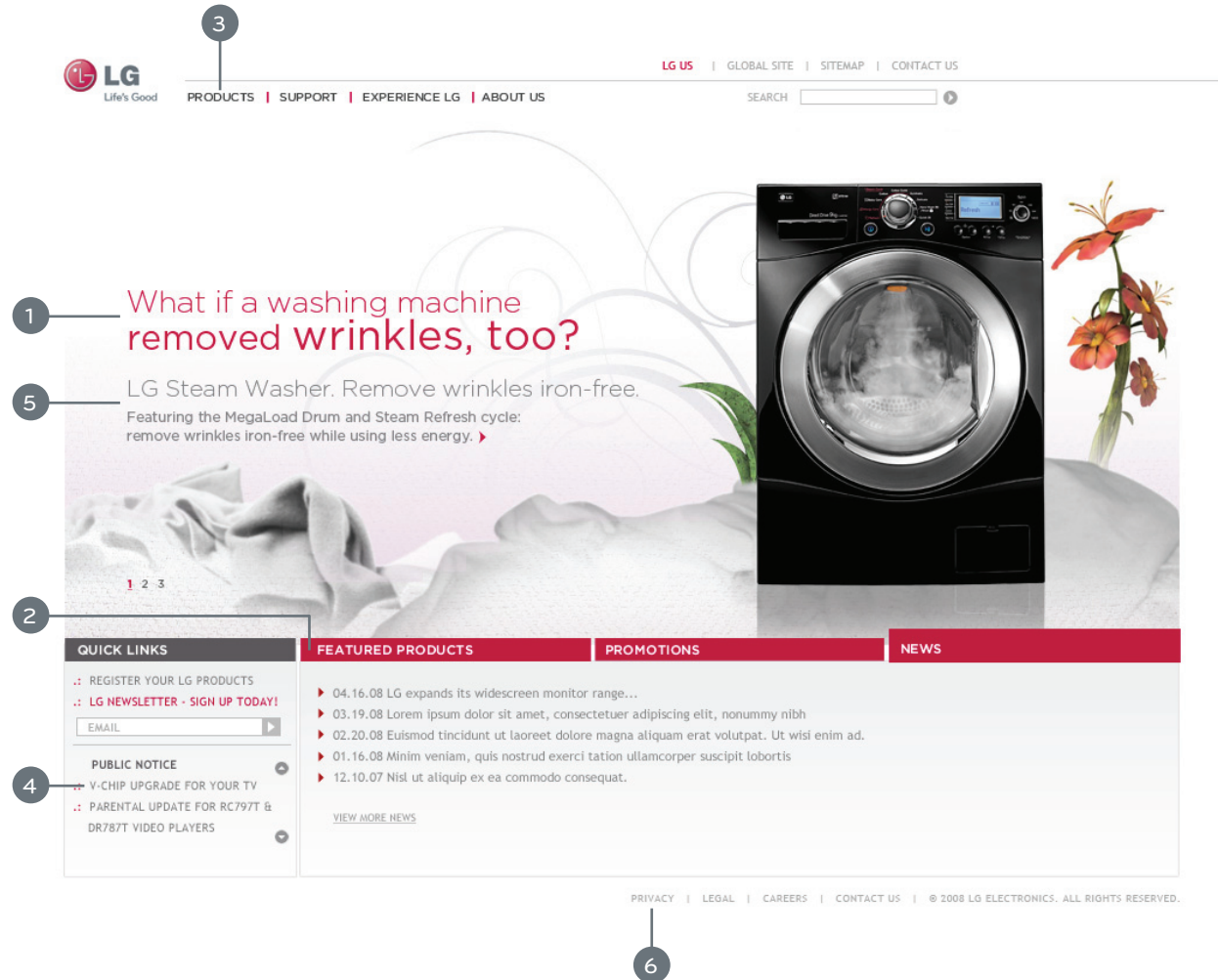
Gray

- 3 Use for off-state links of the page navigation.
Hex: #3D3E3F
R:61 G:62 B:63

- 4 Use for site paths.
Hex: #7E7E7E
R:126 G:126 B:126

- 5 Use for subheaders and off-state links.
Hex: #848586
R:132 G:133 B:134

- 6 Use for off-state links and footers.
Hex: #AFAFAF
R:175 G:175 B:175



Online:

5.2 Design Style Details

Page Header		
- Page Navigation	5.2.1	
- Global Navigation	5.2.2	
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- Bottom Tab Modules I -Graphic Layout	5.2.13	
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- Bottom Tab Modules II -Typography	5.2.17	
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- Graphic Headline	5.2.19	
- Graphic Headline - Typography	5.2.20	
- Quick Links - Grid Size	5.2.21	
- Quick Links - Graphic Layout	5.2.22	
- Quick Links - Typography	5.2.23	
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- Bottom Tab Modules I - Typography	5.2.26	
- Bottom Tab Modules II - Grid Size	5.2.27	
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- Navigation - Typography	5.2.38	
- Contents - Graphic Layout	5.2.39	
- Contents - Photo Image Treatment	5.2.40	
- Contents - Typography	5.2.41	
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- Contents II - Photo Image Treatment	5.2.54	
- Contents II - Typography	5.2.55	
- Search Form - Graphic Layout	5.2.56	
- Search Form - Typography	5.2.57	
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- Survey Form - Typography	5.2.59	

Design Style Details

Page Header - Page Navigation

Links

Typeface: Gotham Book, 10 pt, all capitals

Color:

- 1 (On-State): Hex: #C5003D
R: 197 G: 0 B: 61
 - 2 (Off-State): Hex: #848586
R:132 G:133 B:134
- Space:** 10 pixels between the link and the divider line

3 Divider Line

Weight: 2 pixels

Height: 10 pixels

Color: Hex: #C5003D

R:197 G:0 B:61

Space: 10 pixels each on both left side and right side of the divider line

4 Button

Use an arrow graphic.

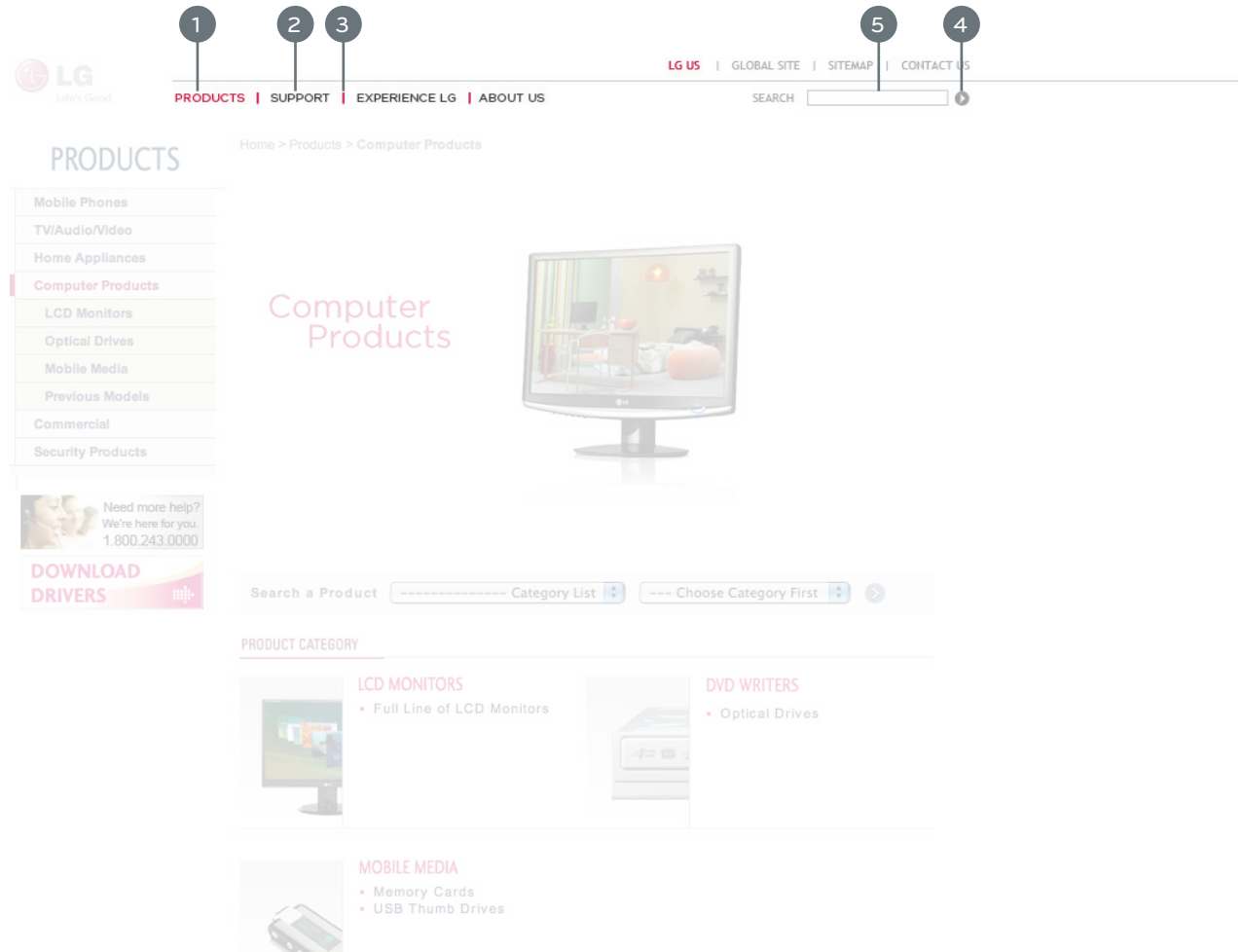
Size: 12 x 12 pixels

Color: Hex: #A6A6A6

R:166 G:166 B:166

5 Text Input Box

Size: 118 x 14 pixels



Design Style Details

Page Header - Global Navigation

Links

Typeface: Trebuchet Regular, 10pt, all capitals

Color:

1 (On-State): Hex: #C5003D

R: 197 G: 0 B: 61

2 (Off-State): Hex: #848586

R:132 G:133 B:134

Space: 10 pixels between the link and the divider line

3 **Divider Line**

Weight: 2 pixels

Height: 8 pixels

Color: Hex: #848586

R:132 G:133 B:134

Space: 10 pixels each on both left side and right side of the divider bar

4 **Button**

Use an arrow graphic.

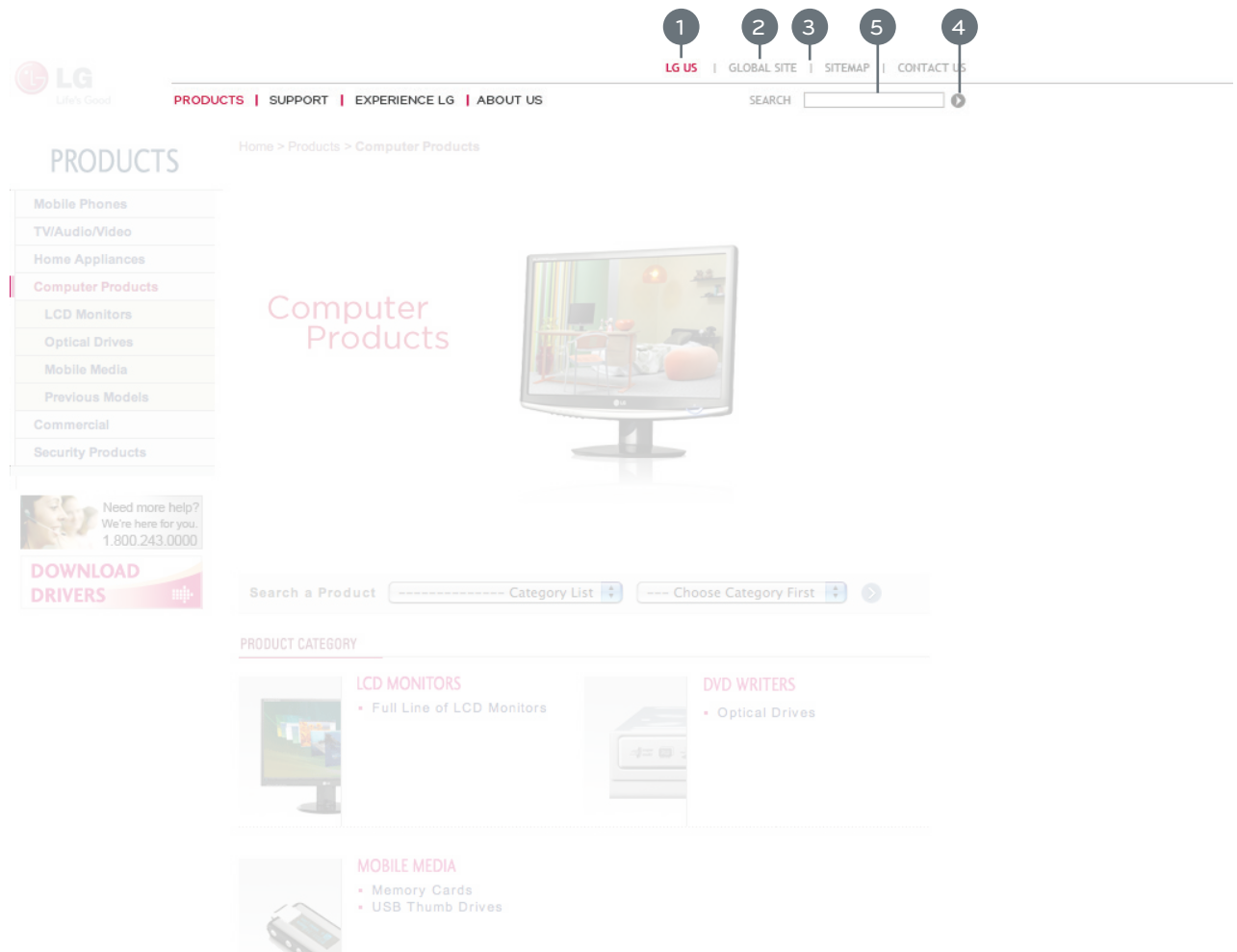
Size: 12 x 12 pixels

Color: Hex: #A6A6A6

R:166 G:166 B:166

5 **Text Input Box**

Size: 118 x 14 pixels



Design Style Details

Page Footer - Graphic Layout

1

Divider Line

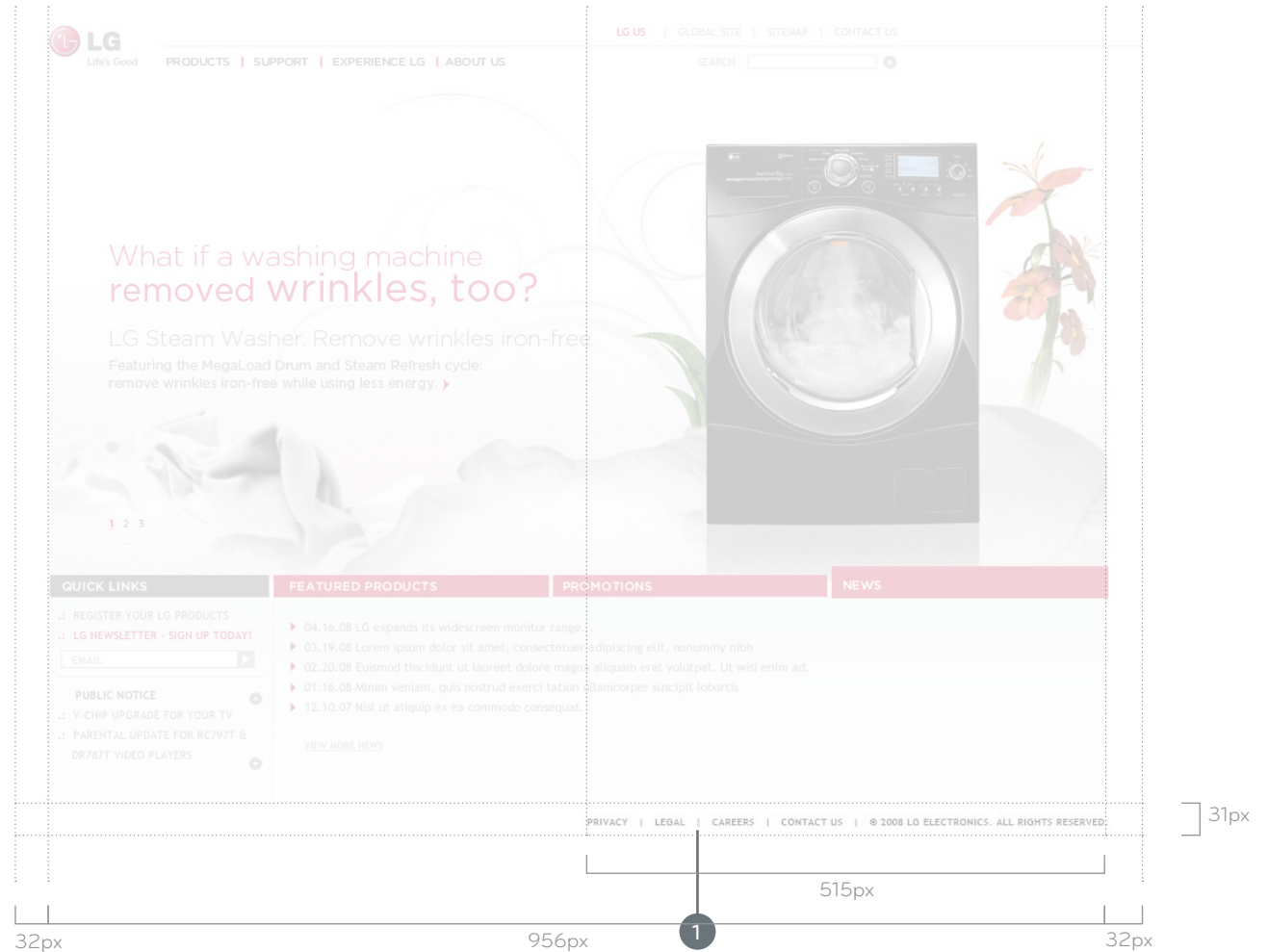
Weight: 1 pixel

Height: 7 pixels

Color: Hex: #AFAF AF

R:175 G:175 B:175

Space: 10 pixels each on both left side and right side of the divider line



Design Style Details

Page Footer - Typography

1 Links

Typeface: Trebuchet Regular, 9 pt,

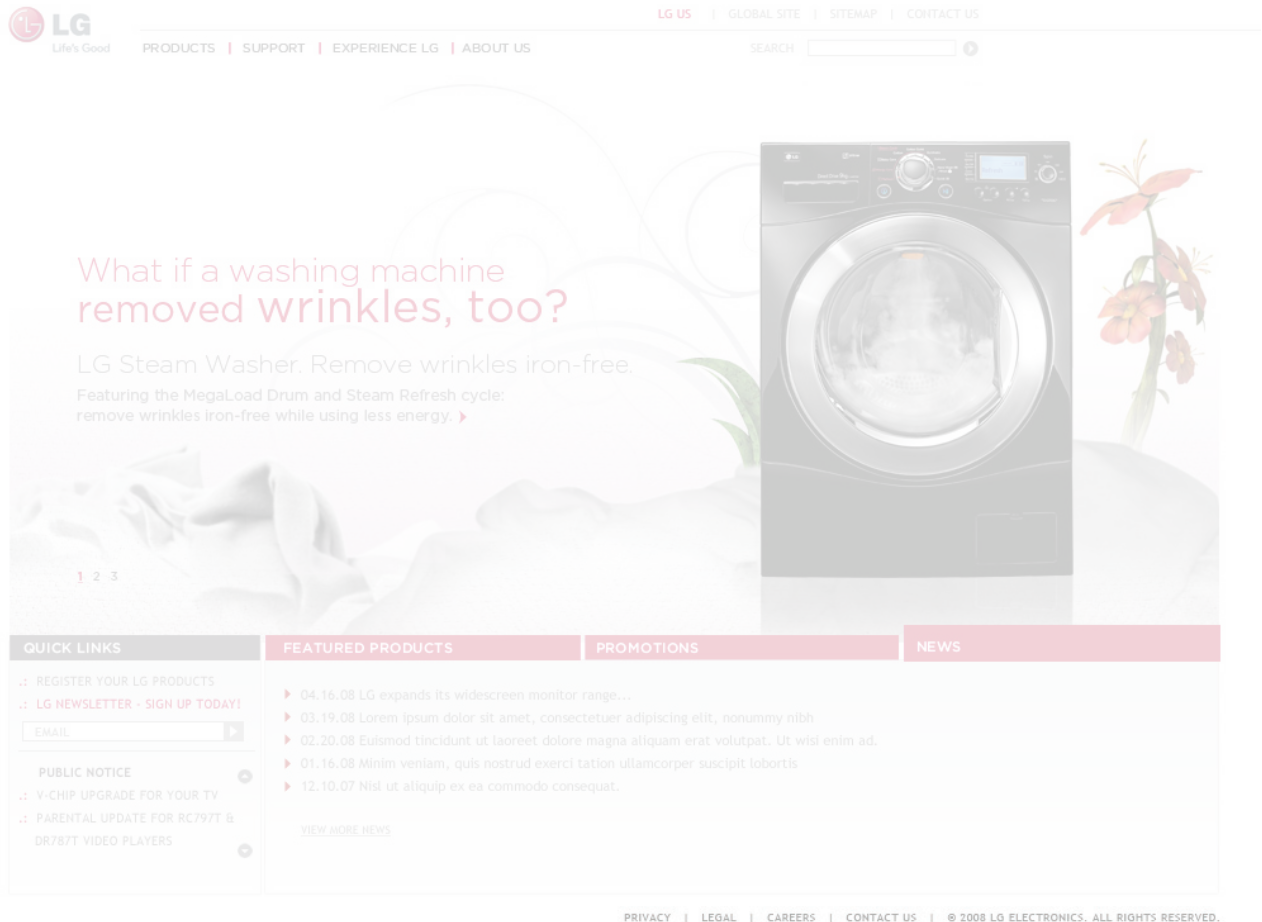
50 tracking, all capitals

Color: Hex: #AFAFAF

R:175 G:175 B:175

Space: 10 pixels between the text and the divider line

Distribution: Align right



Design Style Details

Global Home Page - Grid Size

Site Resolution: 1024 x 768 pixels
 Navigation adheres to 800 x 600 pixels.

Site Size: 1020 x 750 pixels
 Margin left 32 pixels
 Margin right 32 pixels

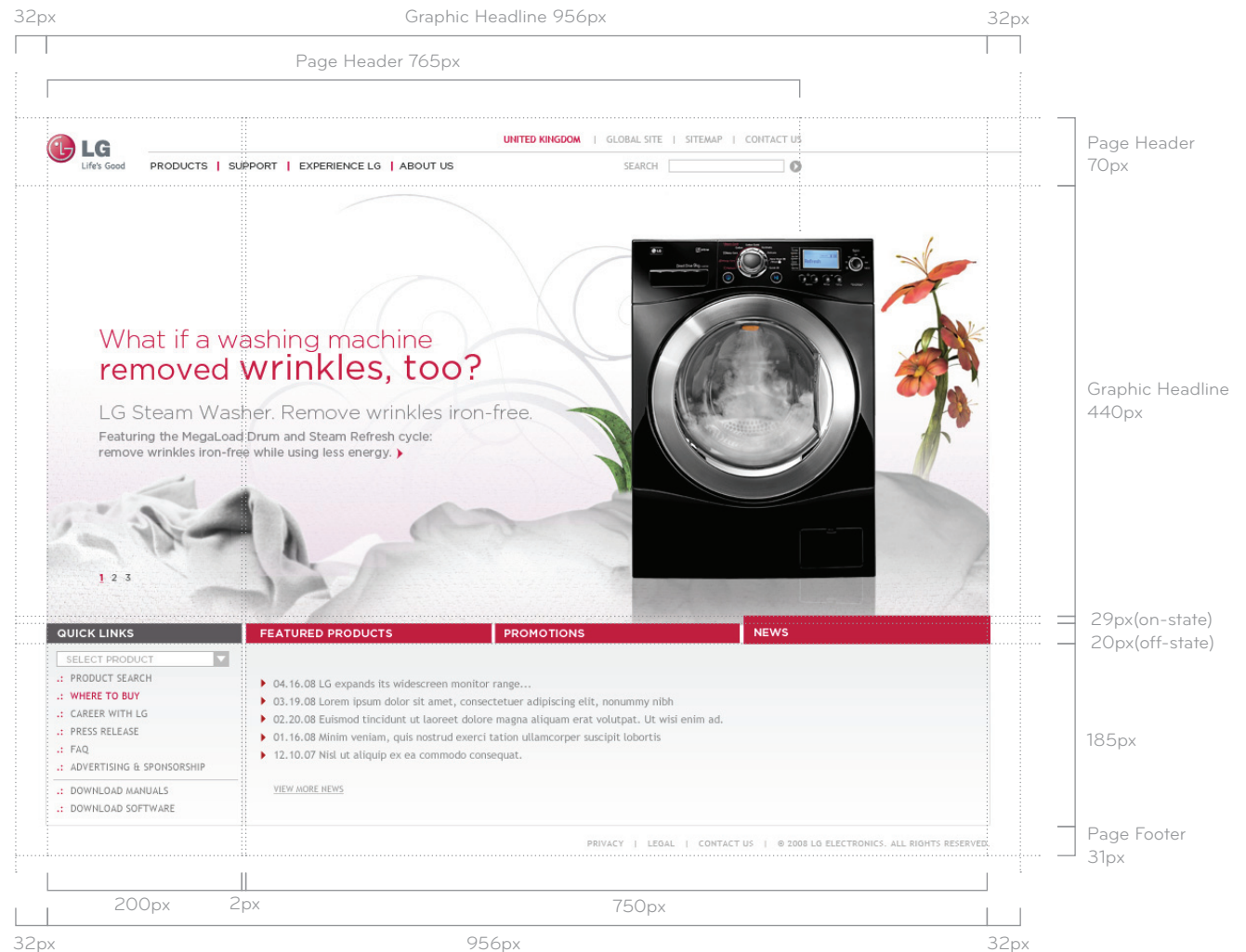
Page Header: 765 x 70 pixels

Graphic Headline: 956 x 440 pixels

Quick Links: 200 x 205 pixels

Bottom Tabbed Module: 754 x 205 pixels
 Tab (Off State): 250 x 20 pixels
 Tab (On State): 250 x 29 pixels
 2 pixels spacing between tabs

Page Footer: 956 x 31 pixels



Design Style Details

Global Home Page - Graphic Headline - Layout

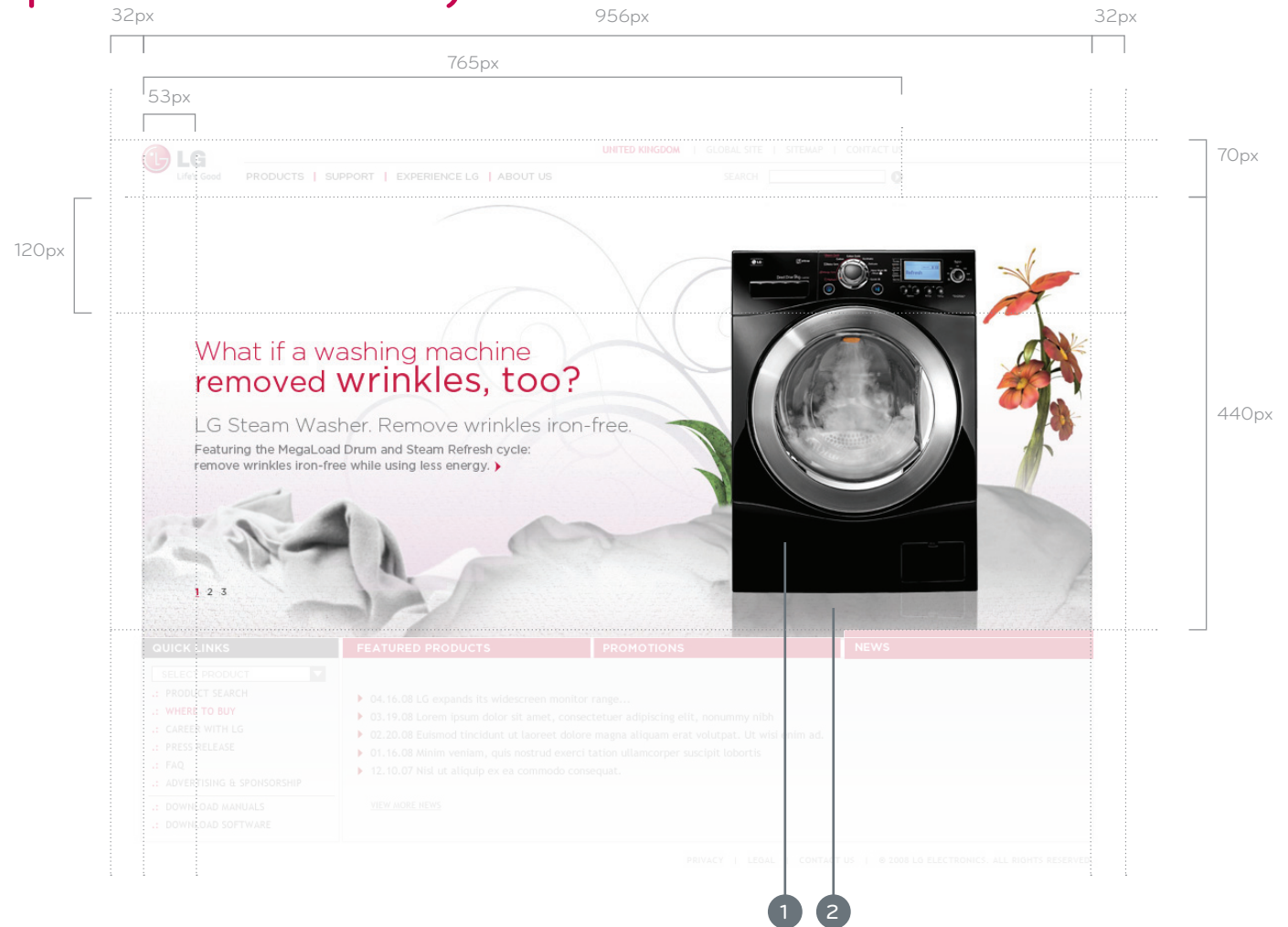
Use motions or graphics to feature the product image with headlines.

Product Photo Image

- 1 Show overall image of the product at resolve.
- 2 Add mirrored reflection image of the product with 40% opacity.

Hero Animation Creation Guideline

- The hero animations should always be flagship product-oriented.
- All hero animations should be developed by your local Publicis Modem office in accordance with the new guidelines.
- The GBM-sponsored hero animations that have been created for launch should be maintained on each country's homepage and product category page until the end of 2008 in support of the Brand Identity campaign.
- Before any changes or updates are made to the hero animations, contact GBM for approval.



Design Style Details

Global Home Page - Graphic Headline - Hero Space Animation

Size: 956 x 440 pixels

Product Image

- Show overall image of the product at resolve.
- Add mirrored reflection image of the product with 40% opacity throughout the animations.

Timeline

- Automatically start three sequential animations when the home page is opened.
- The duration time of each animation may vary, along with the featured product.
- Maintain the order of sequential animations according to the product categories:
 1. Digital Appliance (DA) product
 2. Digital Display (DD) product
 3. Mobile Communication (MC) product
- Allow 4-second intervals between animations.
- Individual product may vary in each category according to the region.
- Do not repeat the animation sequence.

Text Information

Use the headline, subhead, copy and arrow graphics guide on page 5.2.8.

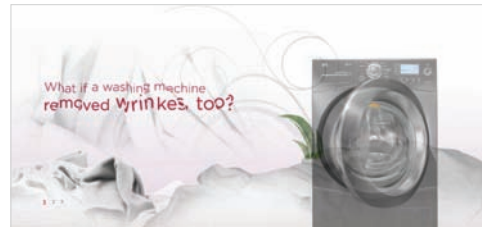
Compatibility with the Product Main Page:

- Use same the style of animations.
- Keep the featured products.
- Change the size.

Opening home page

↓
Automatically start three sequential animations

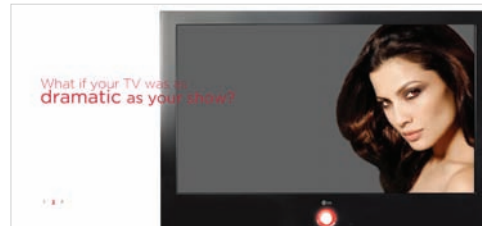
First product category: Digital Appliance



→
The duration time of each animation may vary, along with the featured product.



↓
Second product category: Digital Display



→
The duration time of each animation may vary, along with the featured product.



↓
Third product category: Mobile Communication



→
The duration time of each animation may vary, along with the featured product.



Stay at the final frame during the 4-second interval between animations.

Stay at the final frame during the 4-second interval between animations.

Stop and stay at the end of the third animation. No repetition.

Design Style Details

Global Home Page - Graphic Headline - Typography

1 **Headline**

Typeface: Gotham Extra Light, 26 pt
Gotham Book, 36 pt, 10 tracking
Color: Hex: #C5003D
R:197 G:0 B:61

2 **Subhead**

Typeface: Gotham Extra Light, 19 pt, 25 tracking
Color: Hex: #848586
R:132 G:133 B:134

3 **Copy**

Typeface: Gotham Book, 12 pt,
16 pt leading, 10 tracking
Color: Hex: #848586
R:132 G:133 B:134
Distribution: Align left

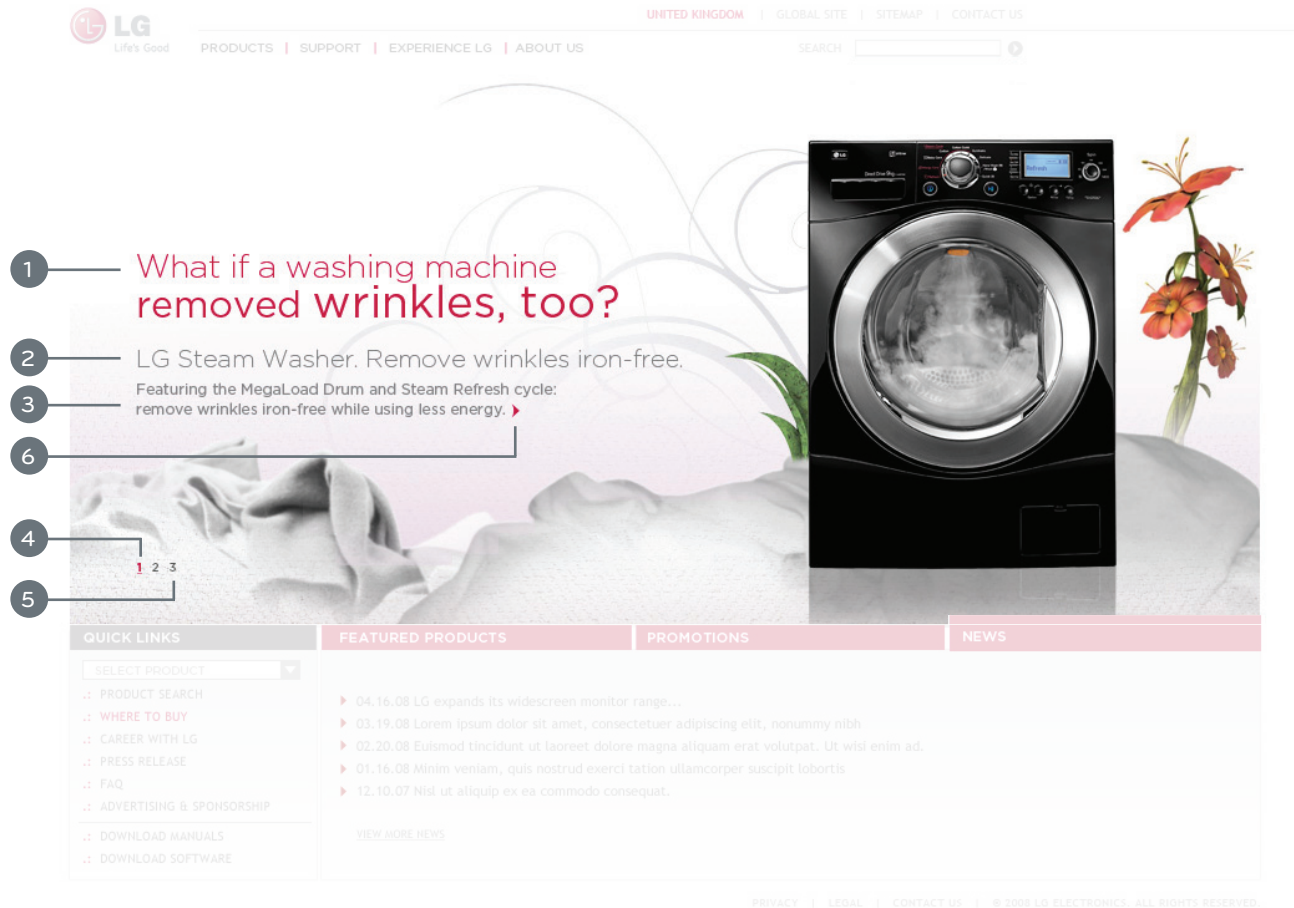
Links

Typeface: Gotham Book, 9 pt
Color:

4 (On-State): Hex: #C5003D
R:197 G:0 B:61

5 (Off-State): Hex: #848586
R:132 G:133 B:134

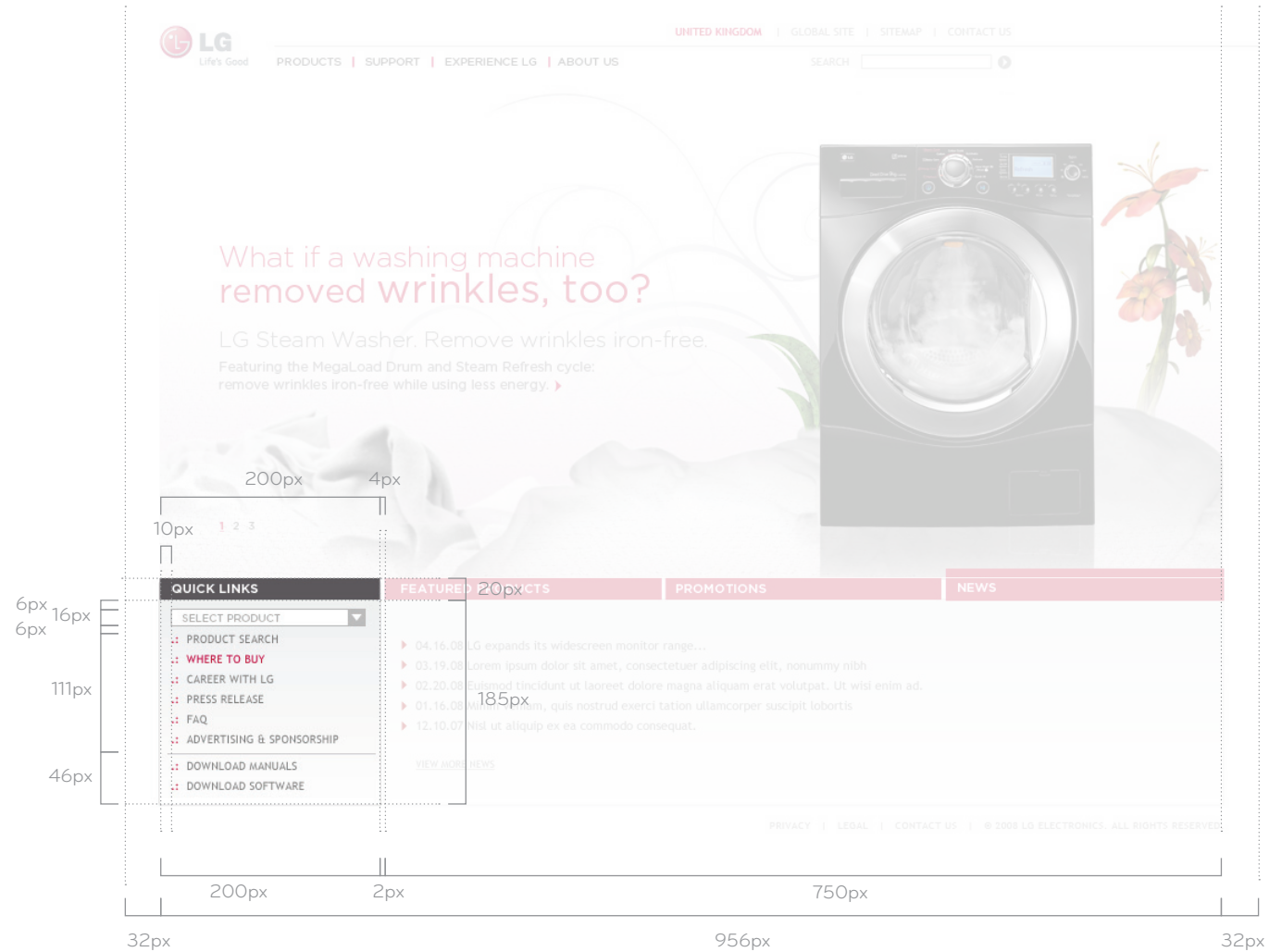
6 **Arrow Graphic**



Design Style Details

Global Home Page - Quick Links - Grid Size

Box Size: 200 x 205 pixels
Key Line: 200 x 20 pixels
Container: 200 x 185 pixels
Margin Left: 32 pixels



Design Style Details

Global Home Page - Quick Links - Graphic Layout

1 Background

Gradient:

Photoshop Effects

(top) Black: Hex: #000000 R:0 G:0 B:0

(bottom) White: Hex: #FFFFFF R:255 G:255 B:255

Gradient Overlay: Opacity: 60%

Blend: Normal, Opacity 10%

Flat

(top) Gray: Hex: #EFEFEF R:239 G:239 B:239

(bottom) White: Hex: #FFFFFF R:255 G:255 B:255

2 Border

Weight: 1 pixel

Color: Hex: #D0D0D0

R:208 G:208 B:208

3 Key Line

Background: Hex: #5C585C

R:92 G:88 B:92

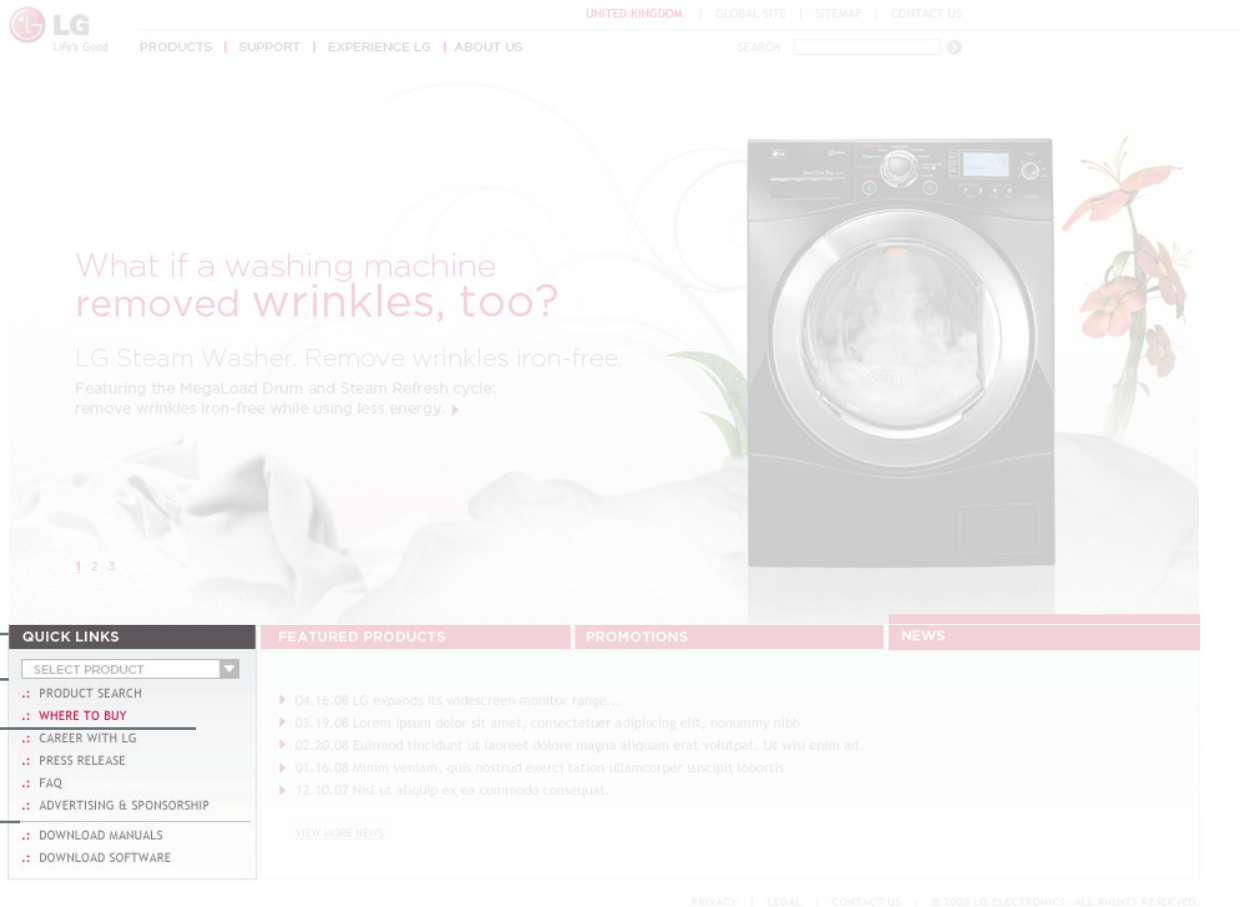
4 Divider Line

Weight: 1 pixel

Width: 186 pixels

Color: Hex: #C7C7C7

R:199 G:199 B:199



Design Style Details

Global Home Page - Quick Links - Typography

1 Key Line

Typeface: Gotham Medium, 11 pt,
0 tracking, all capitals
Color: Hex: #FFFFFF
R:255 G: 255 B:255

Links

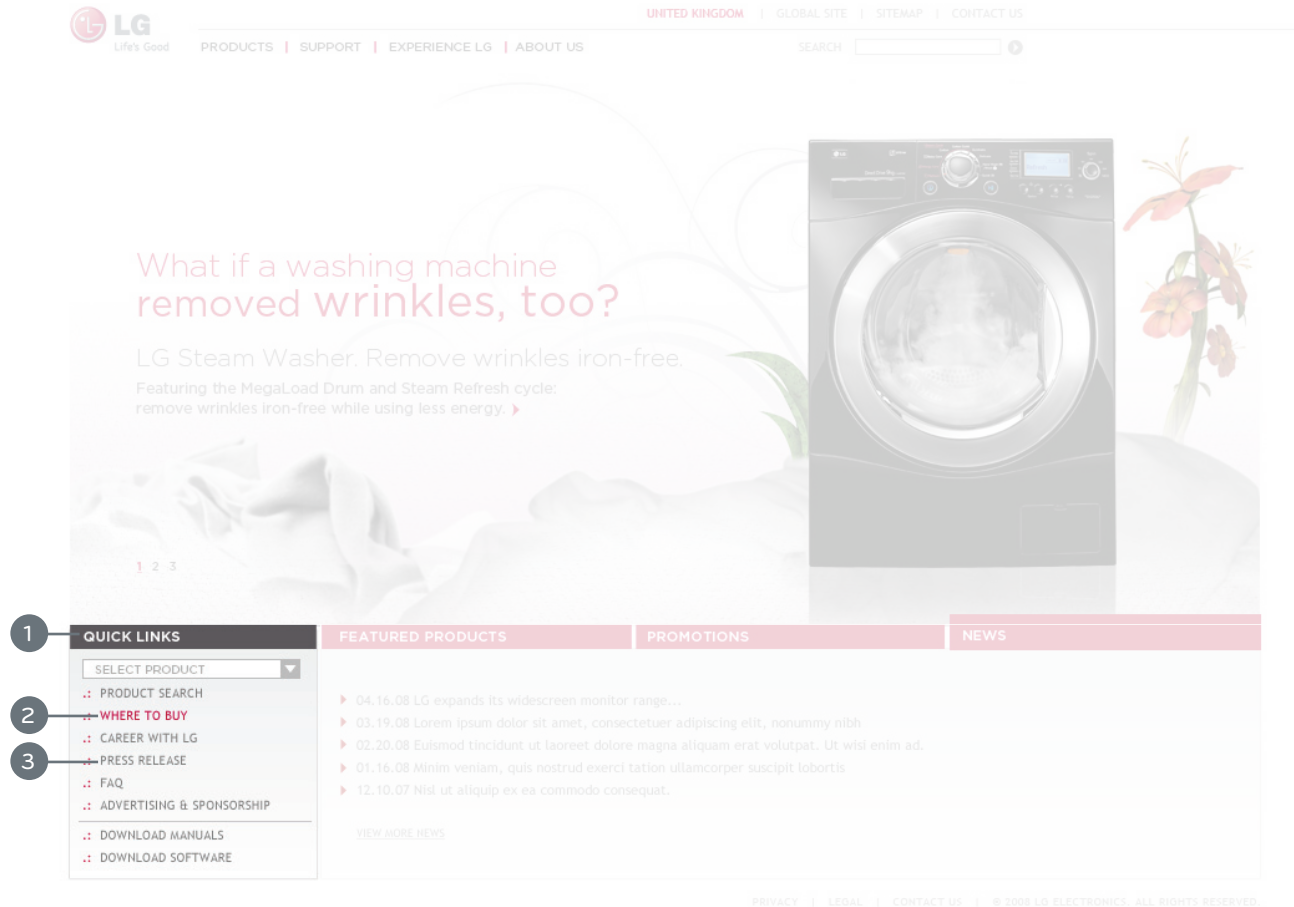
Typeface: Trebuchet Regular, 10 pt,
18 pt leading, 20 tracking, all capitals
Color:

2 (On-state): Hex: #BF003D

R:191 G:0 B:59

3 (Off-state): Hex: #7E7E7E

R:126 G:126 B:126



Design Style Details

Global Home Page - Bottom Tab Modules I - Grid Size

Box Size: 750 x 205 pixels

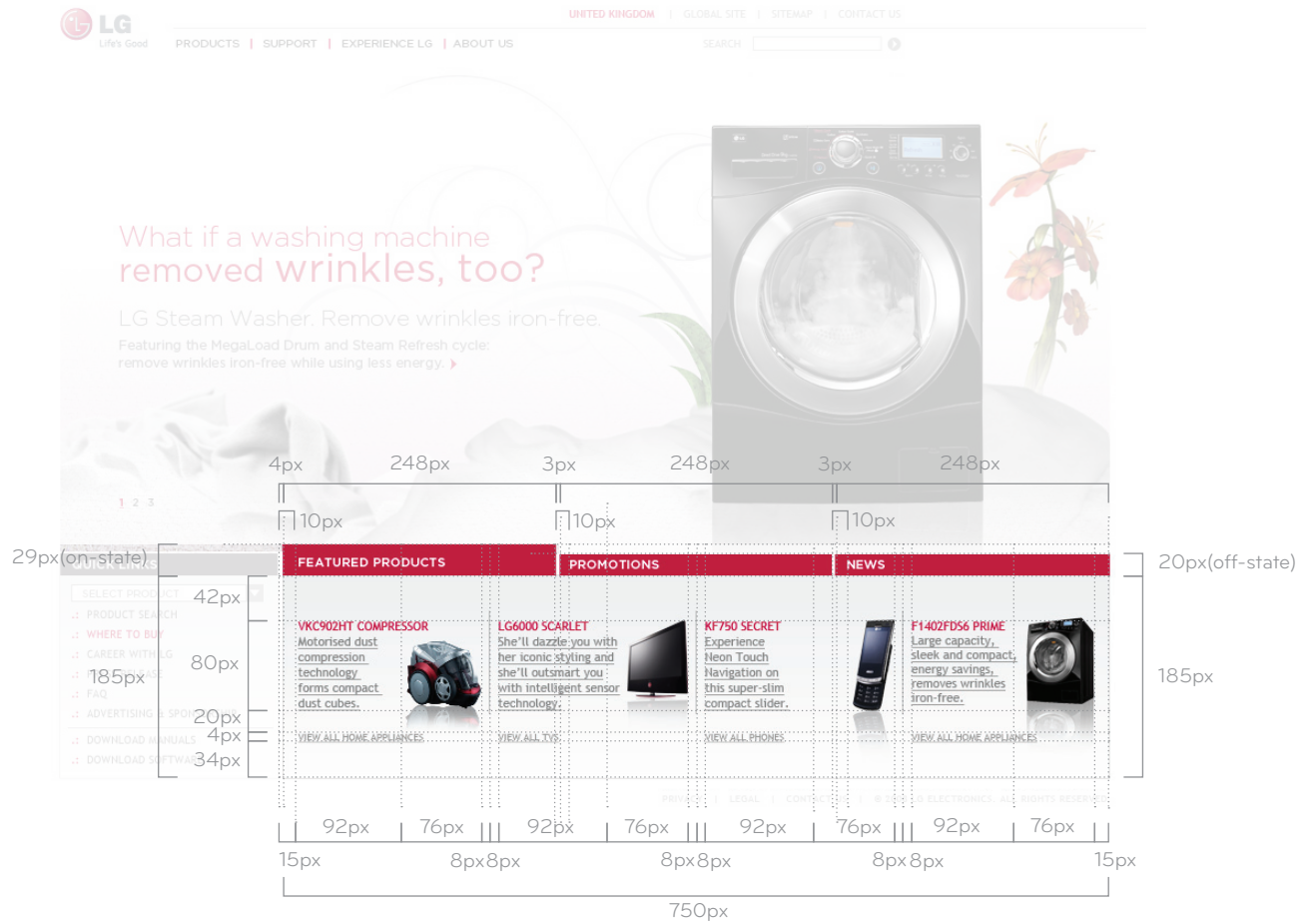
Key Line

(On-state): 248 x 29 pixels

(Off-state): 248 x 20 pixels

Spacing: 2 pixels

Container: 750 x 185 pixels



Design Style Details

Global Home Page - Bottom Tab Modules I - Graphic Layout

1 Key Line

Background: Hex: #BF003D
R:191 G:0 B:59

2 Background

Gradient:

Photoshop Effects:

(top) Black Hex: #000000

R:0 G:0 B:0

(bottom) White Hex: #FFFFFF

R:255 G:255 B:255

Gradient Overlay: Opacity 60%

Blend: Normal, Opacity: 10%

Flat:

(top) Gray Hex: #EFEFEF

R:239 G:239 B:239

(bottom) White Hex: #FFFFFF

R:255 G:255 B:255

3 Border

Weight: 1 pixel

Color: Hex: #D0D0D0

R:208 G:208 B:208

Product Image Treatment

4 Show overall image of the product.

5 Add mirrored reflection image of the product.

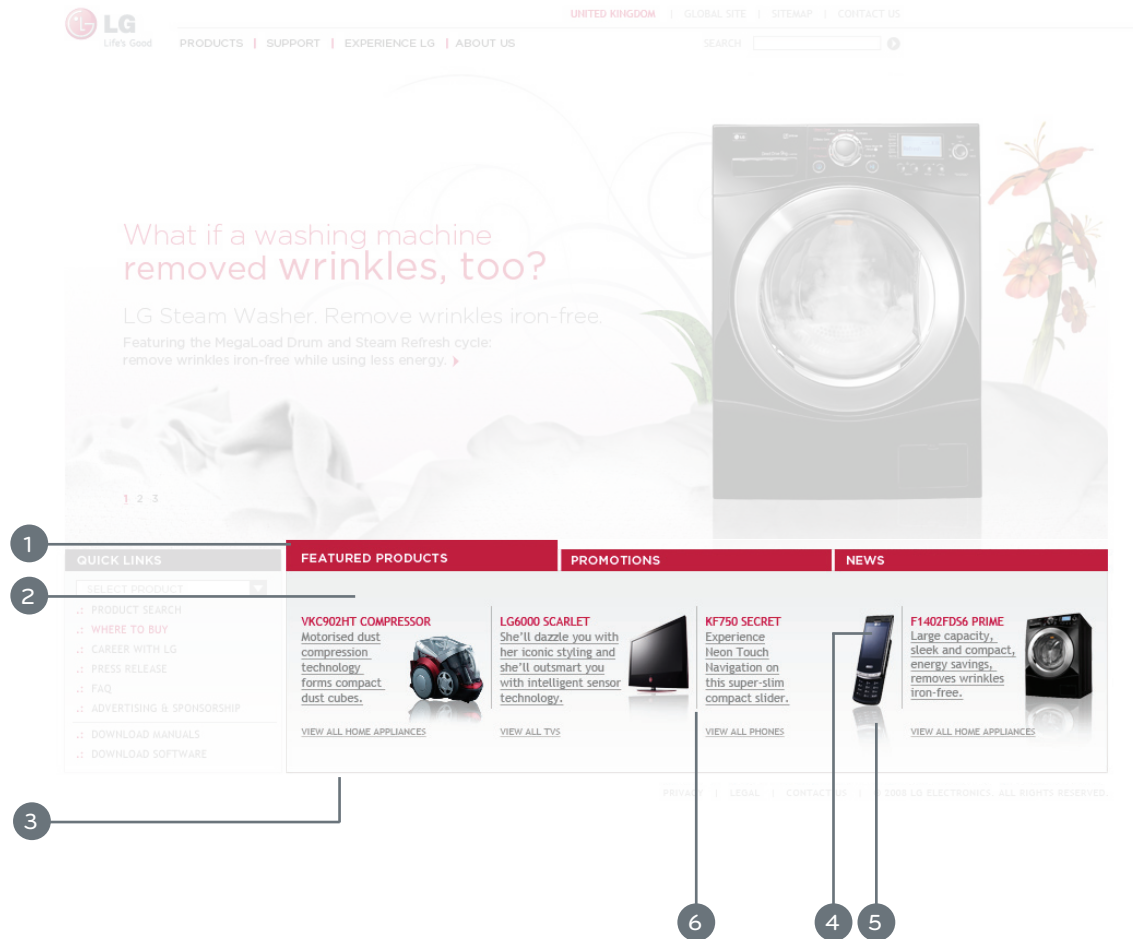
6 Divider Lines

Weight: 1 pixel

Height: 94 pixels

Color: Hex: #BFBFBF

R:191 G:191 B:191



Design Style Details

Global Home Page - Bottom Tab Modules I - Typography

1 Key Line

Typeface: Gotham Medium, 11 pt,
0 tracking, all capitals
Color: Hex: #FFFFFFF
R:255 G:255 B:255

2 Headers

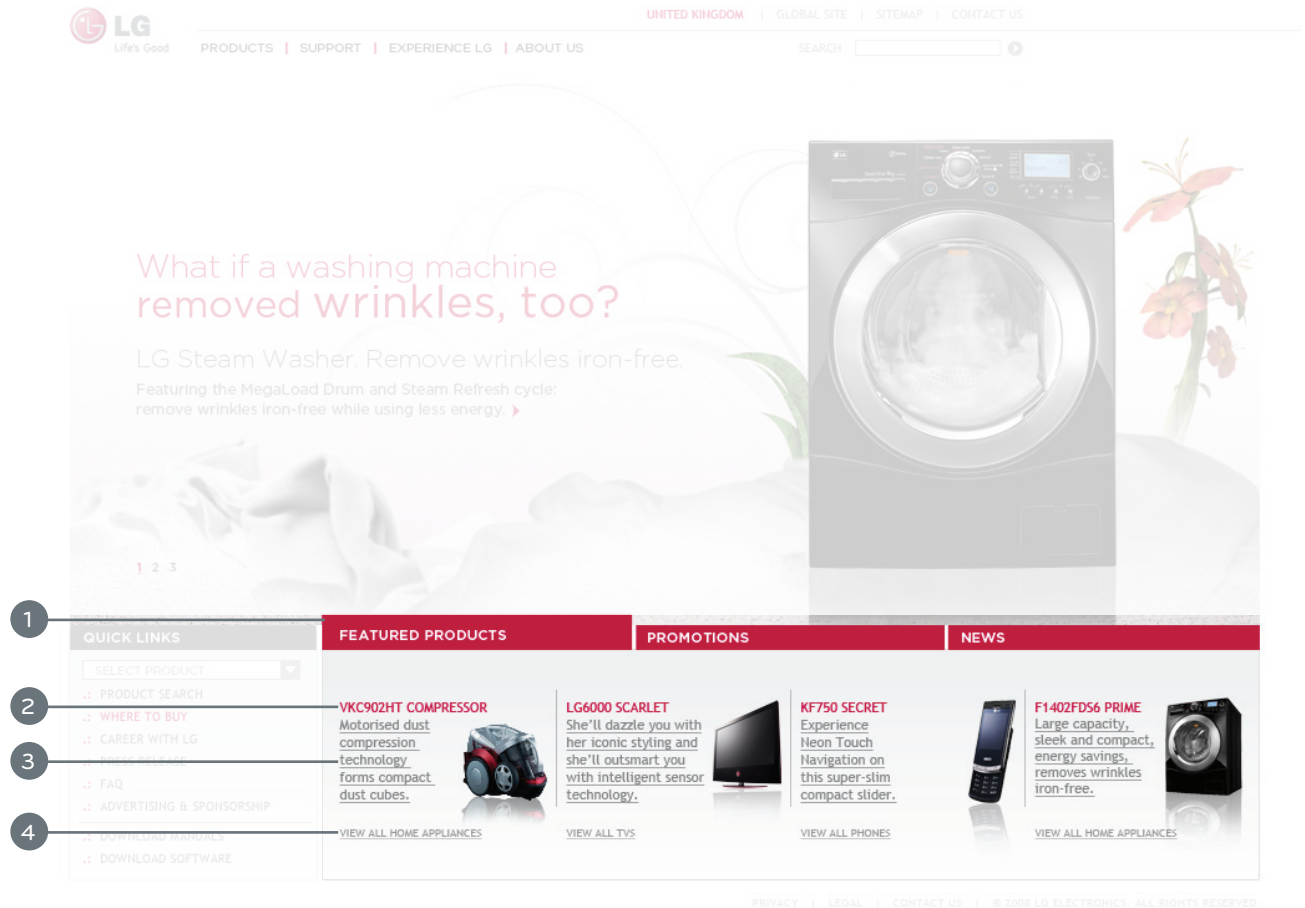
2 Typeface: Trebuchet Bold, 11 pt,
14 pt leading, -25 tracking, all capitals
Color: Hex: #C5003D
R:197 G:0 B:61

3 Links

Typeface: Trebuchet Regular, 11 pt,
14 pt leading, 0 tracking, underlined
Color: Hex: #848586
R:132 G:133 B:134
Distribution: Align left

4 CTAS

Typeface: Trebuchet Regular, 9 pt,
0 tracking, all capitals, underlined
Color: Hex: #999999
R:153 G:153 B:153



Design Style Details

Global Home Page - Bottom Tab Modules II - Grid Size

Box Size: 750 x 205 pixels

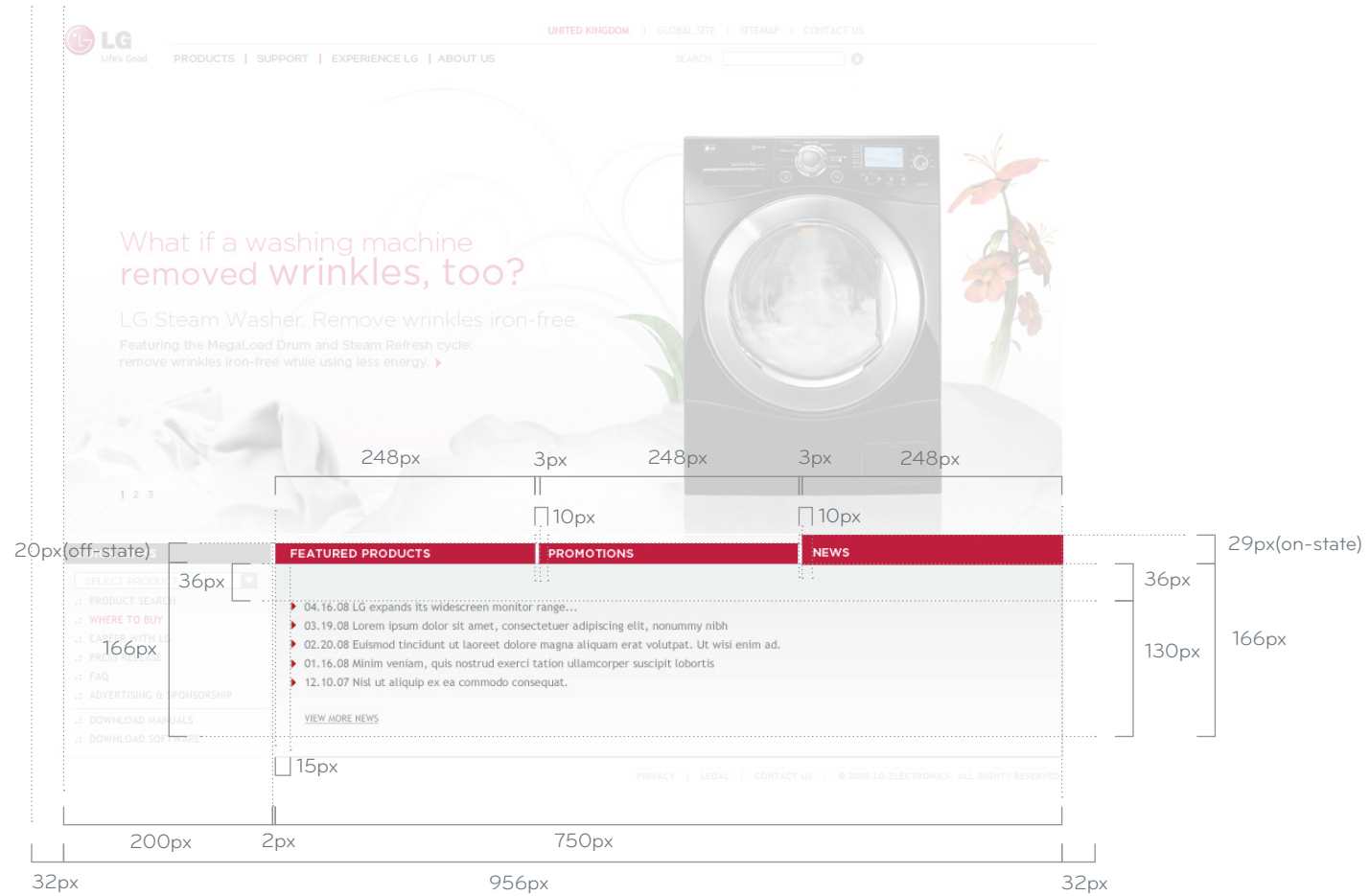
Key Line

(On-state): 248 x 29 pixels

(Off-state): 248 x 20 pixels

Spacing: 2 pixels

Container: 750 x 185 pixels



Design Style Details

Global Home Page - Bottom Tab Modules II - Graphic Layout

1 Key Line

Background: Hex: #BF003D
R:191 G:0 B:59

2 Background

Gradient:

Photoshop Effects:

(bottom) White Hex: #FFFFFF
R:255 G: 255 B:255

Gradient Overlay: Opacity 60%

Blend: Normal, Opacity: 10%

(top) Black Hex: #000000

R:0 G:0 B: 0

Flat:

(bottom) White Hex: #FFFFFF

R:255 G:255 B:255

(top) Gray Hex: #EFEFEF

R:239 G:239 B:239

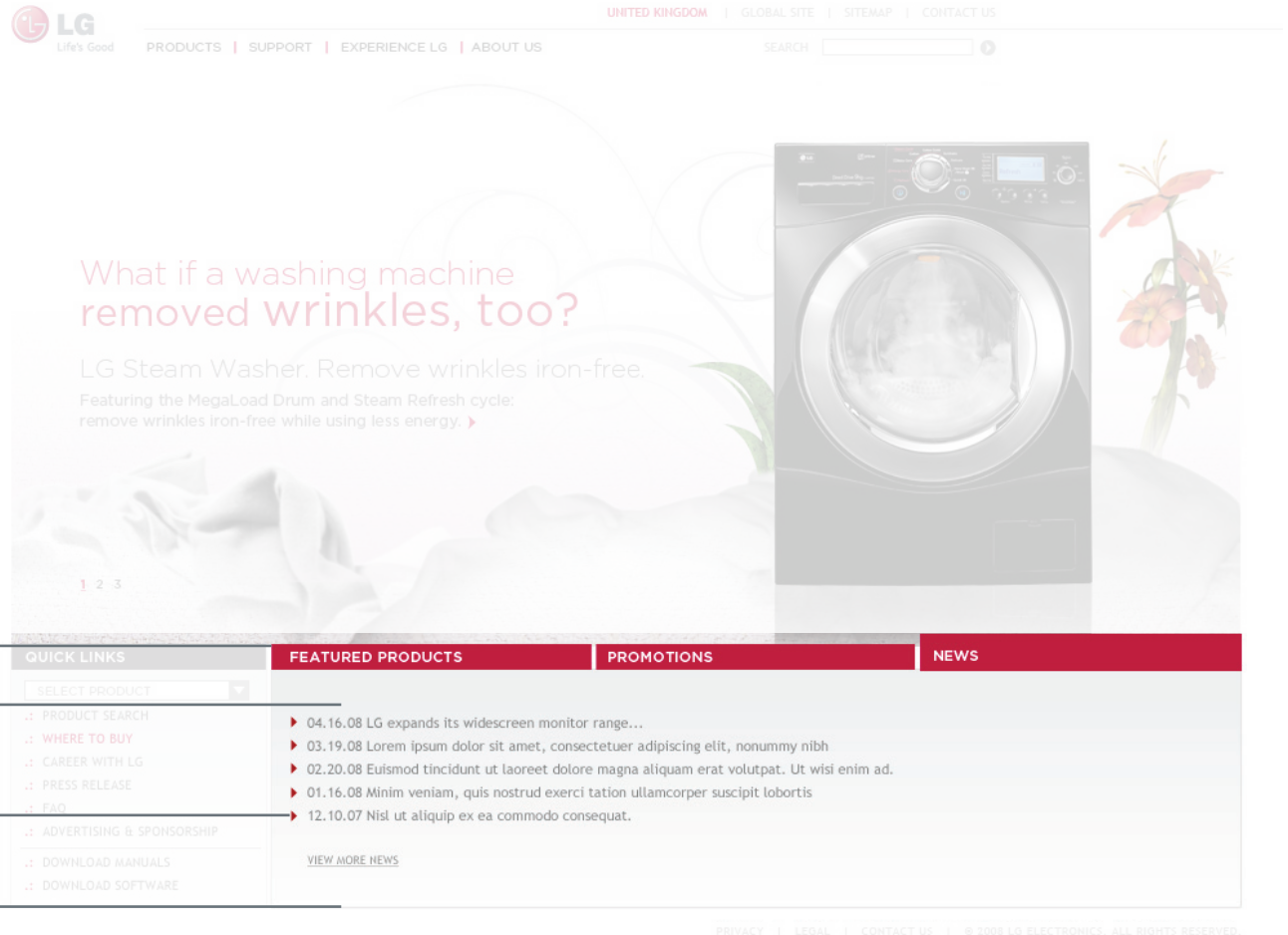
3 Border

Weight: 1 pixel

Color: Hex: #D0D0D0

R:208 G:208 B:208

4 Arrow Graphic



Design Style Details

Global Home Page - Bottom Tab Modules II - Typography

1 Key Line

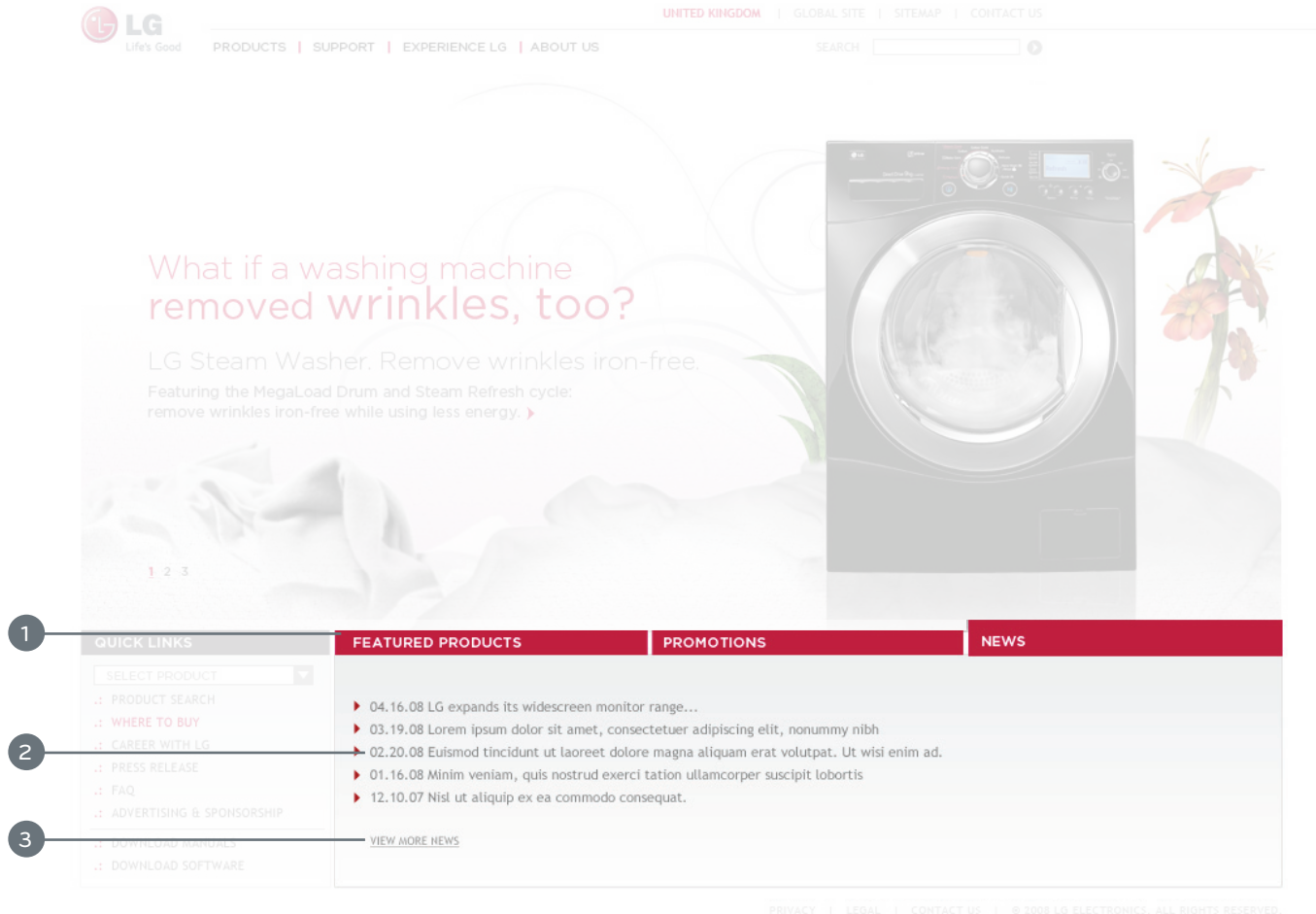
Typeface: Gotham Medium, 11 pt,
0 tracking, all capitals
Color: Hex: #FFFFFFF
R:255 G:255 B:255

2 Links

Typeface: Trebuchet Regular, 11 pt,
18 pt leading, 0 tracking
Color: Hex: #848586
R:132 G:133 B:134

3 CTAS

Typeface: Trebuchet Regular, 9 pt,
0 tracking, all capitals, underlined
Color: Hex: #848586
R:132 G:133 B:134



Design Style Details

US Home Page - Grid Size

Site Resolution: 1024 x 768 pixels
 Navigation adheres to 800 x 600 pixels.

Site Size: 1020 x 750 pixels
 Margin left 32 pixels
 Margin right 32 pixels

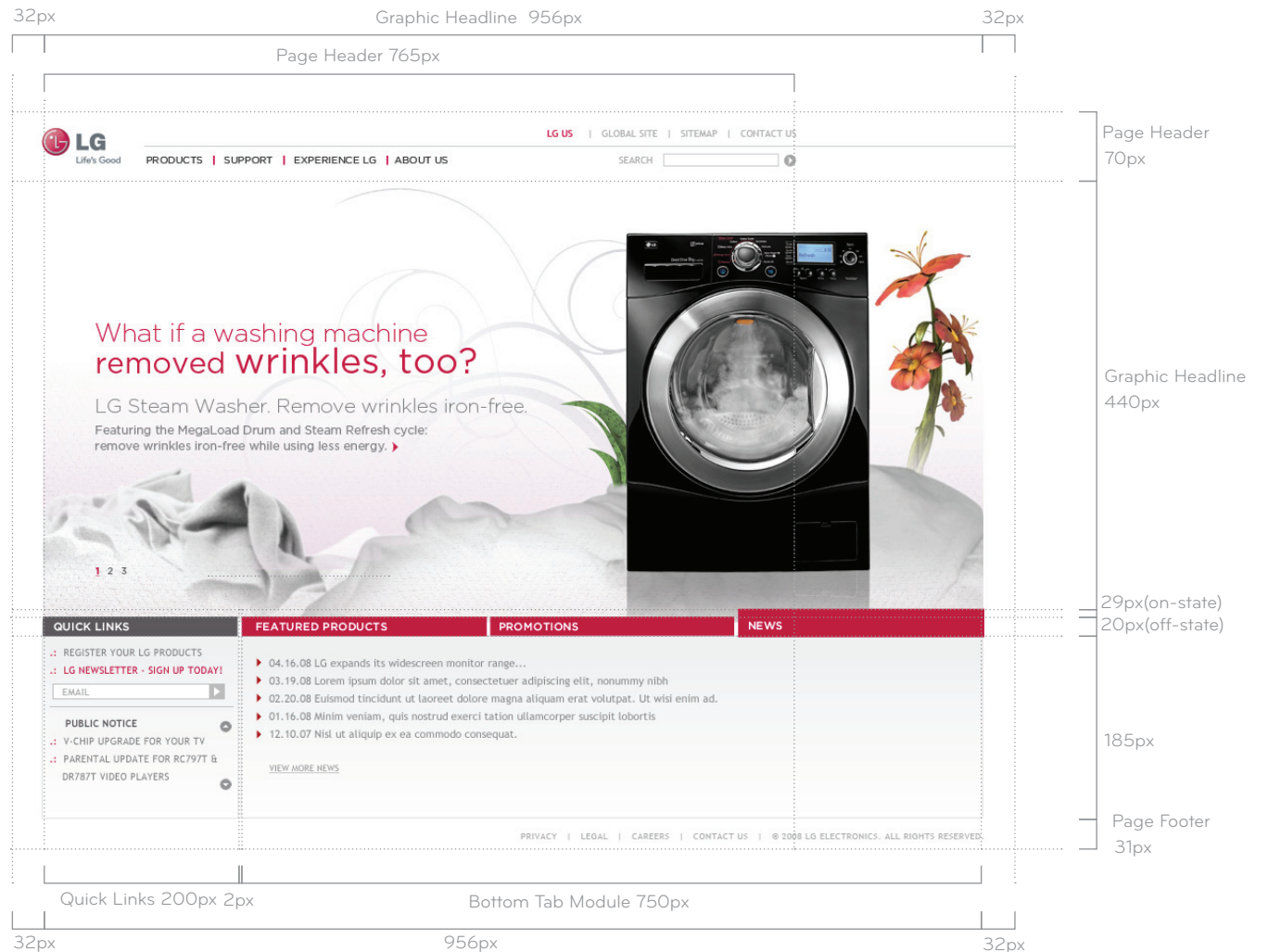
Page Header: 765 x 70 pixels

Graphic Headline: 956 x 440 pixels

Quick Links: 200 x 205 pixels

Bottom Tabbed Module: 754 x 205 pixels
 Tab (Off State): 250 x 20 pixels
 Tab (On State): 250 x 29 pixels
 2-pixel spacing between tabs

Page Footer: 956 x 31 pixels



Design Style Details

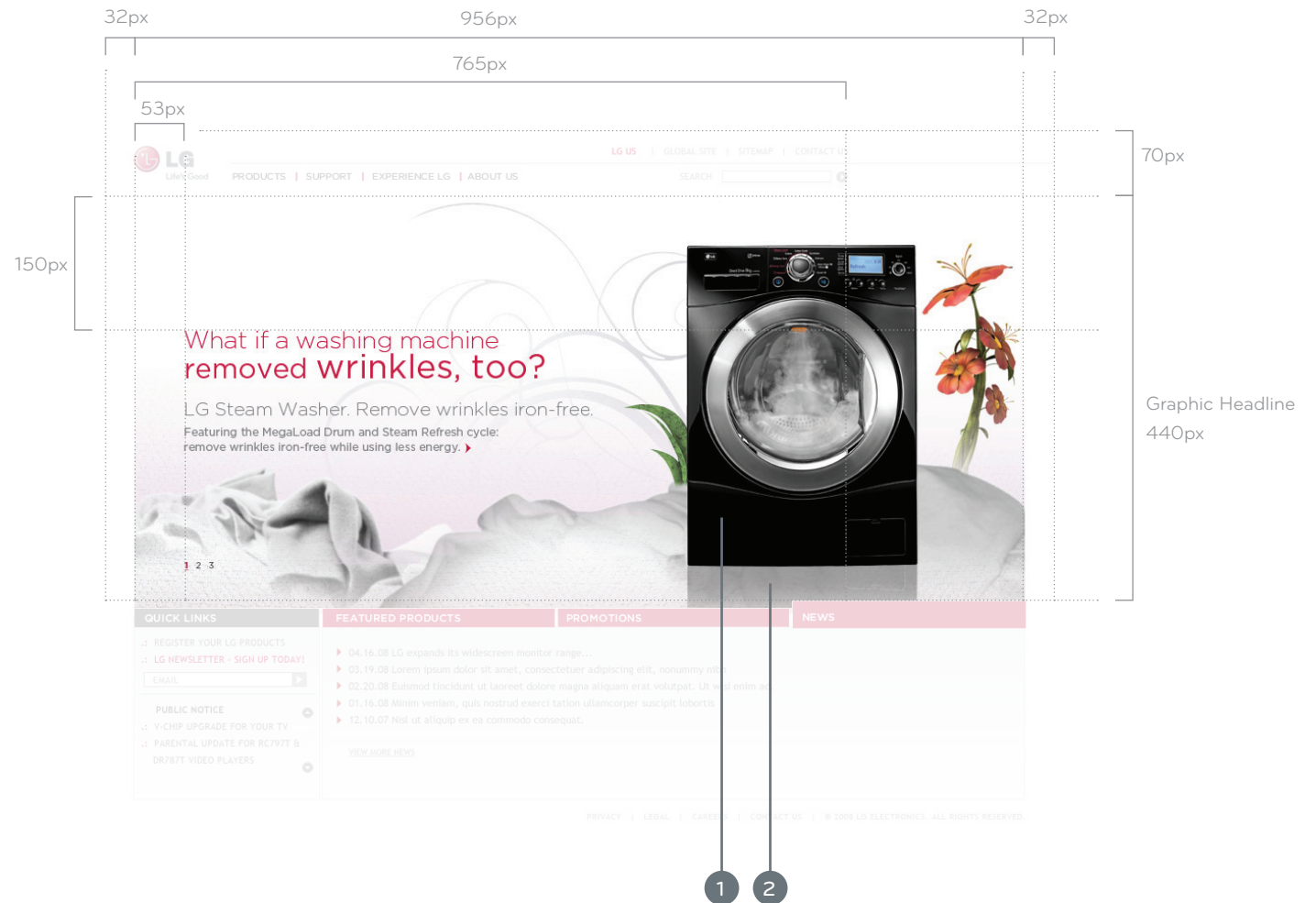
US Home Page - Graphic Headline

Graphic Layout

- Use motions or graphics to feature the product image with headlines.

Product Photo Image

- 1 Show overall image of the product.
- 2 Add mirrored reflection image of the product.



Design Style Details

US Home Page - Graphic Headline - Typography

1 **Headline**

Typeface: Gotham Extra Light, 26 pt
Gotham Book, 36 pt, 10 tracking
Color: Hex: #C5003D
R:197 G:0 B:61

2 **Subhead**

Typeface: Gotham Extra Light, 19 pt, 25 tracking
Color: Hex: #848586
R:132 G:133 B:134

3 **Copy**

Typeface: Gotham Book, 12 pt, 16 pt leading,
10 tracking
Color: Hex: #848586
R:132 G:133 B:134
Distribution: Align left

Links

Typeface: Gotham Book, 10 pt
Color:

4 (On-State): Hex: #C5003D

R:197 G:0 B:61

5 (Off-State): Hex: #848586

R:132 G:133 B:134

The image shows a screenshot of the LG US Home Page graphic headline. The page features the LG logo and navigation links at the top. The main headline reads "What if a washing machine removed wrinkles, too?" in a large, red, serif font. Below the headline is a subhead "LG Steam Washer. Remove wrinkles iron-free." and a copy block "Featuring the MegaLoad Drum and Steam Refresh cycle: remove wrinkles iron-free while using less energy." The background is a soft-focus image of a washing machine and a pile of white laundry. A small inset image shows a vase of orange flowers. The page is annotated with five numbered callouts: 1 points to the headline, 2 points to the subhead, 3 points to the copy, 4 points to the "REGISTER YOUR LG PRODUCTS" link, and 5 points to the "LG NEWSLETTER - SIGN UP TODAY!" link.

1 — What if a washing machine removed wrinkles, too?

2 — LG Steam Washer. Remove wrinkles iron-free.

3 — Featuring the MegaLoad Drum and Steam Refresh cycle: remove wrinkles iron-free while using less energy. ▶

4 — REGISTER YOUR LG PRODUCTS

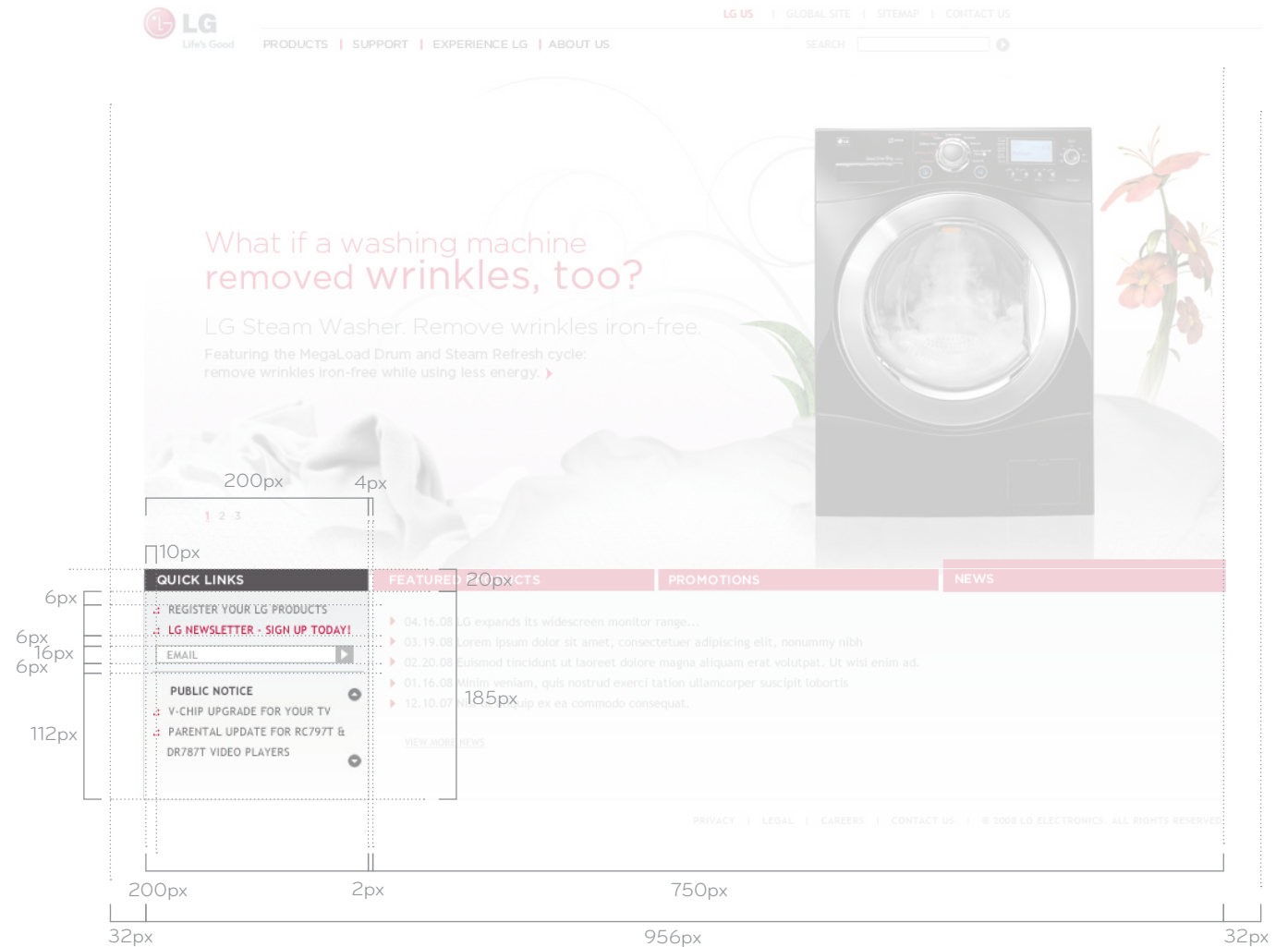
5 — LG NEWSLETTER - SIGN UP TODAY!

Design Style Details

US Home Page - Quick Links - Grid Size

Box Size: 200 x 205 pixels
Key Line: 200 x 20 pixels
Container: 200 x 185 pixels

Margin Left: 32 pixels



Design Style Details

US Home Page - Quick Links - Graphic Layout

1 Background

Gradient:

Photoshop Effects:

(top) Black Hex: #000000

R:0 G:0 B:0

(bottom) White Hex: #FFFFFF

R:255 G:255 B:255

Gradient Overlay: Opacity 60%

Blend: Normal, Opacity: 10%

Flat:

(top) Gray Hex: #EFEFEF

R:239 G:239 B:239

(bottom) White Hex: #FFFFFF

R:255 G:255 B:255

2 Key Line

Background: Hex: #5C585C

R:92 G: 88 B:92

3 Border

Weight: 1 pixel

Color: Hex: #D0D0D0

R:208 G:208 B:208

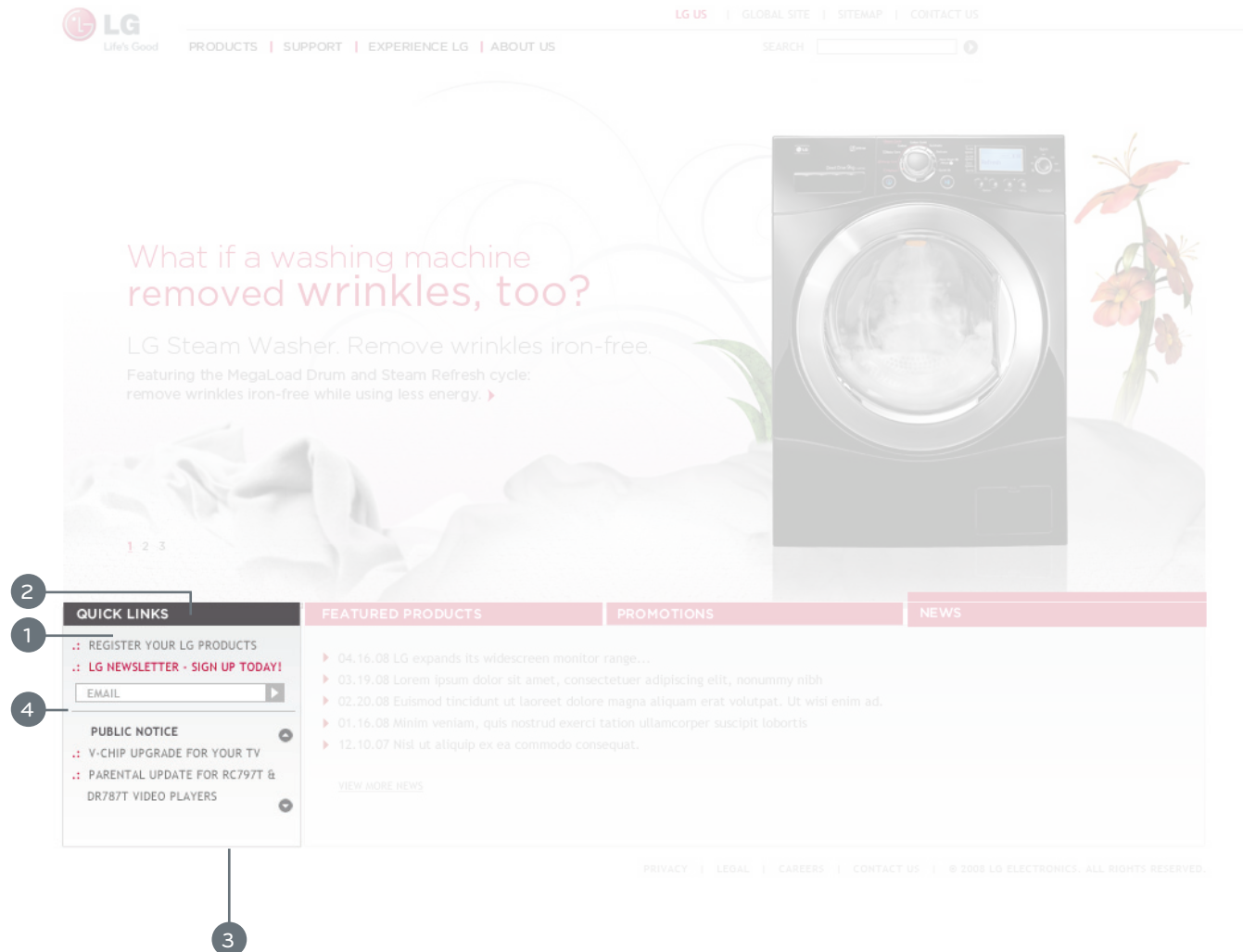
4 Divider Line

Weight: 1 pixel

Width: 186 pixels

Color: Hex: #C7C7C7

R:199 G:199 B:199



Design Style Details

US Home Page - Bottom Tab Modules I - Grid Size

Box Size: 750 x 205 pixels

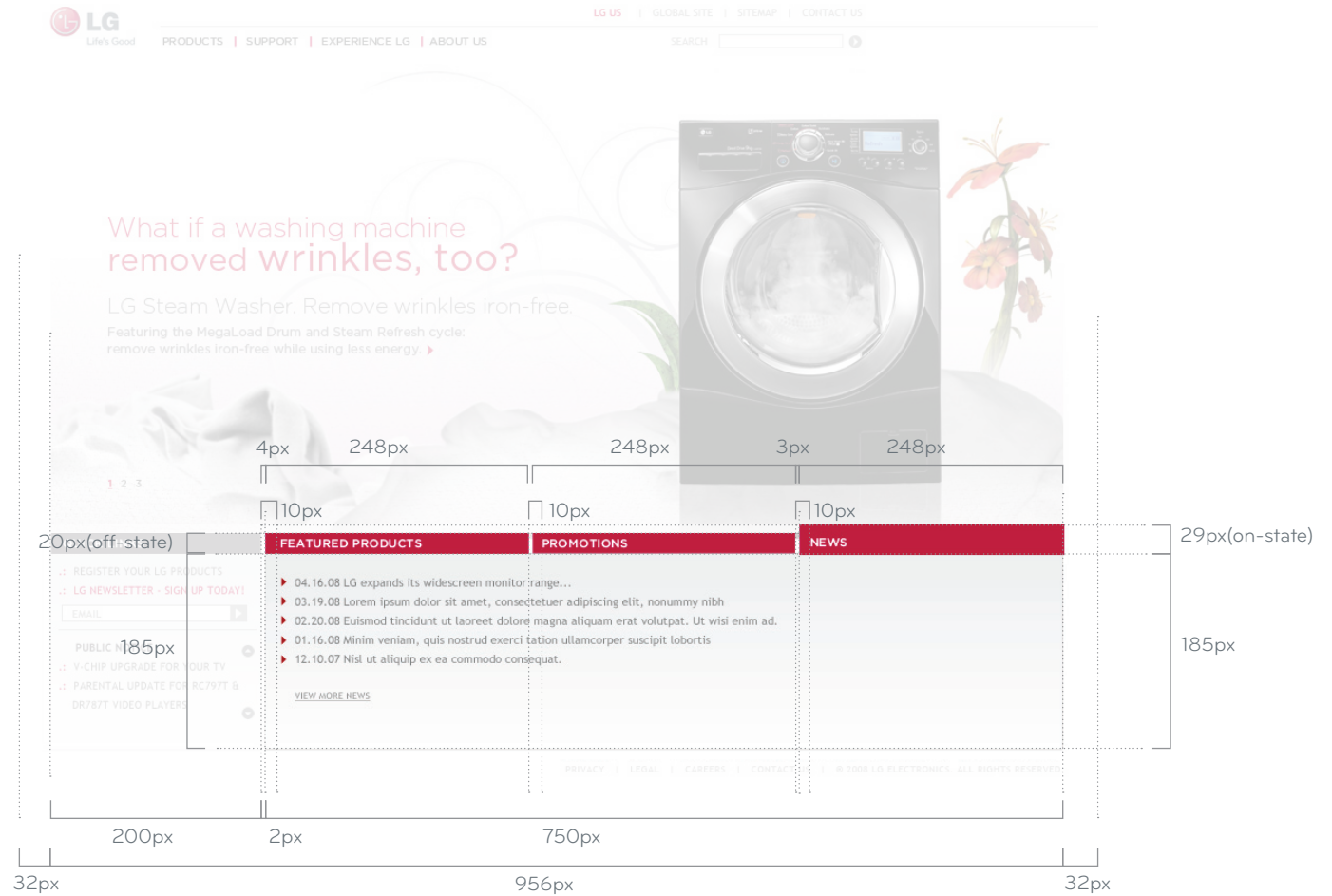
Key Line

(On-state): 248 x 29 pixels

(Off-state): 248 x 20 pixels

Spacing: 2 pixels

Container: 750 x 185 pixels



Design Style Details

US Home Page - Bottom Tab Modules I - Graphic Layout

1 Key Line

Background: Hex: #BF003D
R:191 G:0 B:59

2 Background

Gradient:

Photoshop Effects

(top) Black Hex: #000000

R:0 G:0 B:0

(bottom) White Hex: #FFFFFF

R:255 G:255 B:255

Gradient Overlay: Opacity 60%

Blend: (Normal, Opacity:10%)

Flat:

(top) Gray Hex: #EFEFEF

R:239 G:239 B:239

(bottom) White Hex: #FFFFFF

R:255 G:255 B:255

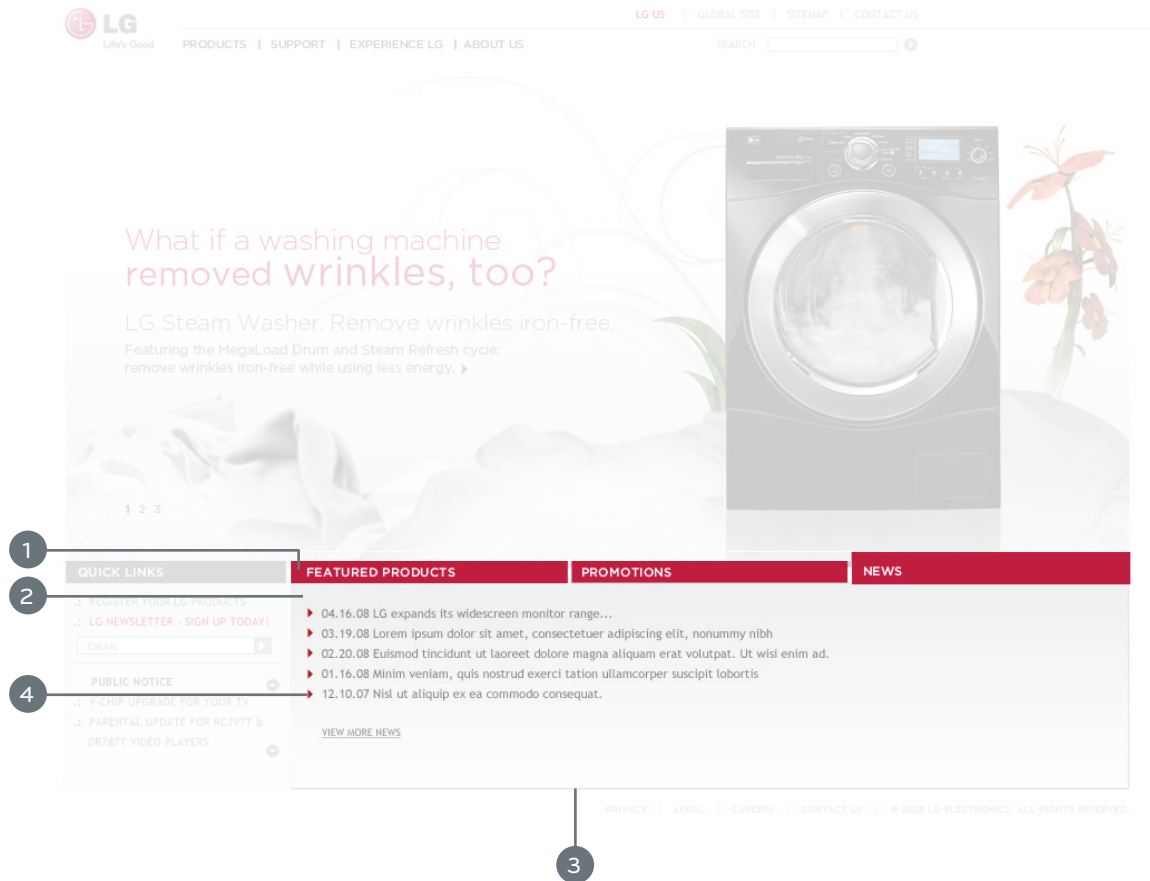
3 Border

Weight: 1 pixel

Color: Hex: #D0D0D0

R:208 G:208 B:208

4 Arrow Graphic



Design Style Details

US Home Page - Bottom Tab Modules I - Typography

1 Key Line

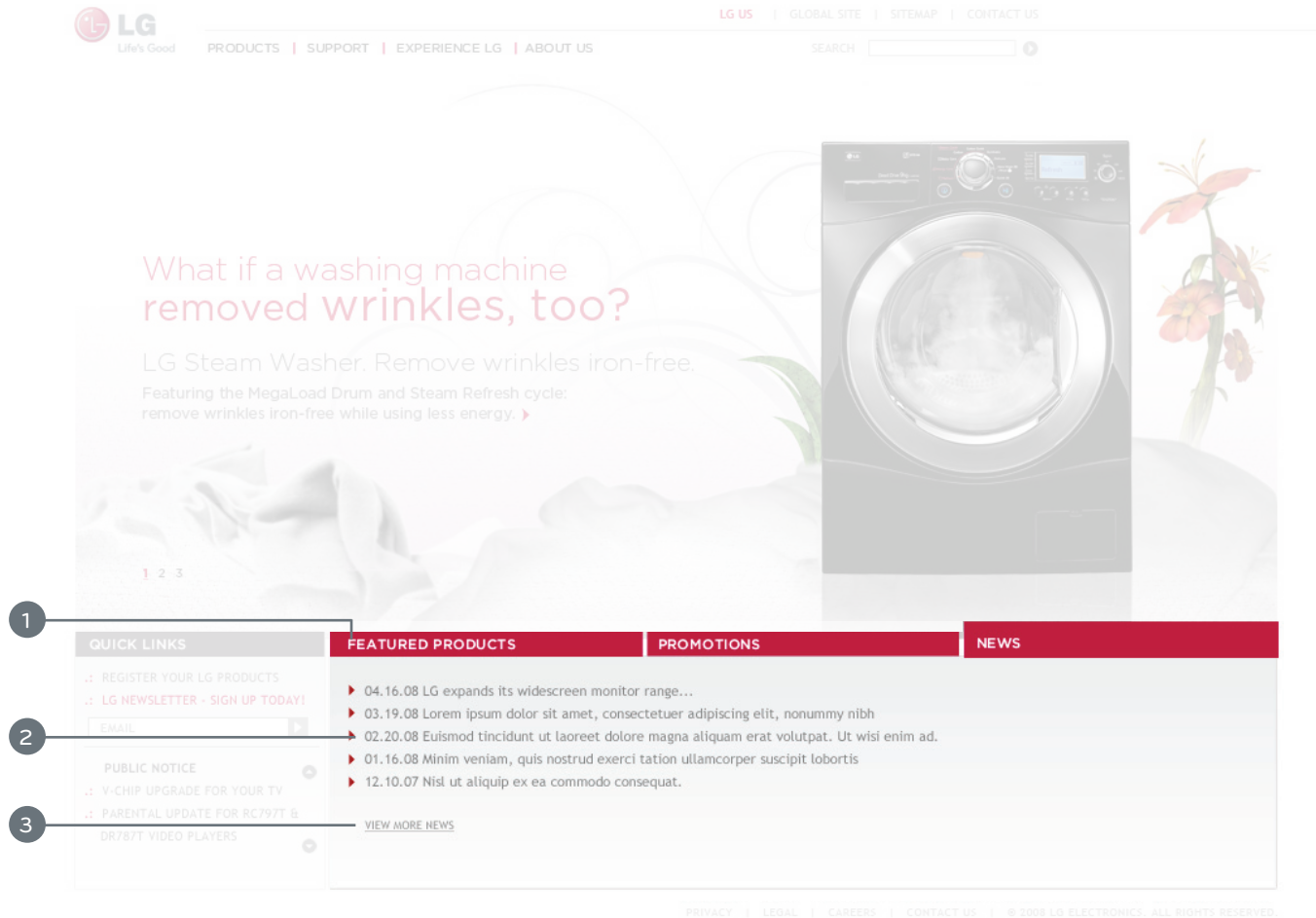
Typeface: Gotham Medium, 11 pt,
0 tracking, all capitals
Color: Hex: #FFFFFF
R:255 G:255 B:255

2 Links

Typeface: Trebuchet Regular, 11 pt,
18 pt leading, 0 tracking
Color: Hex: #848586
R:132 G:133 B:134

3 CTAS

Typeface: Trebuchet Regular, 9 pt,
0 tracking, all capitals, underlined
Color: Hex: #848586
R:132 G:133 B:134



Design Style Details

US Home Page - Bottom Tab Modules II - Grid Size

Box Size: 750 x 205 pixels

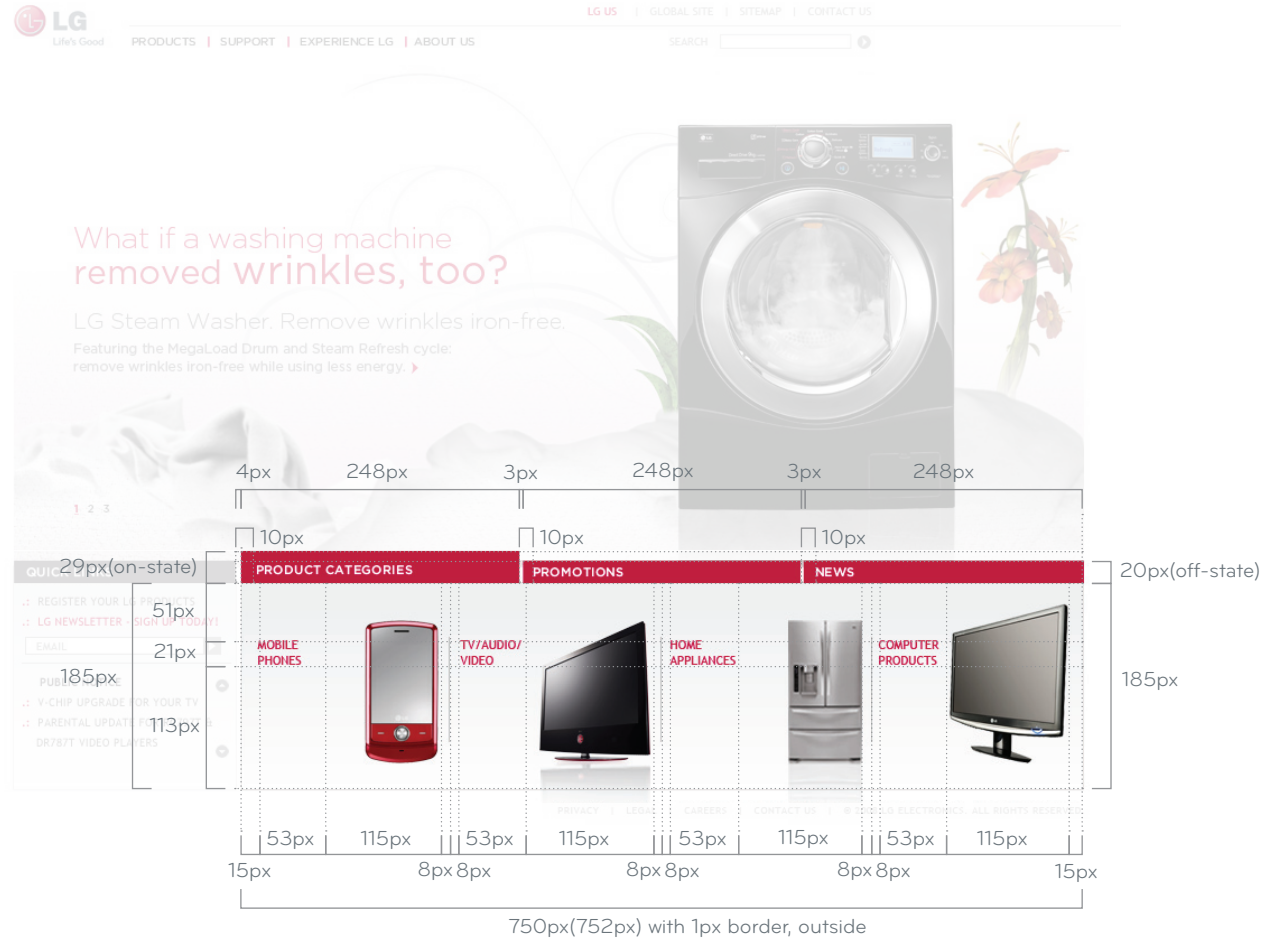
Key Line

(On-state): 248 x 29 pixels

(Off-state): 248 x 20 pixels

Spacing: 2 pixels

Container: 750 x 185 pixels



Design Style Details

US Home Page - Bottom Tab Modules II - Graphic Layout

1 Key Line

Background: Hex: #BF003D
R:191 G:0 B:59

2 Background

Gradient:

Photoshop Effects:

(top) Black Hex: #000000

R:0 G:0 B:0

(bottom) White Hex: #FFFFFF

R:255 G:255 B:255

Gradient Overlay: Opacity 60%

Blend: Normal, Opacity: 10%

Flat:

(top) Gray Hex: #EFEFEF

R:239 G:239 B:239

(bottom) White Hex: #FFFFFF

R:255 G:255 B:255

3 Border

Weight: 1 pixel

Color: Hex: #D0D0D0

R:208 G:208 B:208

4 Product Image Treatment

Show overall image of the product.

5 Add mirrored reflection image of the product.

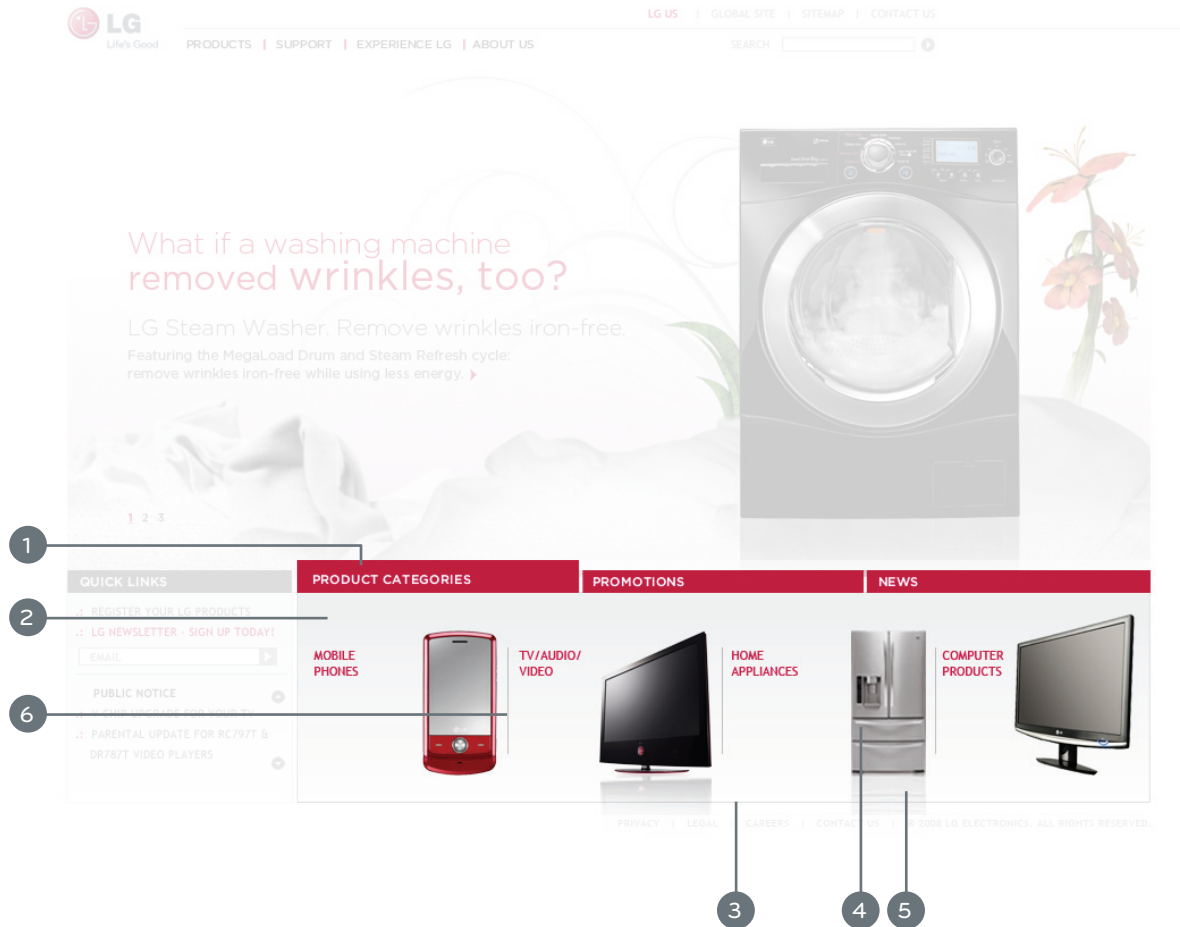
6 Divider Lines

Weight: 1 pixel

Height: 94 pixels

Color: Hex: #BFBFBF

R:191 G:191 B:191



Design Style Details

US Home Page - Bottom Tab Modules II - Typography

1 Key Line

Typeface: Gotham Medium, 11 pt,
0 tracking, all capitals
Color: Hex: #FFFFFFF
R:255 G:255 B:255

2 Headers

Typeface: Trebuchet Bold, 11 pt,
14 pt leading, -25 tracking, all capitals
Color: Hex: #C5003D
R:197 G:0 B:61

The image shows a screenshot of the LG US Home Page with several annotations. At the top, the LG logo and navigation links are visible. A search bar is located on the right. The main content area features a large advertisement for the LG Steam Washer, with the headline "What if a washing machine removed wrinkles, too?" and subtext "LG Steam Washer. Remove wrinkles iron-free. Featuring the MegaLoad Drum and Steam Refresh cycle: remove wrinkles iron-free while using less energy." Below the advertisement is a navigation bar with four tabs: "QUICK LINKS", "PRODUCT CATEGORIES", "PROMOTIONS", and "NEWS". The "QUICK LINKS" tab is expanded, showing links for "REGISTER YOUR LG PRODUCTS", "LG NEWSLETTER - SIGN UP TODAY!", "PUBLIC NOTICE", "V-CHIP UPGRADE FOR YOUR TV", and "PARENTAL UPDATE FOR RC797T & DR787T VIDEO PLAYERS". The "PRODUCT CATEGORIES" tab is also expanded, showing four categories: "MOBILE PHONES" (with a red phone icon), "TV/AUDIO/VIDEO" (with a black TV icon), "HOME APPLIANCES" (with a silver refrigerator icon), and "COMPUTER PRODUCTS" (with a black monitor icon). At the bottom of the page, there is a footer with links for "PRIVACY", "LEGAL", "CAREERS", "CONTACT US", and a copyright notice: "© 2008 LG ELECTRONICS. ALL RIGHTS RESERVED."

1

2

Design Style Details

US Home Page - Bottom Tab Modules II - Pull-Down Link List Box - Graphic Layout

1 Key Line

Background: Hex: #A6A6A6

R:166 G:166 B:166

Use an arrow graphic at the top-right corner.

2 Background

Gradient:

Photoshop Effects:

(top) Black Hex: #000000

R:0 G:0 B:0

(bottom) White Hex: #FFFFFF

R:255 G:255 B:255

Gradient Overlay: Opacity 60%

Blend: Normal, Opacity: 10%

Flat:

(top) Gray Hex: #EFEFEF

R:239 G:239 B:239

(bottom) White Hex: #FFFFFF

R:255 G:255 B:255

3 Border

Weight: 1 pixel

Color: Hex: #D0D0D0

R:208 G:208 B:208

4 Pull Down Menu Divider Line

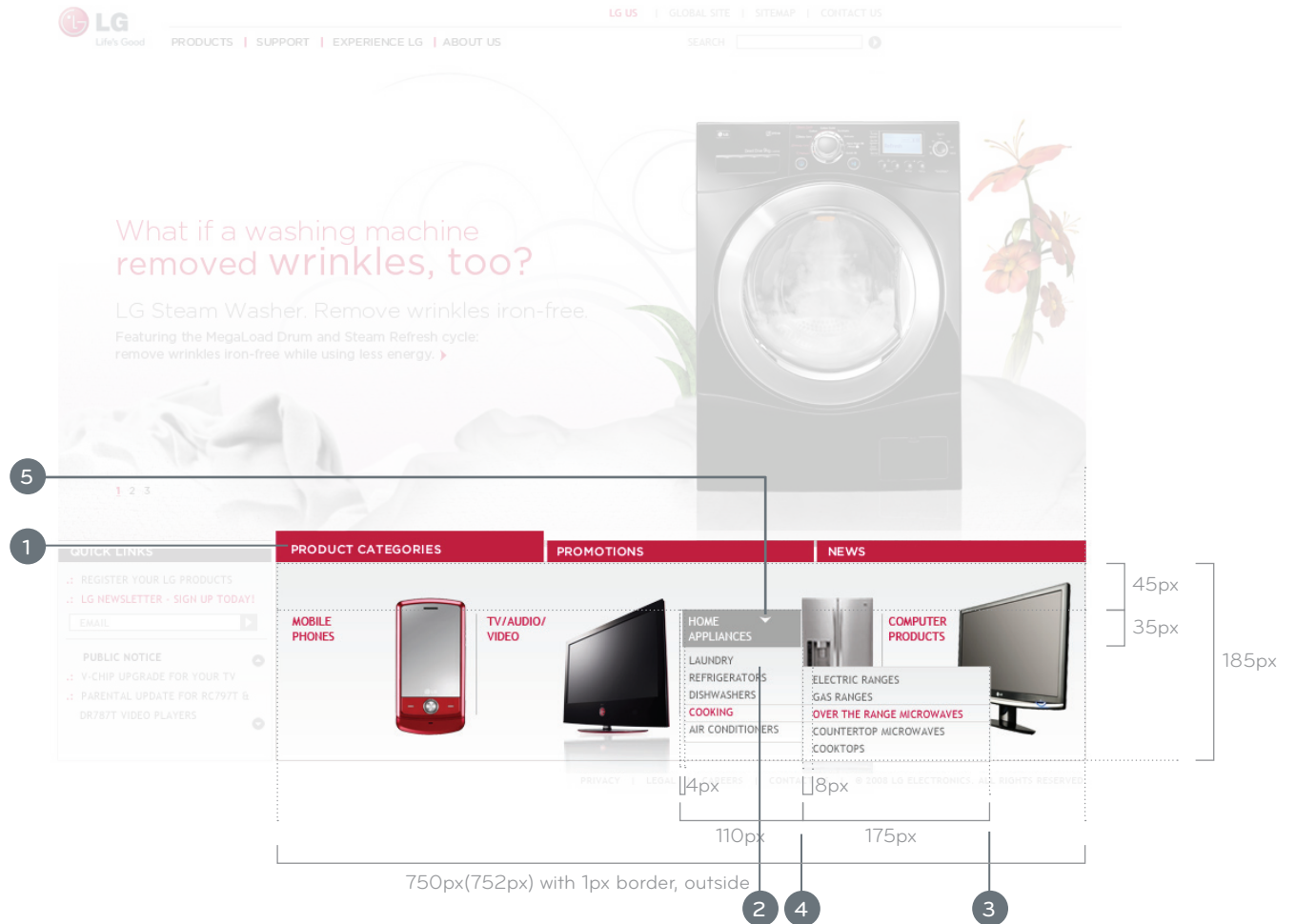
Line Height: 15 pixels

Weight: 1 pixel

Color: Hex: #DEDEDE

R:222 G:222 B:222

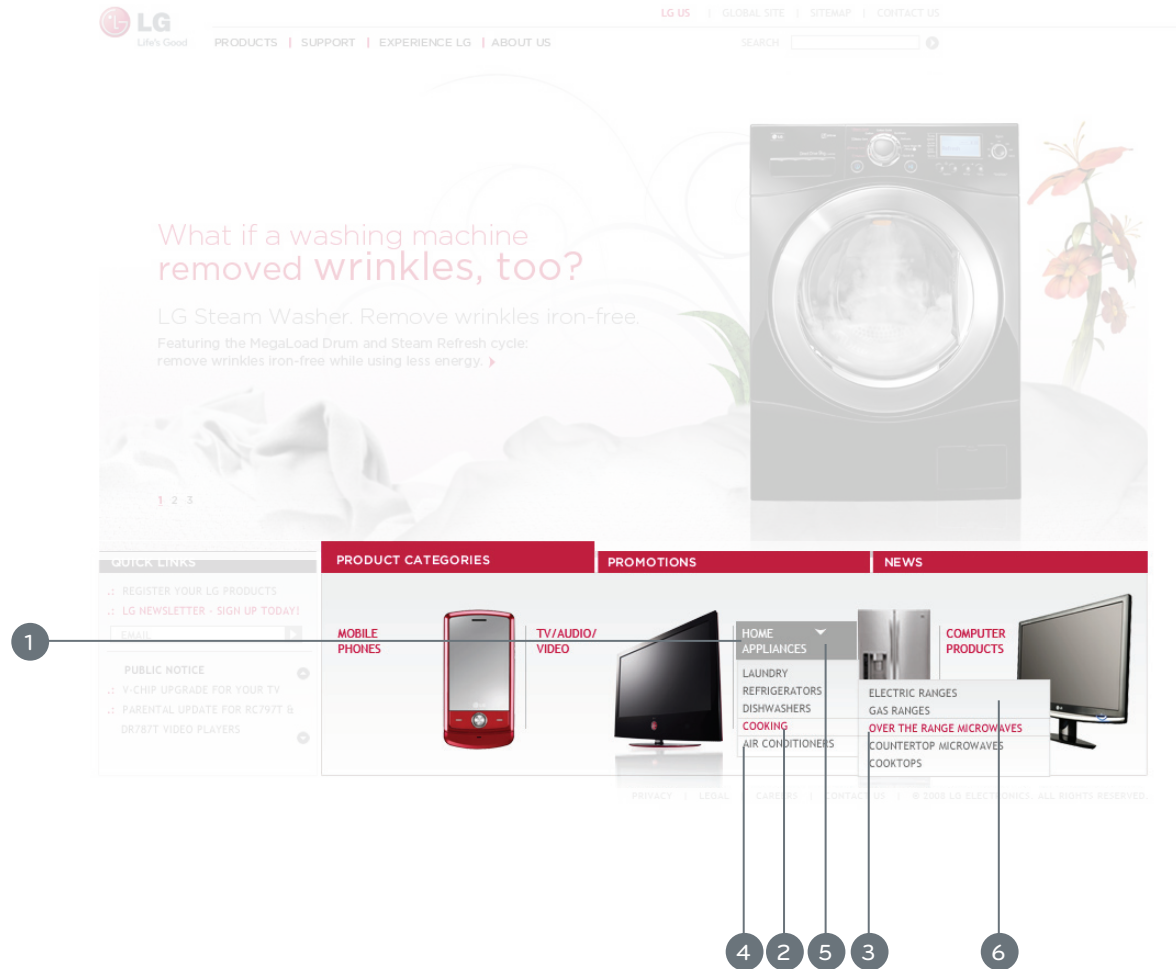
5 Arrow Graphic



Design Style Details

US Home Page - Bottom Tab Modules II - Pull-Down Link List Box - Typography

- 1 Key Line**
Typeface: Trebuchet Bold, 11 pt,
14 pt leading, -25 tracking, all capitals
Color: Hex: #FFFFFFF
R:255 G:255 B:255
- 2 Links**
Typeface: Trebuchet Regular, 10 pt,
16 pt leading, 0 tracking, all capitals
Color:
3 (On-state): Hex: #BF003D
R:191 G:0 B:59
4 (Off-state): Hex: #7E7E7E
R:126 G:126 B:126
- 5 Primary pull-down menu lists**
Pull-down menu lists open by selecting
a category header.
- 6 Secondary pull-down menu lists**



Design Style Details

Products Main Page - Grid Size (Top)

Site Resolution: 1024 x 768 pixels
 Navigation adheres to 800 x 600 pixels.

Site Width: 798 pixels

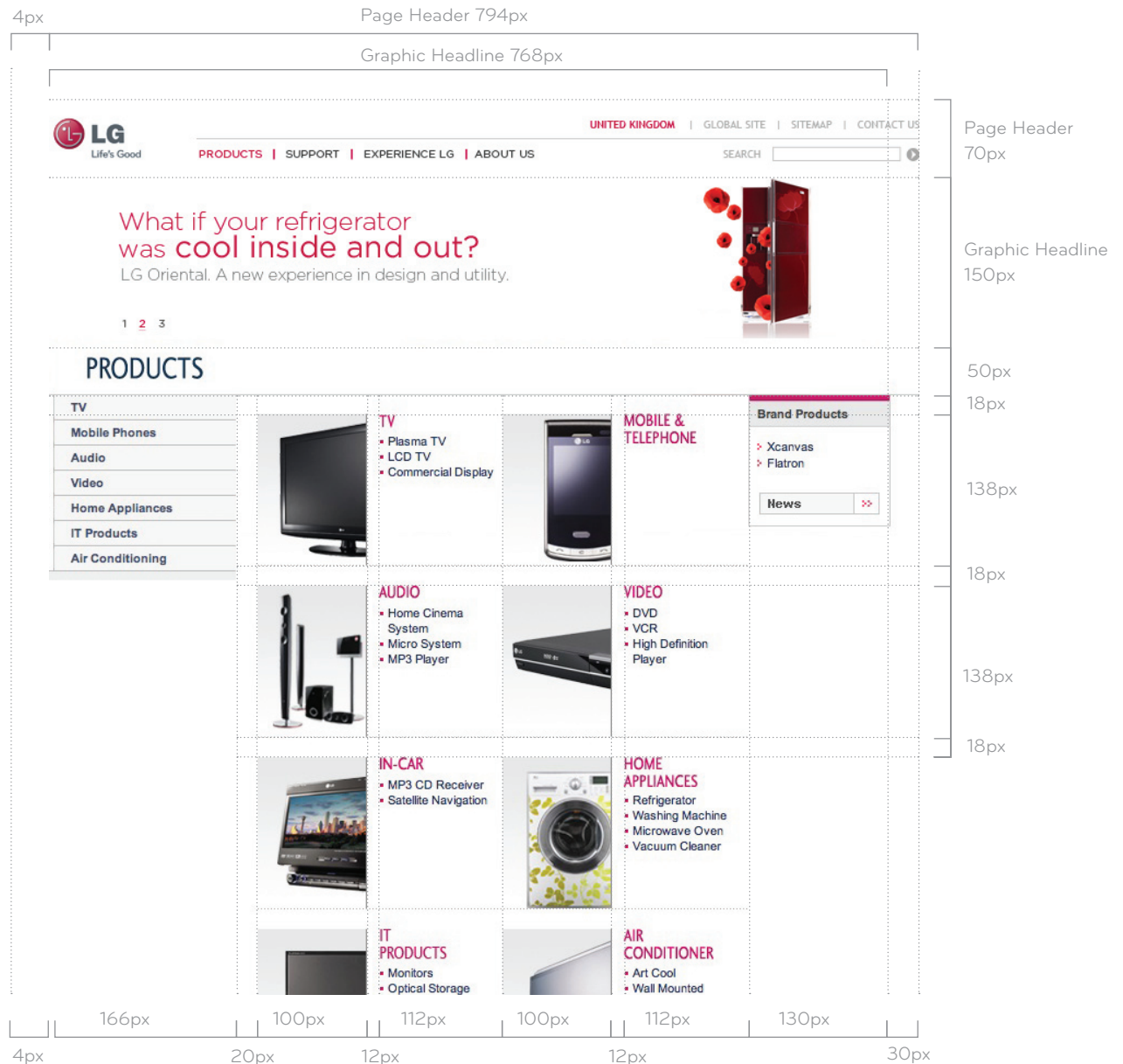
Page Header: 794 x 70 pixels

Left Column Width: 166 pixels

Center Column Width: 578 pixels

Right Column Width: 130 pixels

Graphic Headline: 794 x 263 pixels



Design Style Details

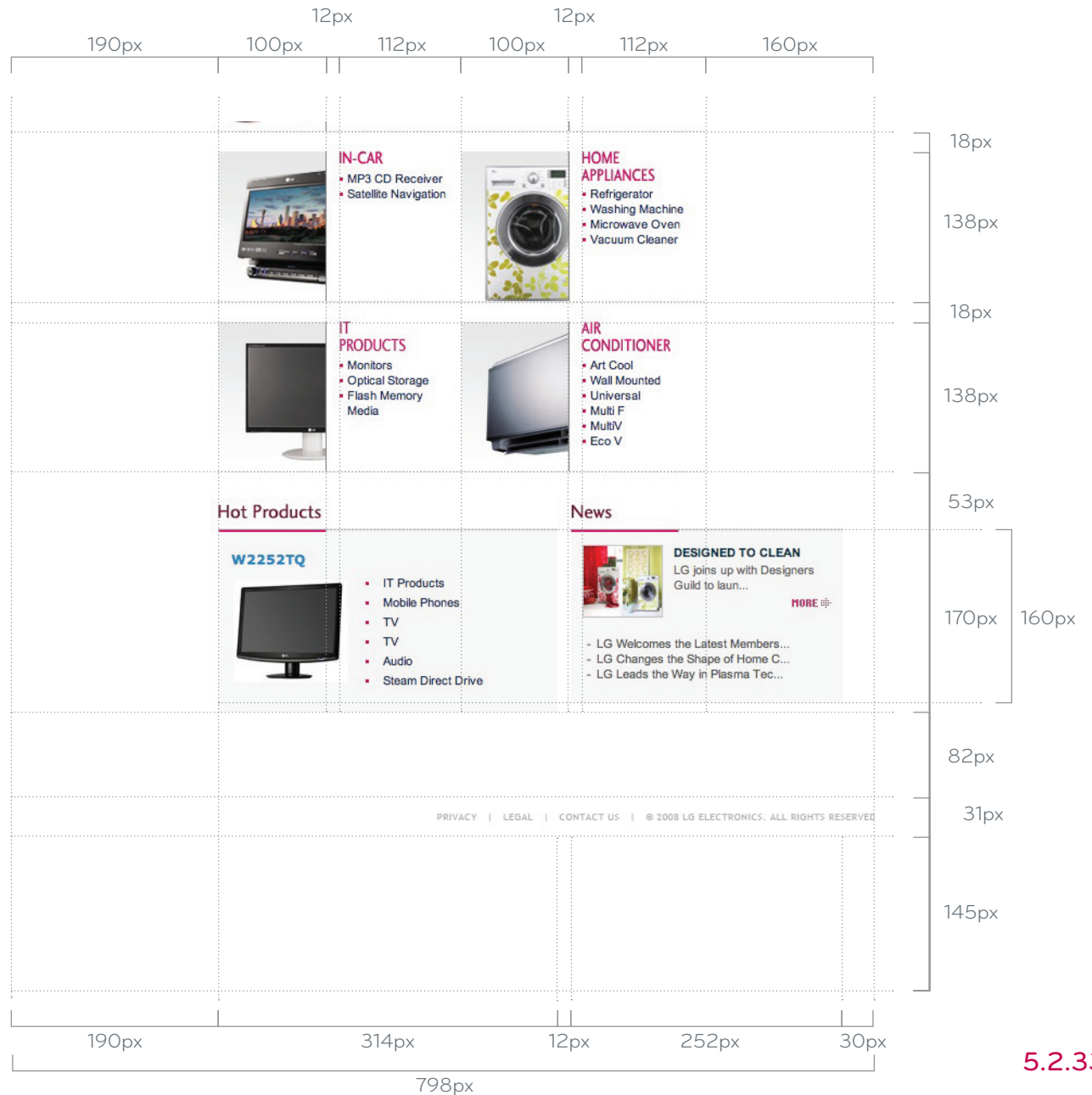
Products Main Page - Grid Size (Bottom)

Site Resolution: 1024 x 768 pixels
 Navigation adheres to 800 x 600 pixels.

Site Width: 798 pixels

Column Width: 578 pixels

Page Footer: 798 x 31 pixels



Design Style Details

Products Main Page - Graphic Headline - Animation

Size: 768 x 150 pixels

Distribution: Align left to the page

Product Image

- Show overall image of the product at resolve.
- Add mirrored reflection image of the product with 40% opacity throughout the animations.

Timeline

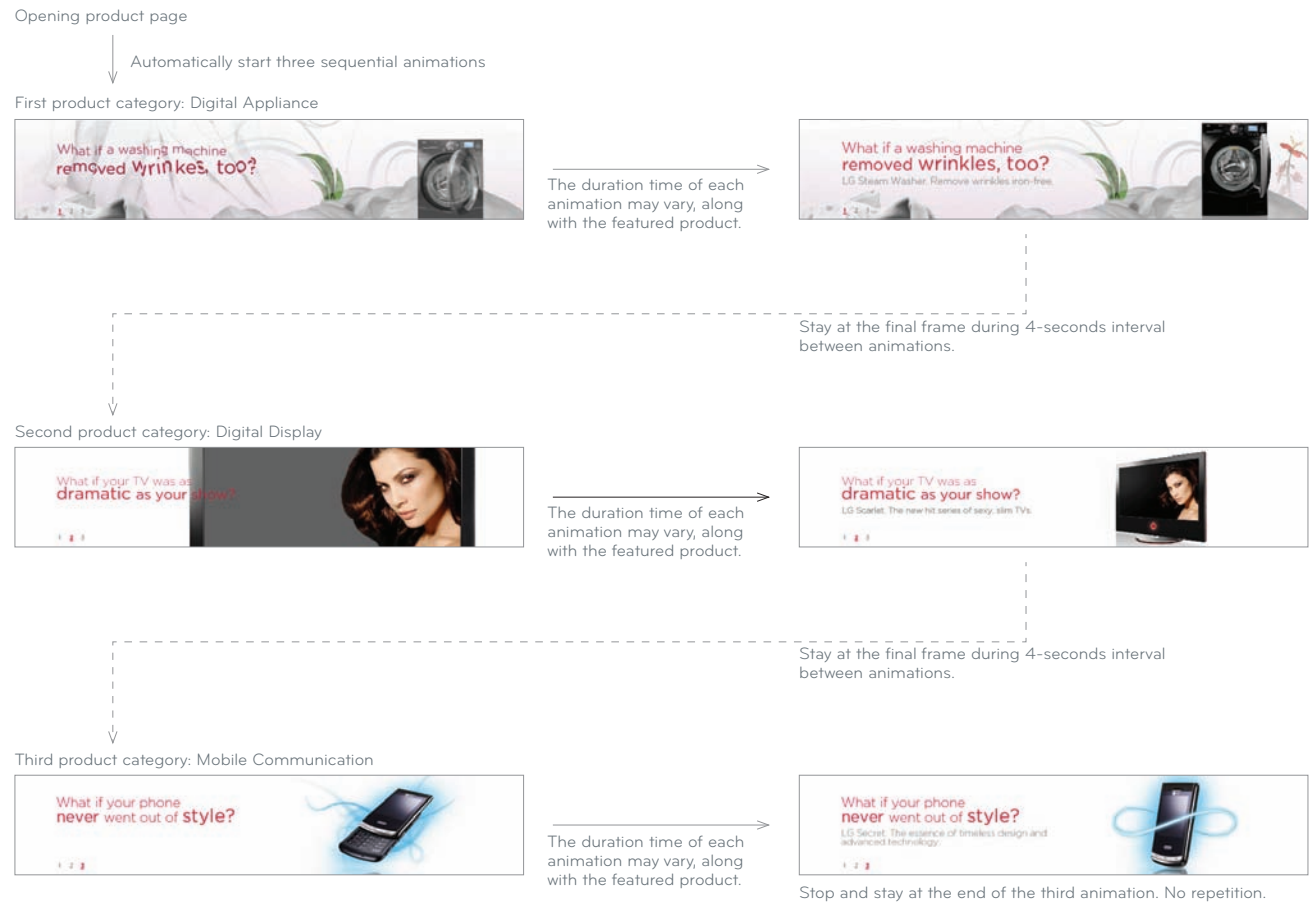
- Automatically start three sequential animations when the home page is opened.
- The duration time of each animation may vary, along with the featured product.
- Maintain the order of sequential animations according to the product categories:
 - 1 Digital Appliance (DA) product
 - 2 Digital Display (DD) product
 - 3 Mobile Communication (MC) product
- Allow 4-second intervals between animations.
- Individual product may be replaced in each category, according to the region.
- Do not repeat animation sequence.

Text Information

Use headline and subhead guide on page 5.2.36.

Compatibility with Global Home Page

- Use the same style of animations.
- Keep the featured products.
- Change the size.



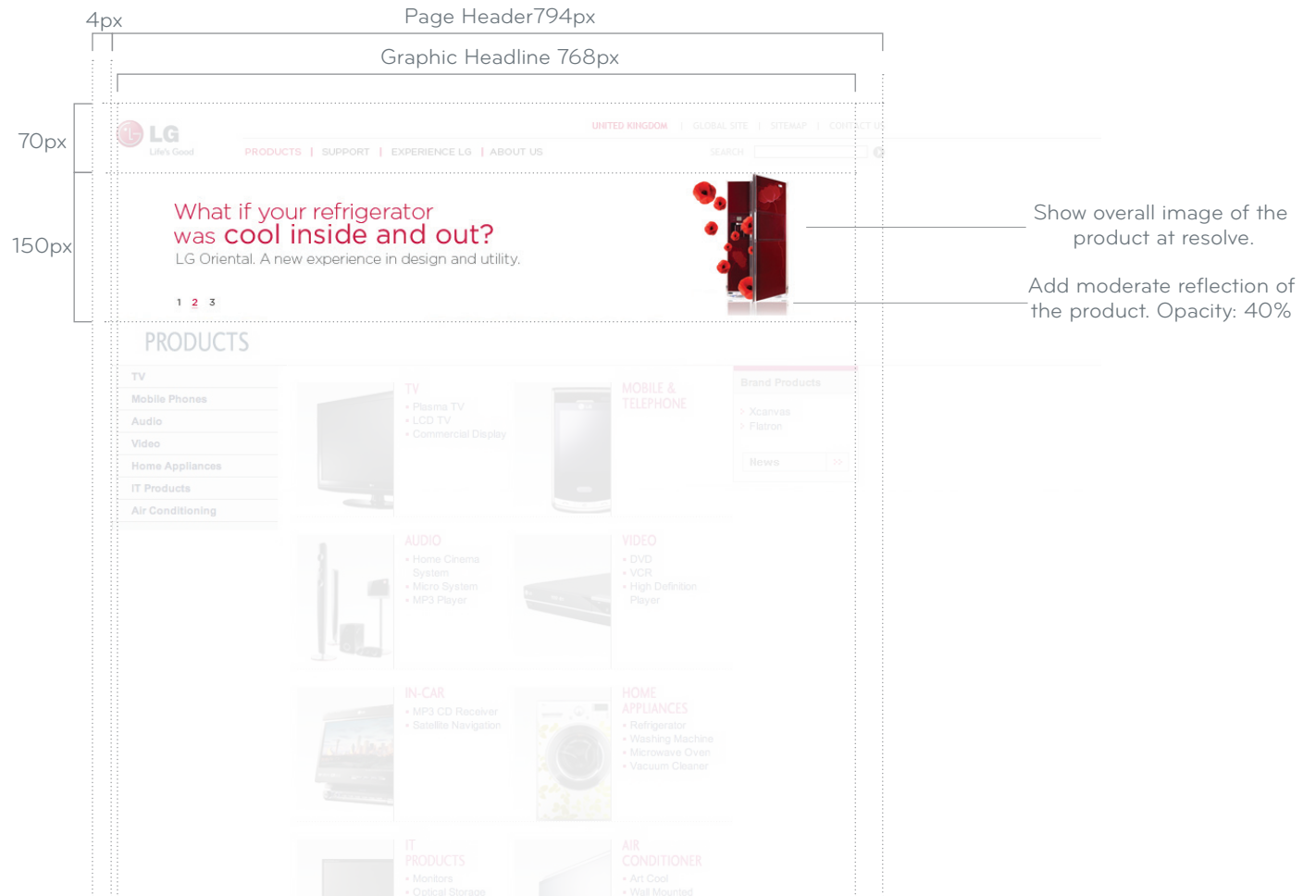
Design Style Details

Products Main Page - Graphic Headline - Graphic Layout

Use motions or graphics to feature the product image with headlines.

Product Photo Image

- Show overall image of the product at resolve.
- Add mirrored reflection image of the product with 40% opacity.



Design Style Details

Products Main Page - Graphic Headline - Typography

1 **Headline**

Typeface: Gotham Extra Light, 23 pt
Gotham Book, 28 pt,
25 pt leading, 0 tracking
Color: Hex: #C5003D
R:197 G:0 B:61

2 **Subhead**

Typeface: Gotham Extra Light, 14 pt, 0 tracking
Color: Hex: #848586
R:132 G:133 B:134

Links

Typeface: Gotham Book, 10 pt

Color:

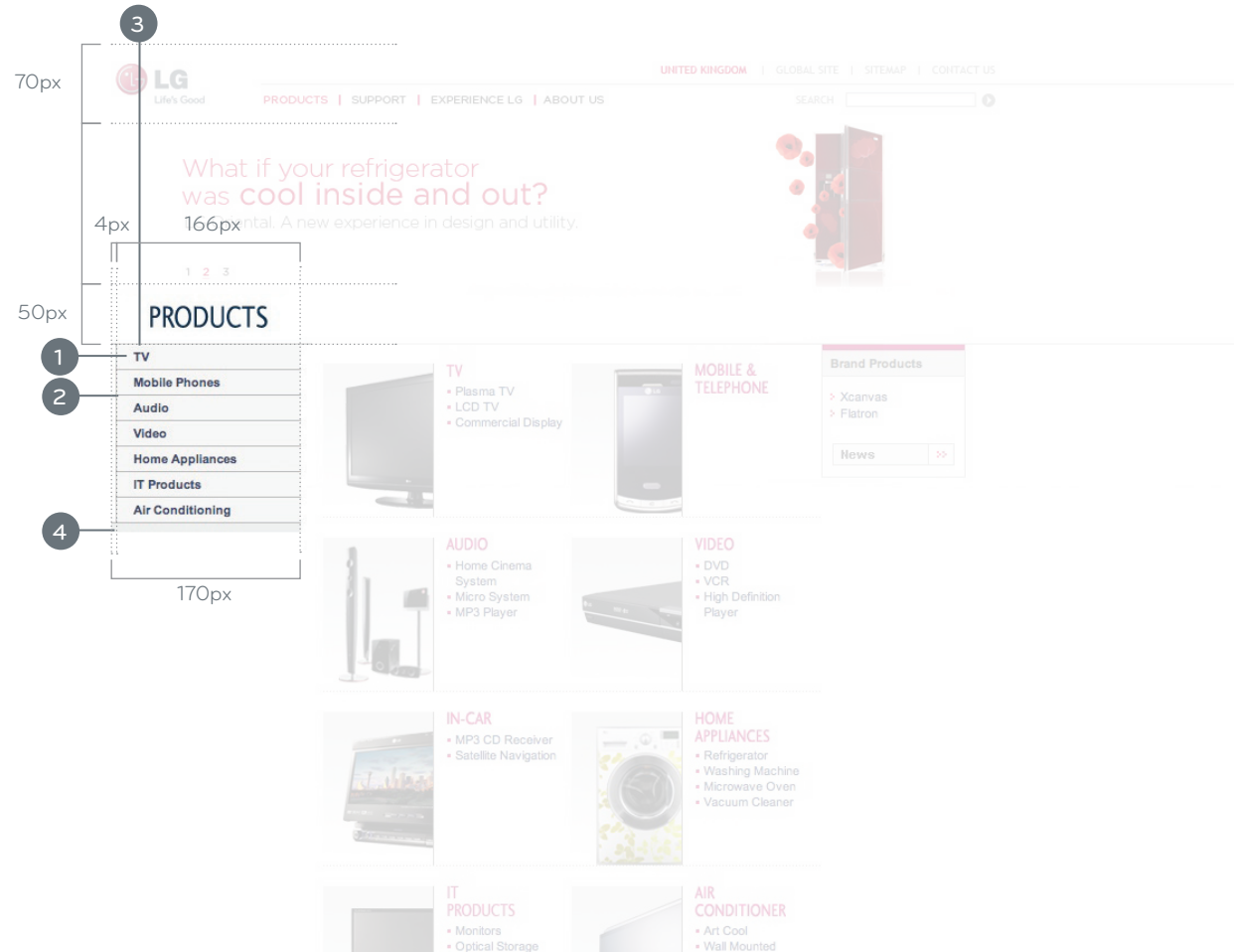
- 3 (On-State): Hex: #C5003D
R:197 G:0 B:61
- 4 (Off-State): Hex: #848586
R:132 G:133 B:134



Design Style Details

Products Main Page - Navigation - Graphic Layout

- 1 Box**
Size: 165 x 20 pixels
Border Weight: 1 pixel
- 2 Color**
 (Background): ex: #F7F7F7
 R:247 G:247 B:247
 (Border): Hex: #BDBDBD
 R: 189 G: 189 B:189
Distribution: Align left
Space: 4 pixels from the left edge of the page
- 3 Border (top)**
Weight: 1 pixel
Color: Hex: #BCBCBC
 R:188 G:188 B:188
Distribution: Horizontally across the page
- 4 Border (bottom)**
Weight: 8 pixels
Width: 170 pixels
Color: Hex: #EFEFEF
 R:239 G:239 B:239
Distribution: Align left to the page



Design Style Details

Products Main Page - Navigation - Typography

1 Page Title

Typeface: Sans-serif (existing), 30 pt

Color: Hex: #16344F

R:22 G:52 B:79

Distribution: Center with the navigation boxes

Space: 15 pixels between the page title and the category navigation

2 Category Links

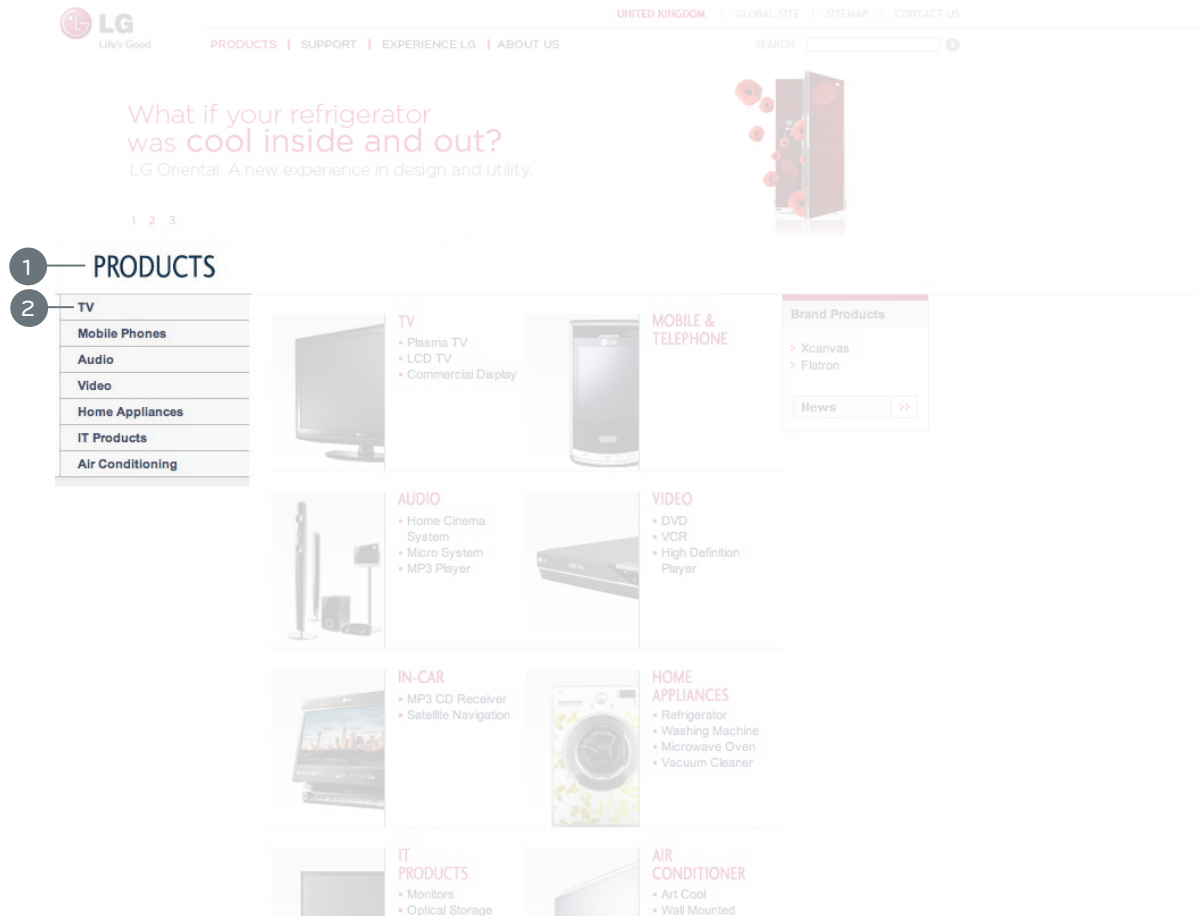
Typeface: Arial Bold, 11 pt

Color: Hex: #454E6E

R:69 G:78 B:110

Distribution: Align left, vertically center in the box

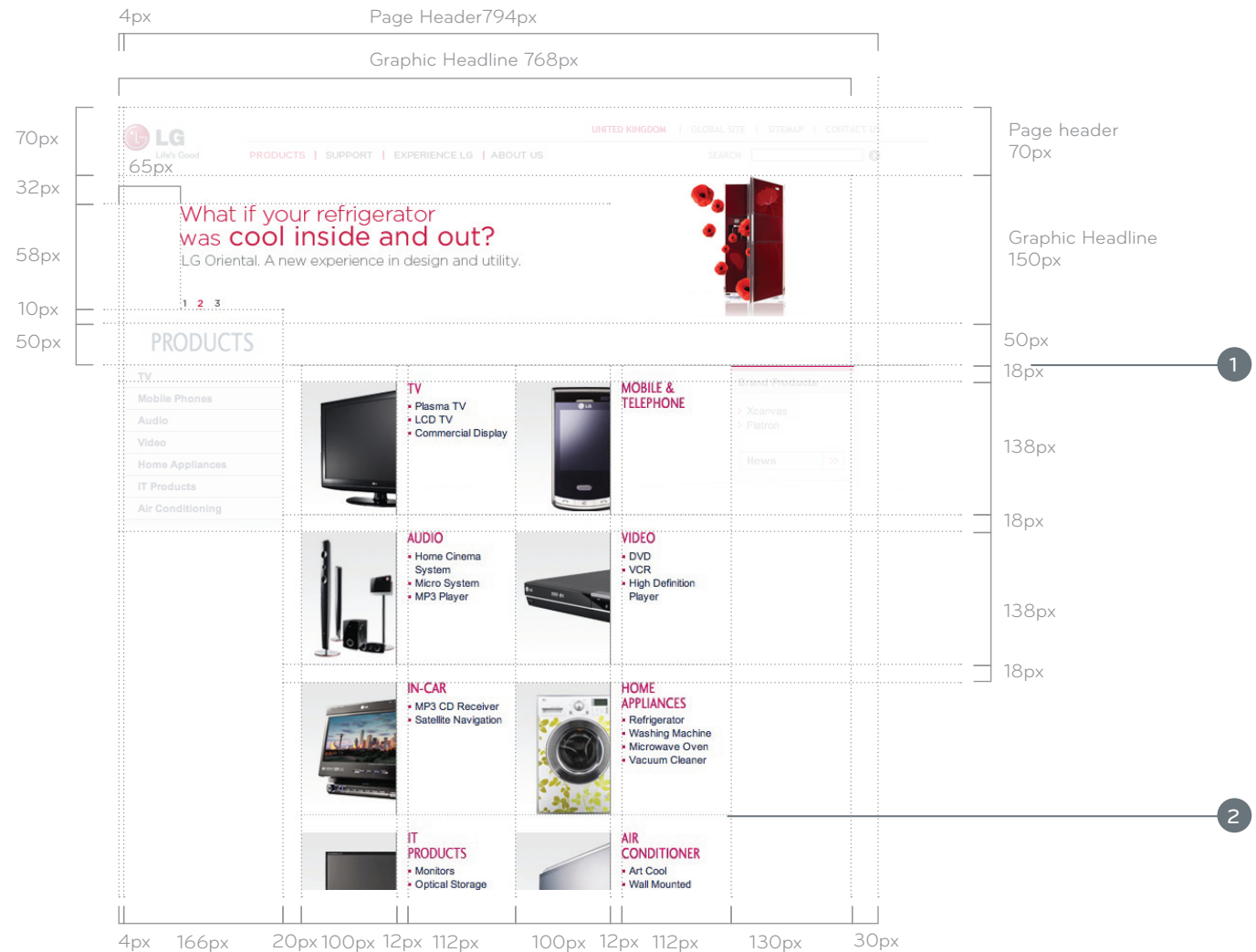
Space: 15 pixels from the left edge of the box



Design Style Details

Products Main Page - Contents - Graphic Layout

- 1 Divider Solid Line**
Weight: 1 pixel
Color: Hex #CECFCE
 R:206 G:207 B:206
- 2 Divider Dashed Line**
Dash: 1 pixel
Gap: 2 pixels
Weight: 1 pixel
Color: Hex #CECFCE
 R:206 G:207 B:206

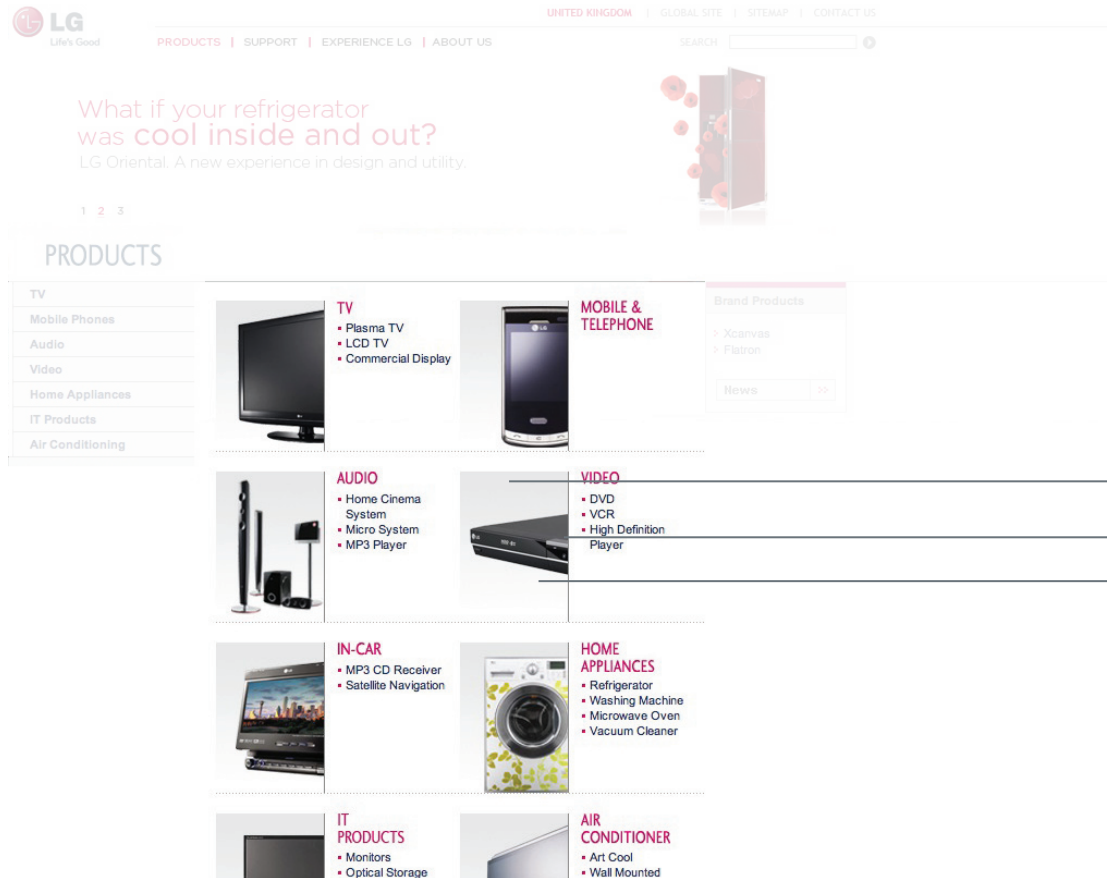


Design Style Details

Products Main Page - Contents - Photo Image Treatment

Product Category

Effect: Cropped product image only



1 Background:

Gradient:

Starting Gray to White

(top): Hex: #E7E7E7

R:231 G:231 B:231

(middle point) at 50%

(bottom): Hex: #FFFFFF

R:255 G:255 B:255

2 Show partial Image of the product.

3 Do not add reflections or large shadows of the product.

Design Style Details

Products Main Page - Contents - Typography

1 Category Title

Typeface: Sans-serif (existing), 16 pt

Color: Hex: #CC0066

R:204 G:0 B:102

Distribution: Align at top of photo image.

Space: 12 pixels between the product images

2 Sub-Category List

Dot

(Size): 3 x 3 pixels

(Color): Hex: #CC0066

R:204 G:0 B:102

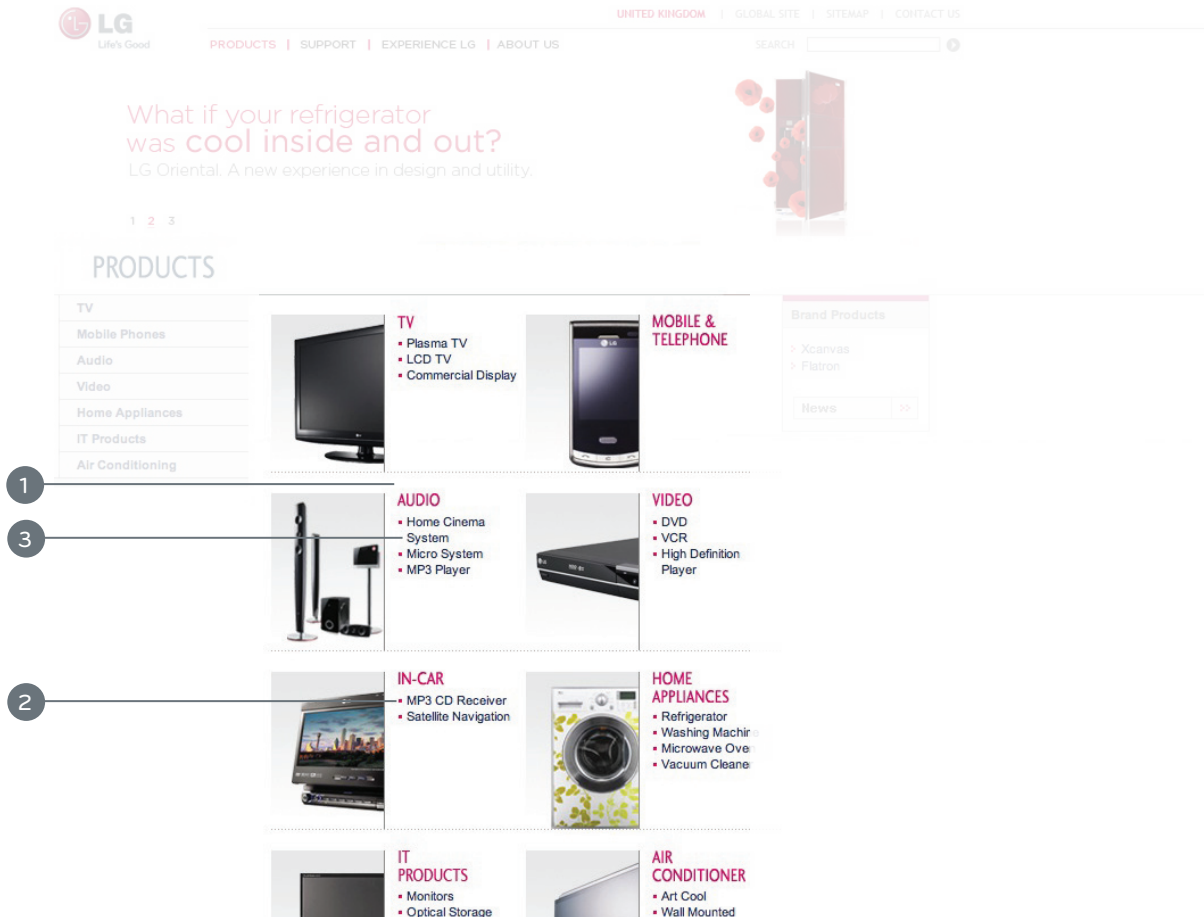
Typeface: Arial Regular, 11 pt, 0 tracking

3 Color: Hex: #1F305B

R:31 G:48 B:91

Distribution: Align dots to left edge of titles.

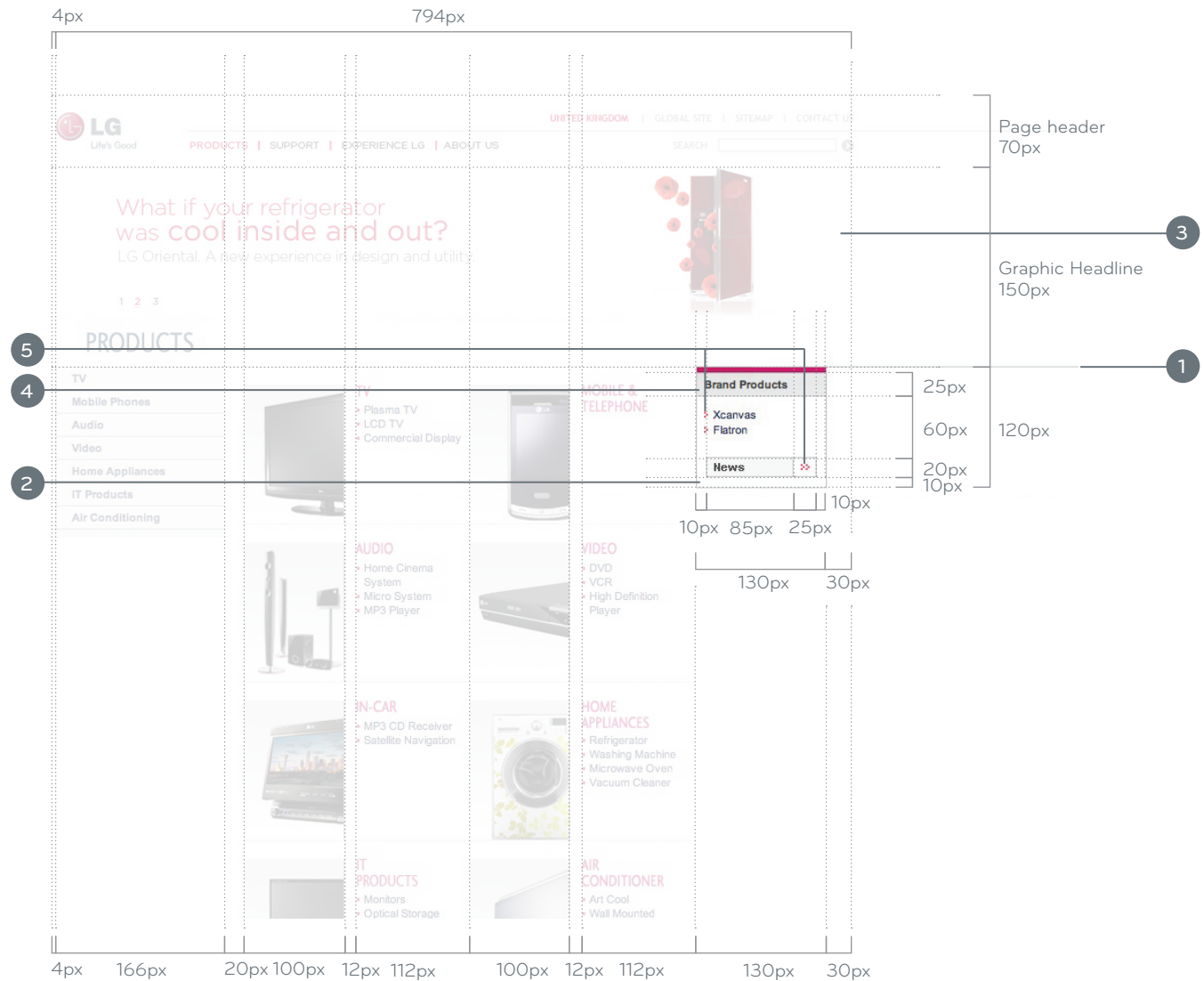
Space: 8 pixels between the dot and the text



Design Style Details

Products Main Page - Links (Right Column) - Graphic Layout

- 1 **Line Graphic**
Weight: 5 pixels
Color: Hex #CD0067
R:205 G:0 B:103
- 2 **Border**
Weight: 1 pixel
Color: Hex #CFCFCF
R:207 G:207 B:207
- 3 **Header Background**
Color: Hex: #E8E8E8
R:232 G:232 B:232
- 4 **Link Title Background**
Color: Hex: #F7F7F7
R:247 G:247 B:247
- 5 **Arrow Graphic**



Design Style Details

Products Main Page - Links (Right Column) - Typography

1 Header

Typeface: Arial Bold, 11 pt, 0 tracking

Color: Hex: #414141

R:65 G:65 B:65

2 Brand Links

Typeface: Arial Regular, 11 pt, 15 pt leading, -50 tracking

Color: Hex: #333366

R:51 G:51 B:102

Distribution: Align arrows to the left edge of header

3 Link Title

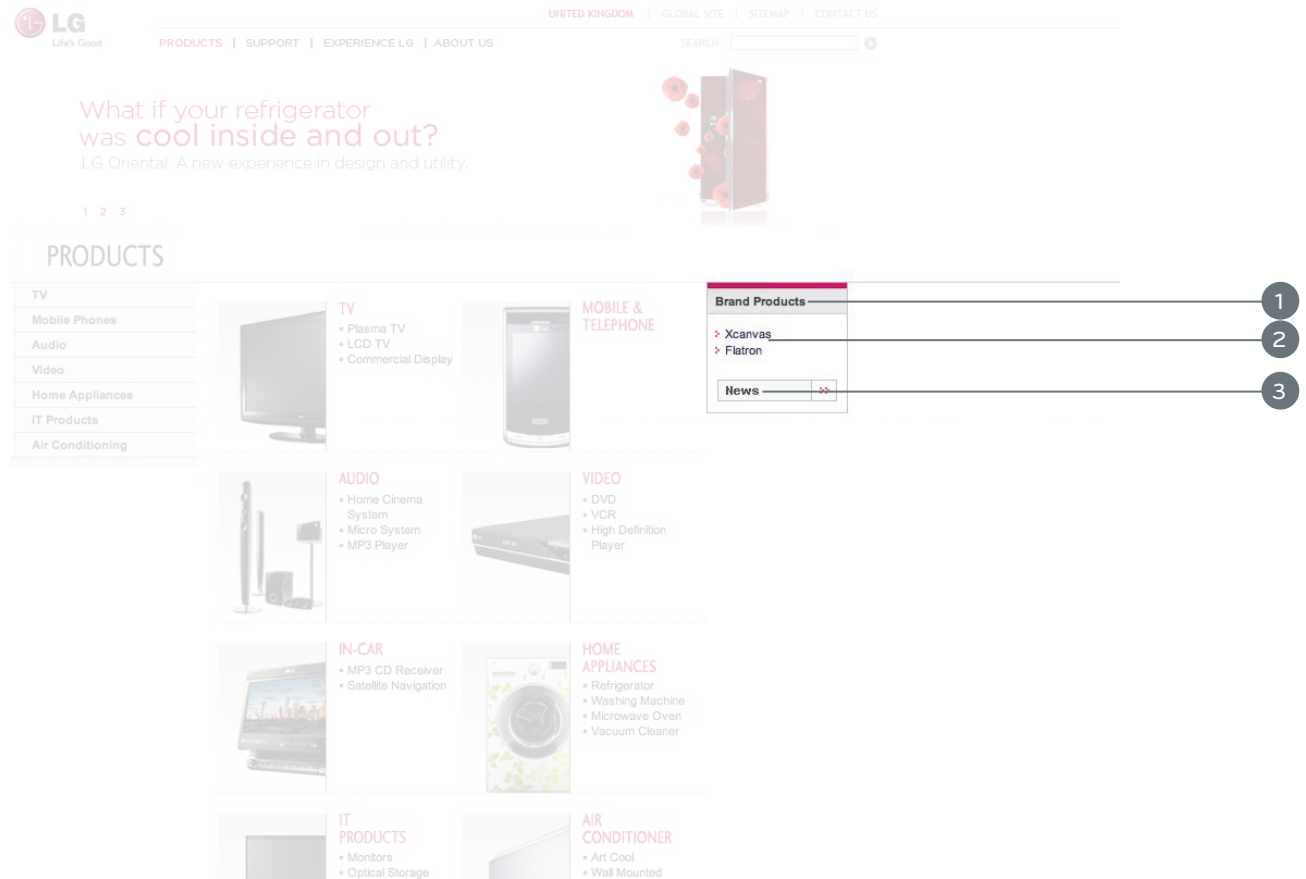
Typeface: Arial Bold, 11 pt, 75 tracking

Color: Hex: #4F4F4F

R:79 G:79 B:79

Distribution: Vertically center in the box

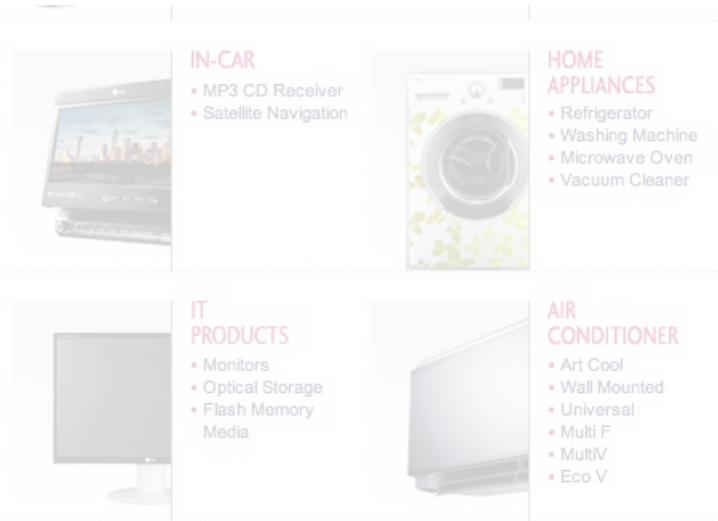
Space: 8 pixels from the left edge of the box



Design Style Details

Products Main Page - Links (Bottom) - Typography

- 1 **Header**
Typeface: Sans-serif (existing), 16 pt
Color: Hex: #663333 R:102 G:51 B:51
Distribution: Align left
- 2 **Product Title**
Typeface: Sans-serif (existing), 16 pt
Color: Hex: #3399CC R:51 G:153 B:204
Distribution: Align at top of photo image.
Space: 12 pixels between the product images
- 3 **Product Category List**
Dot: (Size): 2 x 2 pixels
 (Color): Hex: #CC0066 R:204 G:0 B:102
Typeface: Arial Regular, 11 pt, 18 pt leading
- 4 **Color:** Hex: #333366 R:51 G:51 B:102
Distribution: Align left
Space: 14 pixels between the dot and the text
- 5 **News Headline**
Typeface: Arial Bold, 11 pt, All capitals
Color: Hex: #333333 R:51 G:51 B:51
Distribution: Align left
- 6 **News Subhead**
Typeface: Arial Regular, 11 pt, 14 pt leading
Color: Hex: #666666 R:102 G:102 B:102
Distribution: Align left
- 7 **News Link List**
Dot: (Size): 2 x 2 pixels
 (Color): Hex: #666666 R:204 G:102 B:102
Typeface: Arial Regular, 11 pt, 14 pt leading
- 8 **Color:** Hex: #666666 R:102 G:102 B:102
Distribution: Align left



Design Style Details

Products Sub-Page - Navigation - Page Grid Size

Site Resolution: 1024 x 768 pixels
 Navigation adheres to 800 x 600 pixels.

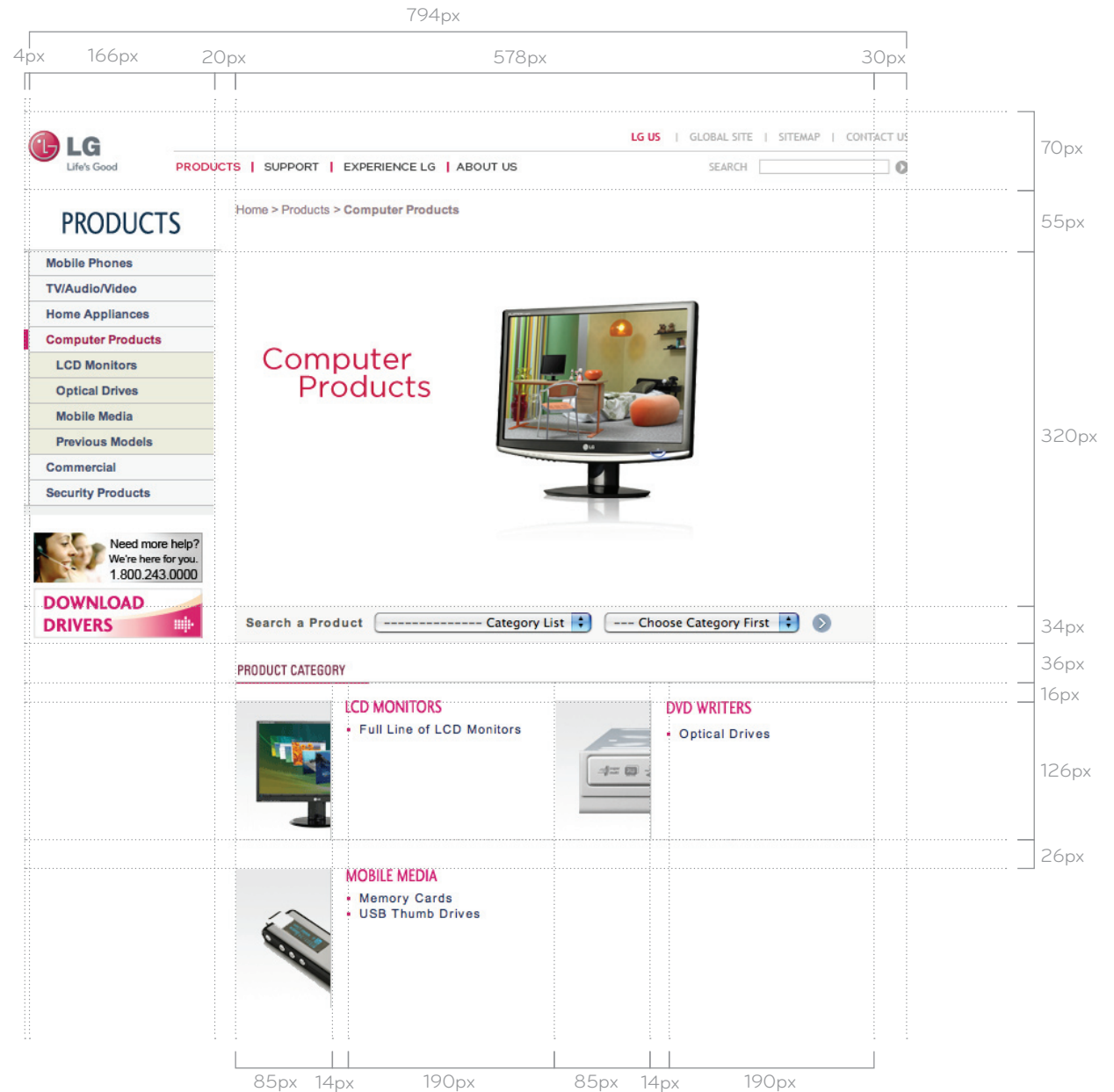
Site Width: 798 pixels

Page Header: 794 x 70 pixels

Left Column Width: 166 pixels

Main Column Width: 578 pixels

Graphic Headline: 578 x 320 pixels



Design Style Details

Products Sub-Page - Navigation - Graphic Layout

- 1 Box Size:** 165 x 22 pixels
Border Weight: 1 pixel
Color: Hex: #CFCFCF
R:207 G:207 B:207
- 2 Current Category Pointer**
Size: 4 x 11 pixels
Color: Hex: #CC0066
R:204 G:0 B:102
Distribution: Center with the on-state category link.
- 3 Banner**
Width: 152 pixels
Distribution: Center with the category navigation box.
Space: 15 pixels from the bottom of the category navigation, 5 pixels between banners



Design Style Details

Products Sub-Page - Navigation - Typography

1 Page Title

Typeface: Sans-serif (existing), 30 pt

Color: Hex: #16344F

R:22 G:52 B:79

Distribution: Center with navigation boxes.

Space: 15 pixels between the page title and the category navigation

Main Category Links

Typeface: Arial Bold, 11 pt

Color:

2 (Off-State): Hex: #454E6E

R:69 G:78 B:110

3 (On-State): Hex: #C5003D

R:197 G:0 B:61

4 (Background): Hex: #F7F7F7

R:247 G:247 B:247

Distribution: Align left, vertically center in the box.

Space: 15 pixels from the left edge of the box

Sub-Category Links

Typeface: Arial Bold, 10 pt

Color:

5 (Type): Hex: #C5003D

R:197 G:0 B:61

6 (Background): Hex: #ECECDD

R:236 G:236 B:221

Distribution: Align left, vertically center in the box.

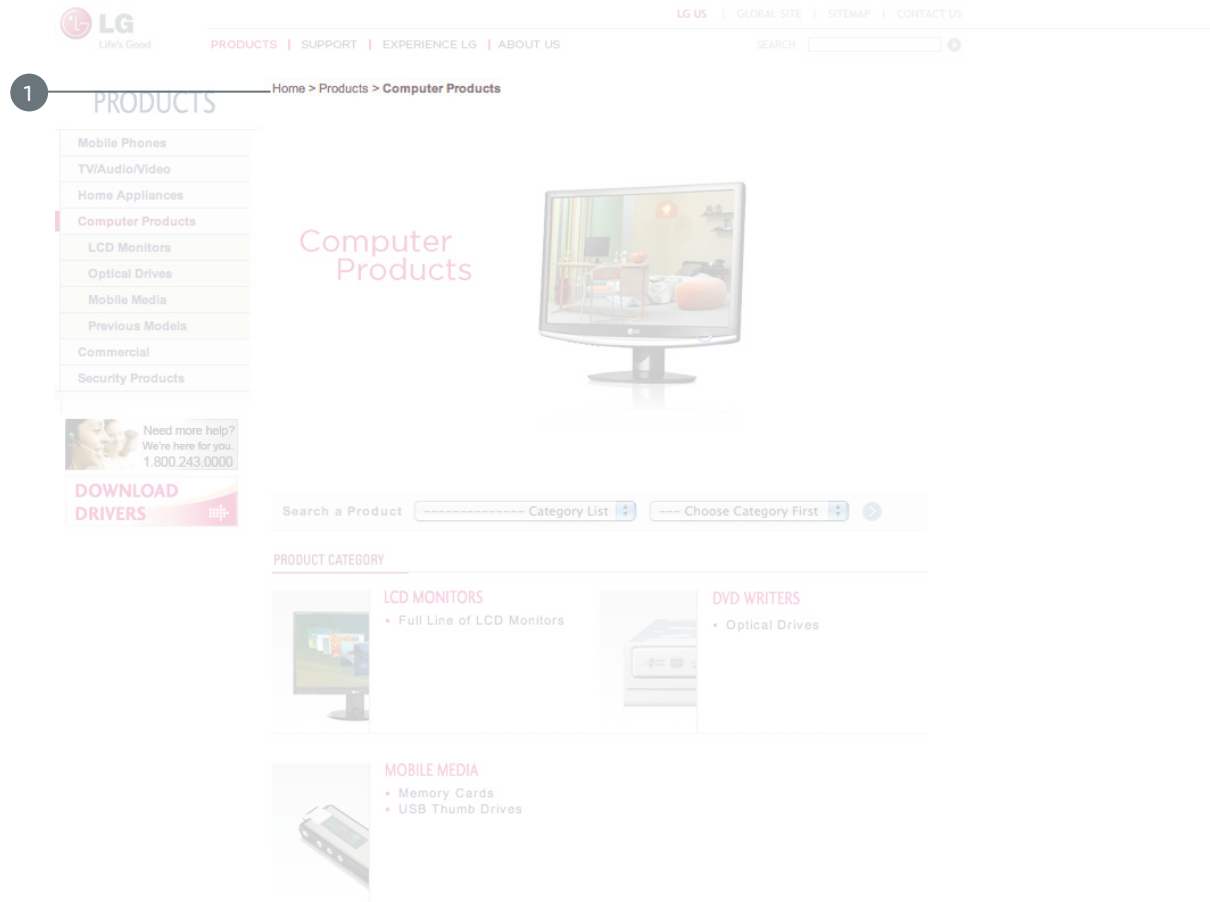
Space: 25 pixels from the left edge of the box



Design Style Details

Products Sub-Page - Site Paths - Typography

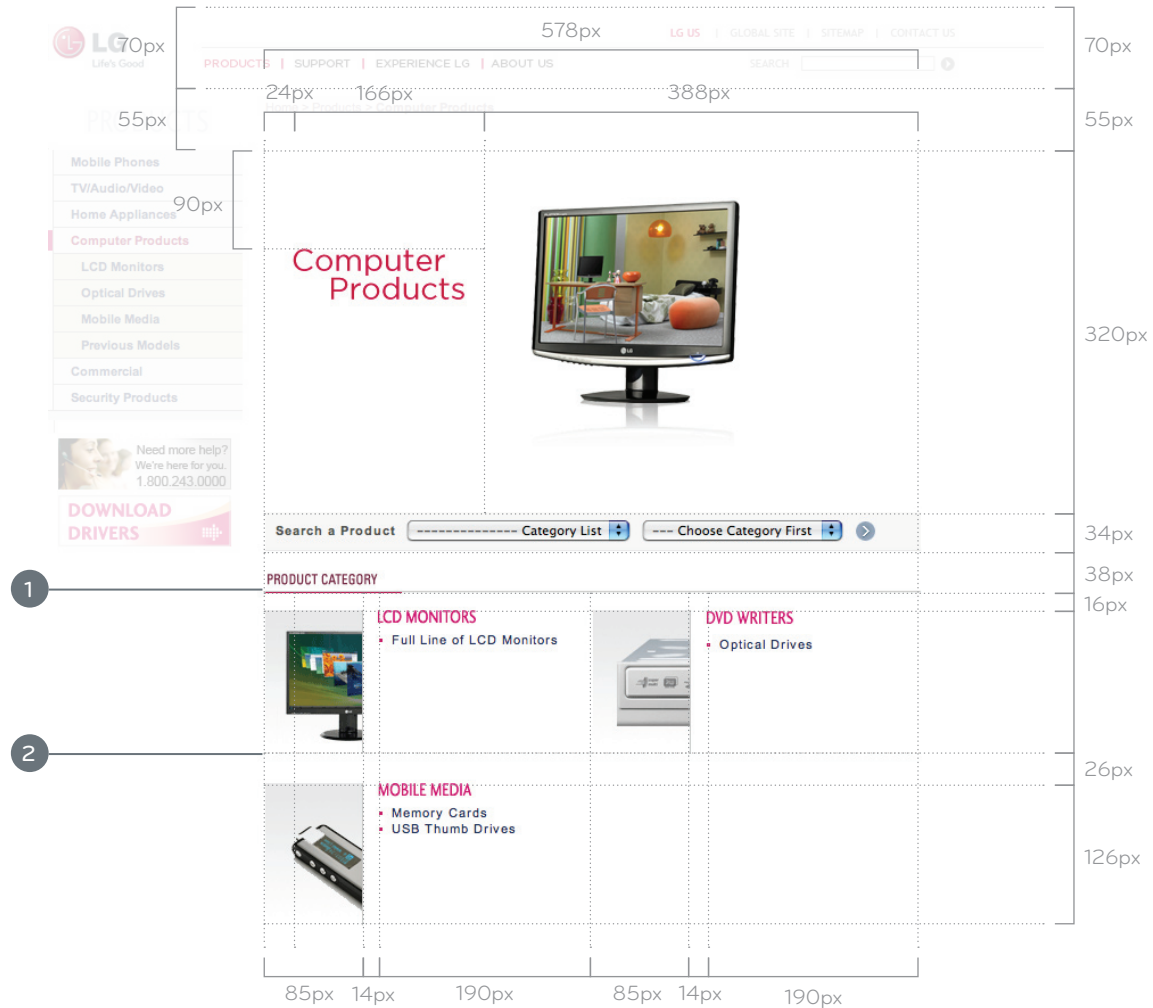
- 1 **Typeface:** Arial, 10.5 pt, Arial Bold, 10.5 pt
- Color:** Hex: #907D86
- R:144 G:125 B:134
- Distribution:** Align left



Design Style Details

Products Sub-Page - Contents I - Graphic Layout

- 1 **Divider Solid Line**
Weight: 1 pixel
Color: Hex #CFCFCF
 R:207 G:207 B:207
- 2 **Divider Dashed Line**
Dash: 1 pixel
Gap: 2 pixels
Weight: 1 pixel
Color: Hex #CFCFCF
 R:207 G:207 B:207



Design Style Details

Products Sub-Page - Contents I - Photo Image Treatment

1 Featured Product

Size: 578 x 320 pixels

Subject: Overall image of the product

Effect: Product reflection with 40% opacity

Background: Solid white

2 Product Category

Effect: Cropped product image only

Background: Gradient starting gray to white

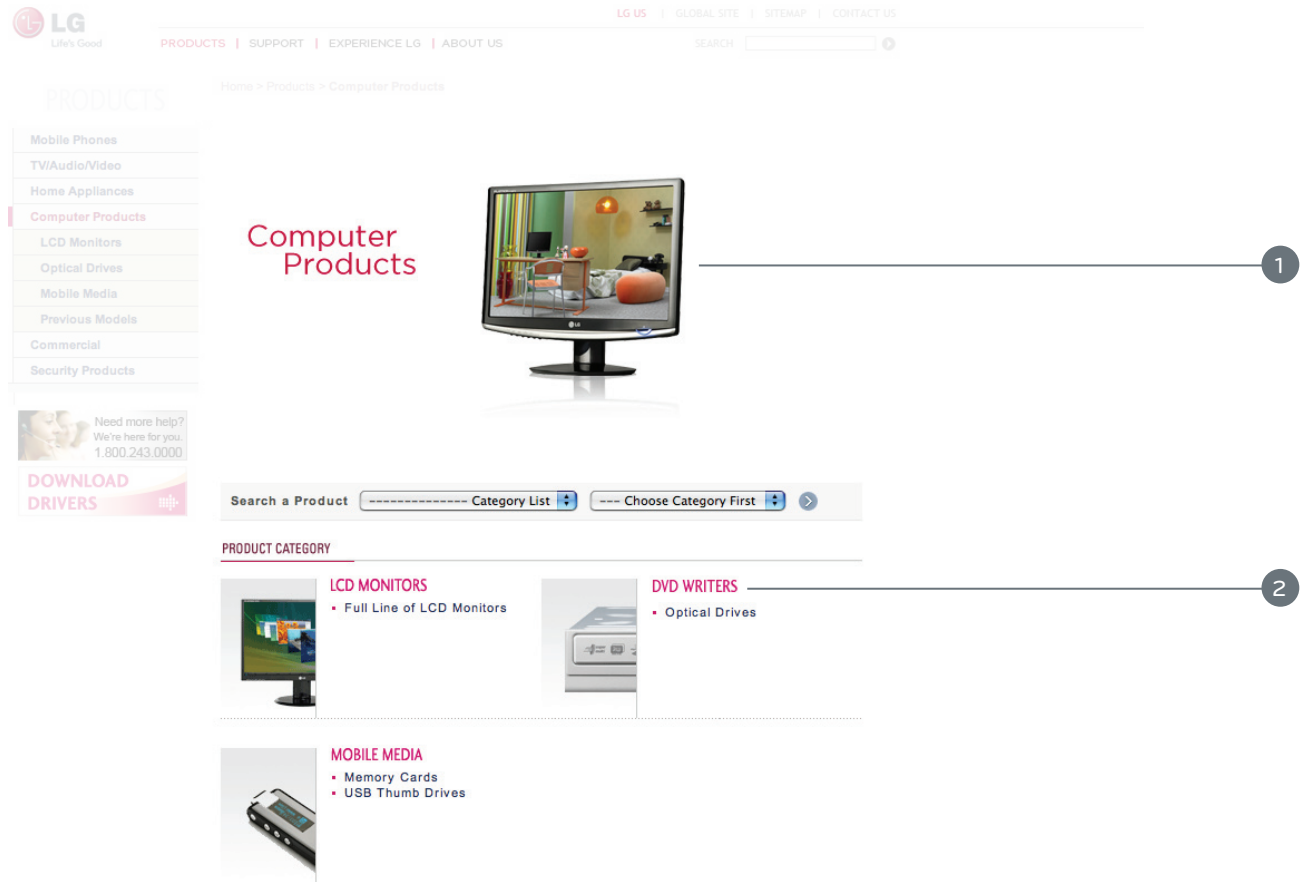
(top): Hex: #E7E7E7

R:231 G:231 B:231

(middle point) at 50%

(bottom): Hex: #FFFFFF

R:255 G:255 B:255



Design Style Details

Products Sub-Page - Contents I - Typography

1 Graphic Headline

Typeface: Gotham Book, 27 pt,
25 pt leading, 0 tracking
Color: Hex: #C5003D
R:204 G:0 B:102

2 Header

Typeface: Sans-serif (existing), 16 pt, all capitals
Color: Hex: #663333
R:102 G:51 B:51
Distribution: Align left

3 Category Title

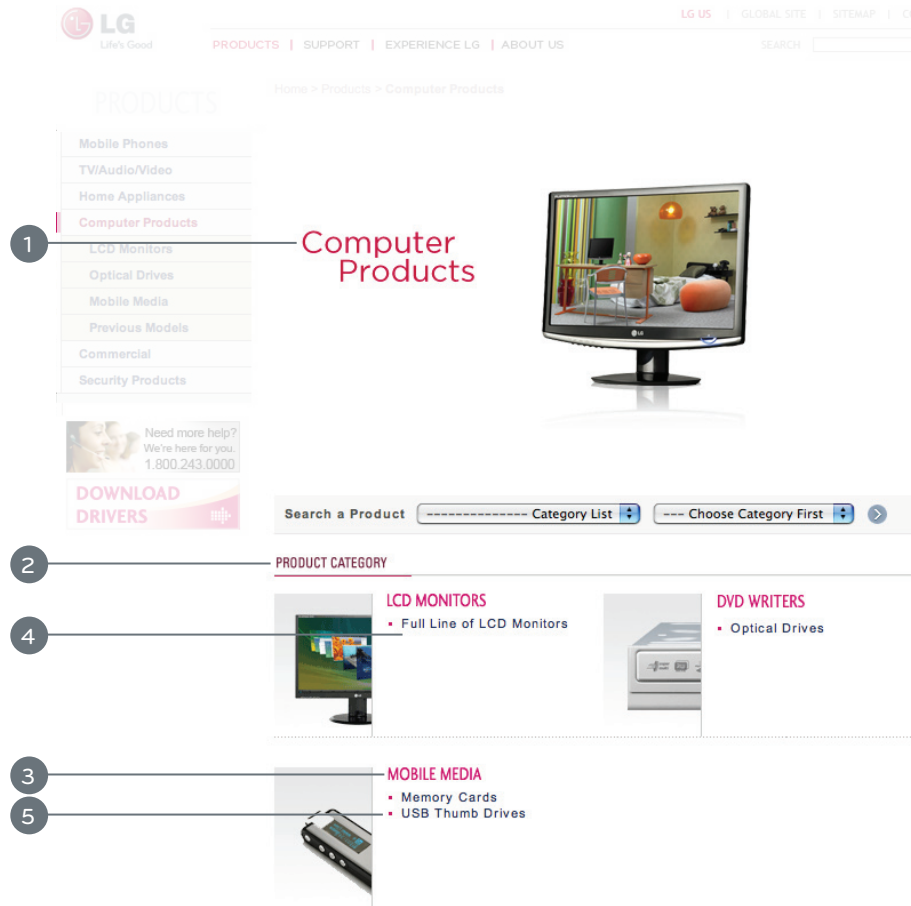
Typeface: Sans-serif (existing), 16 pt
Color: Hex: #CC0066
R:204 G:0 B:102
Distribution: Align at top of photo image.
Space: 12 pixels between the product images

4 Sub-Category List

Typeface: Arial Regular, 11 pt, 75 tracking
Color: Hex: #1F305B
R:31 G:48 B:91
Distribution: Align dots to left edge of titles.
Space: 8 pixels between the dot and the text

5 Dot

Size: 3 x 3 pixels
Color: Hex: #CC0066
R:204 G:0 B:102



Design Style Details

Products Sub-Page - Contents II - Graphic Layout

- 1 **Divider Solid Line**
Weight: 1 pixel
Color: Hex #CFCFCF
 R:207 G:207 B:207

- 2 **Divider Dashed Line**
Dash: 1 pixel
Gap: 2 pixels
Weight: 1 pixel
Color: Hex #CFCFCF
 R:207 G:207 B:207



Design Style Details

Products Sub-Page - Contents II - Photo Image Treatment

1 Featured Product

Size: 578 x 320 pixels

Subject: Overall image of the product

Treatment: Product reflection with 40% opacity

Background: Solid white

2 Product Category

Size: 85 x 126 pixels

Subject: Partial image of the product

Treatment: Cropped product image only

Background: Gradient starting gray to white

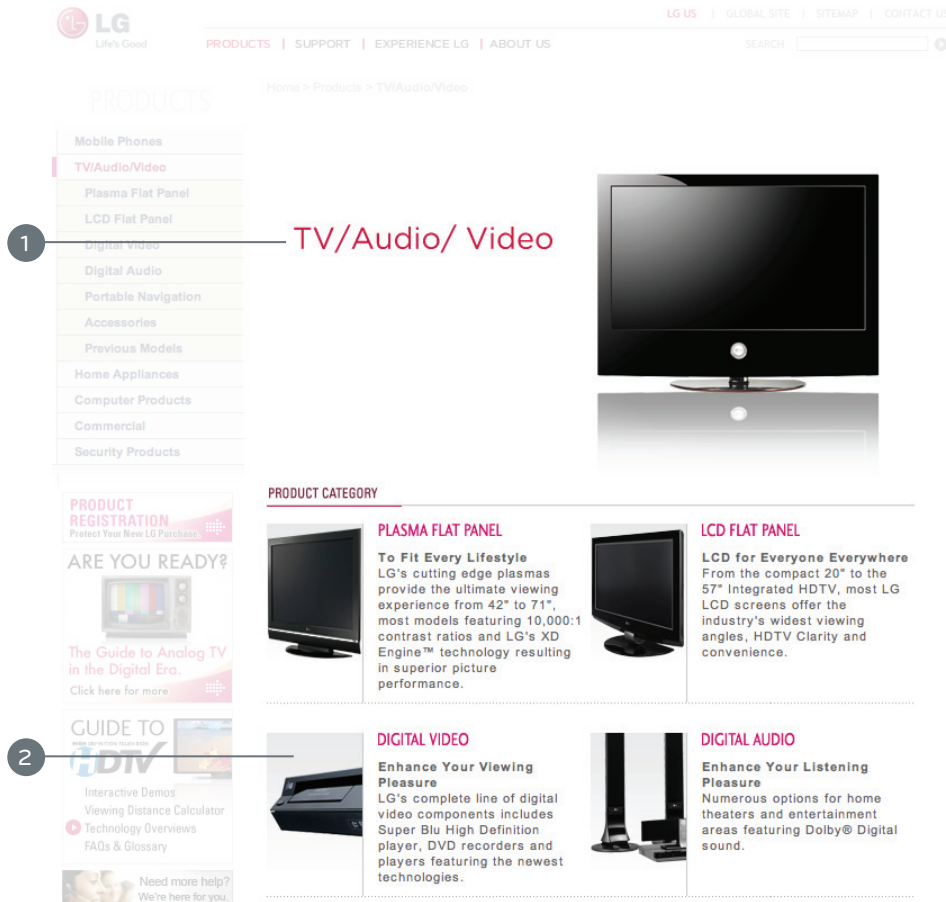
(top): Hex: #E7E7E7

R:231 G:231 B:231

(middle point) at 50%

(bottom): Hex: #FFFFFF

R:255 G:255 B:255



Design Style Details

Products Sub-Page - Contents II - Typography

1 Product Headline

Typeface: Gotham Book, 27 pt, 0 tracking
Color: Hex: #C5003D
 R:204 G:0 B:102

2 Category Title

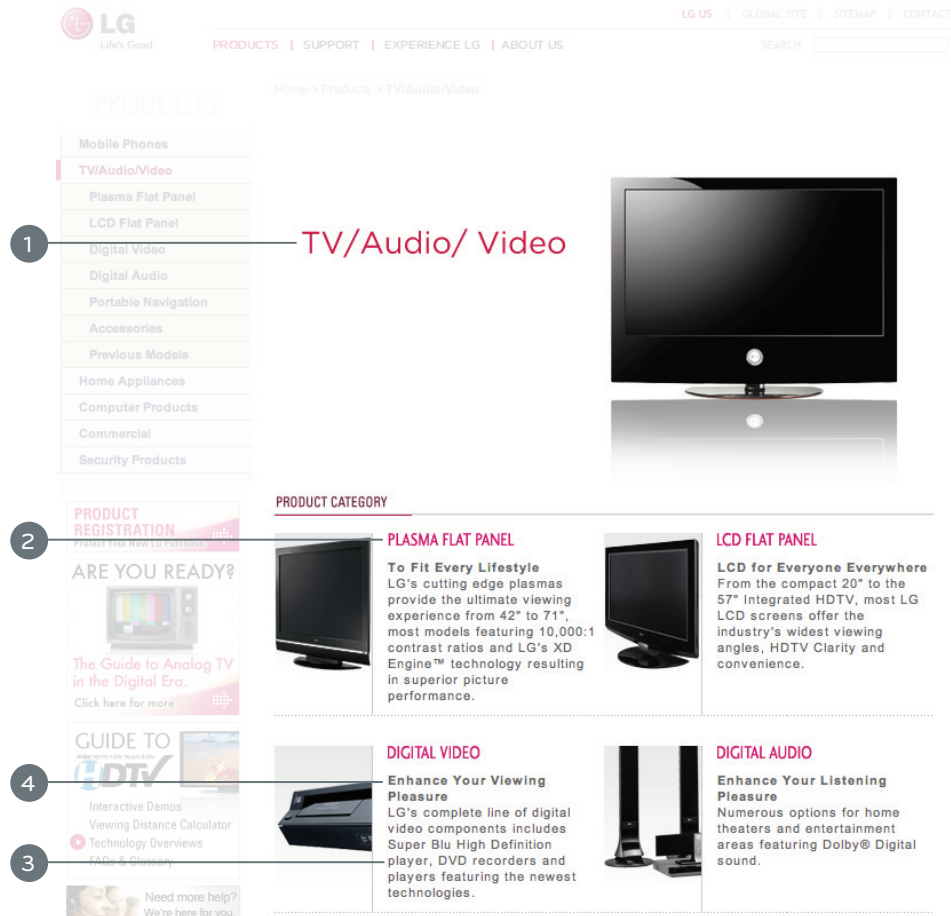
Typeface: Sans-serif, 16 pt
Color: Hex: #CC0066
 R:204 G:0 B:102
Distribution: Align at top of photo image.
Space: 12 pixels between the product images

3 Category Headline

Typeface: Arial Bold, 11 points, 14 pt leading, 92 tracking
Color: Hex: #666666
 R:31 G:48 B:91
Distribution: Align left to category title .

4 Category Copy

Typeface: Arial Regular, 11 pt, 14 pt leading, 92 tracking
Color: Hex: #666666
 R:31 G:48 B:91
Distribution: Align left to category title.

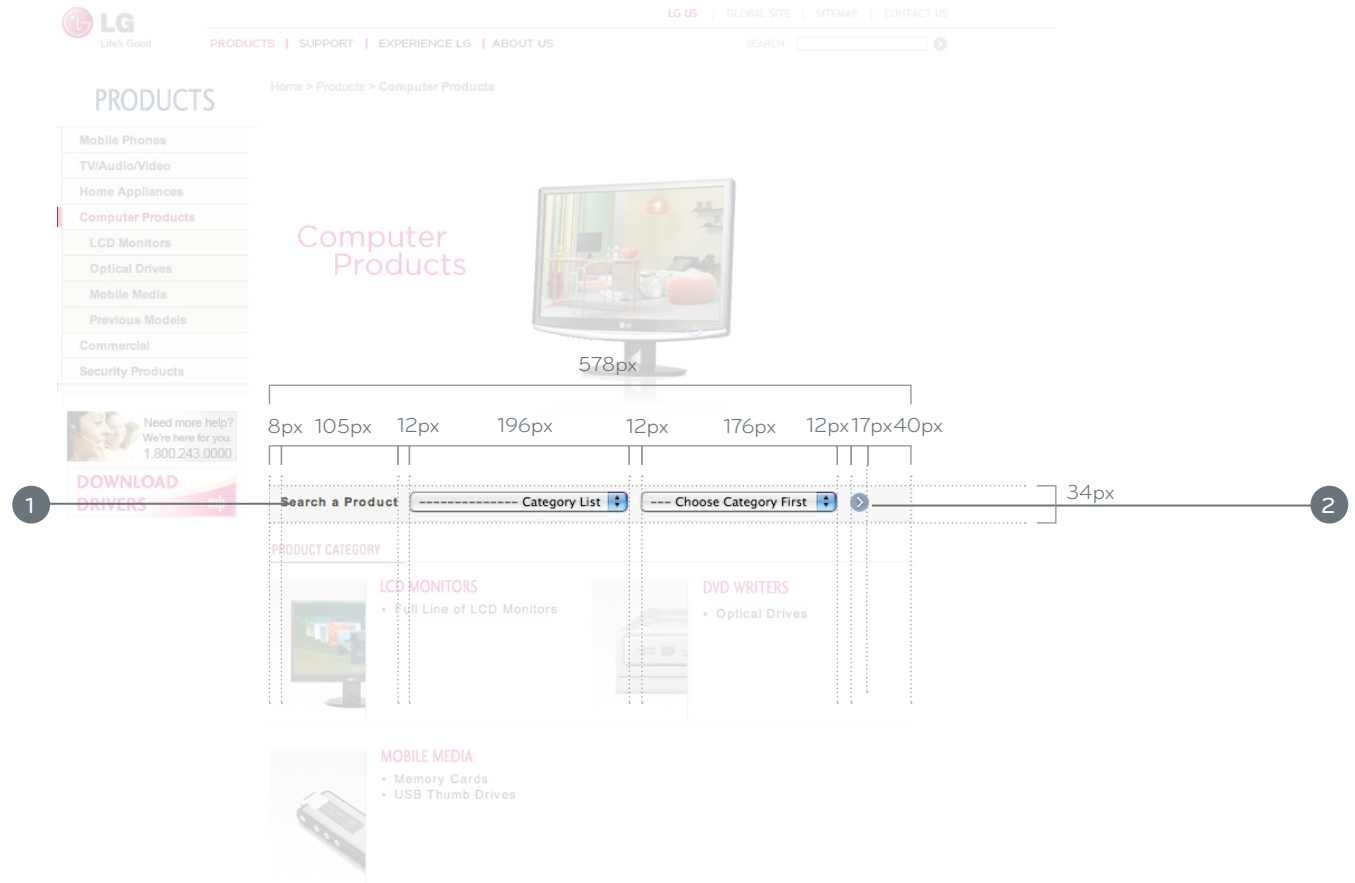


Design Style Details

Products Sub-Page - Search Form - Graphic Layout

- 1 Combo Box**
Size: 196 x 18 pixels
 176 x 18 pixels
Distribution: Vertically center
Space: 12 pixels on both the left and the right side

- 2 Button**
 Use an arrow graphic.
Size: 17 x 17 pixels
Color: Hex: #94A6BD
 R:148 G:166 B:189

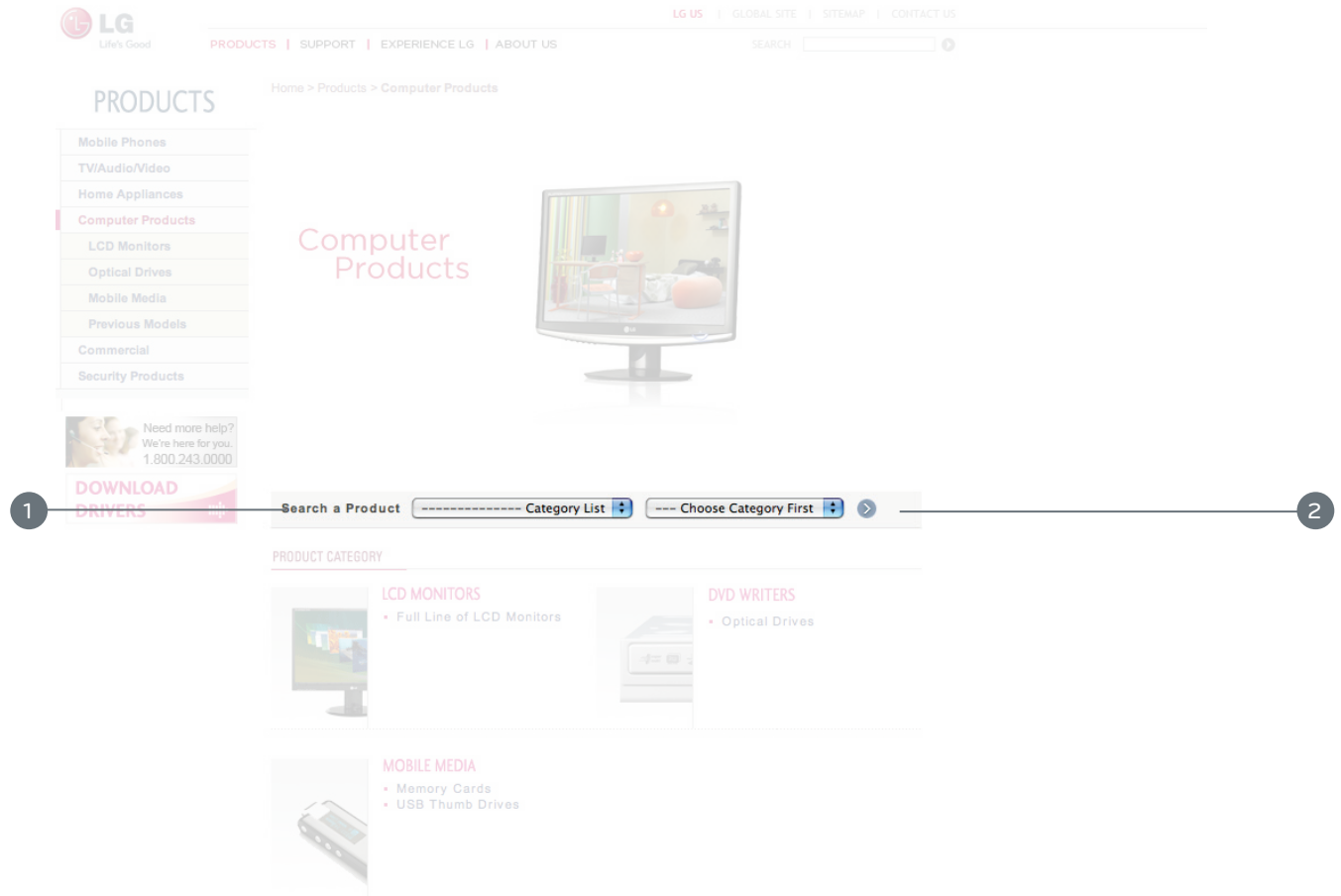


Design Style Details

Products Sub-Page - Search Form - Typography

1 **Typeface:** Arial Bold, 10.5 pt, 100 tracking
Color: Hex: #555550
R:85 G:85 B:50

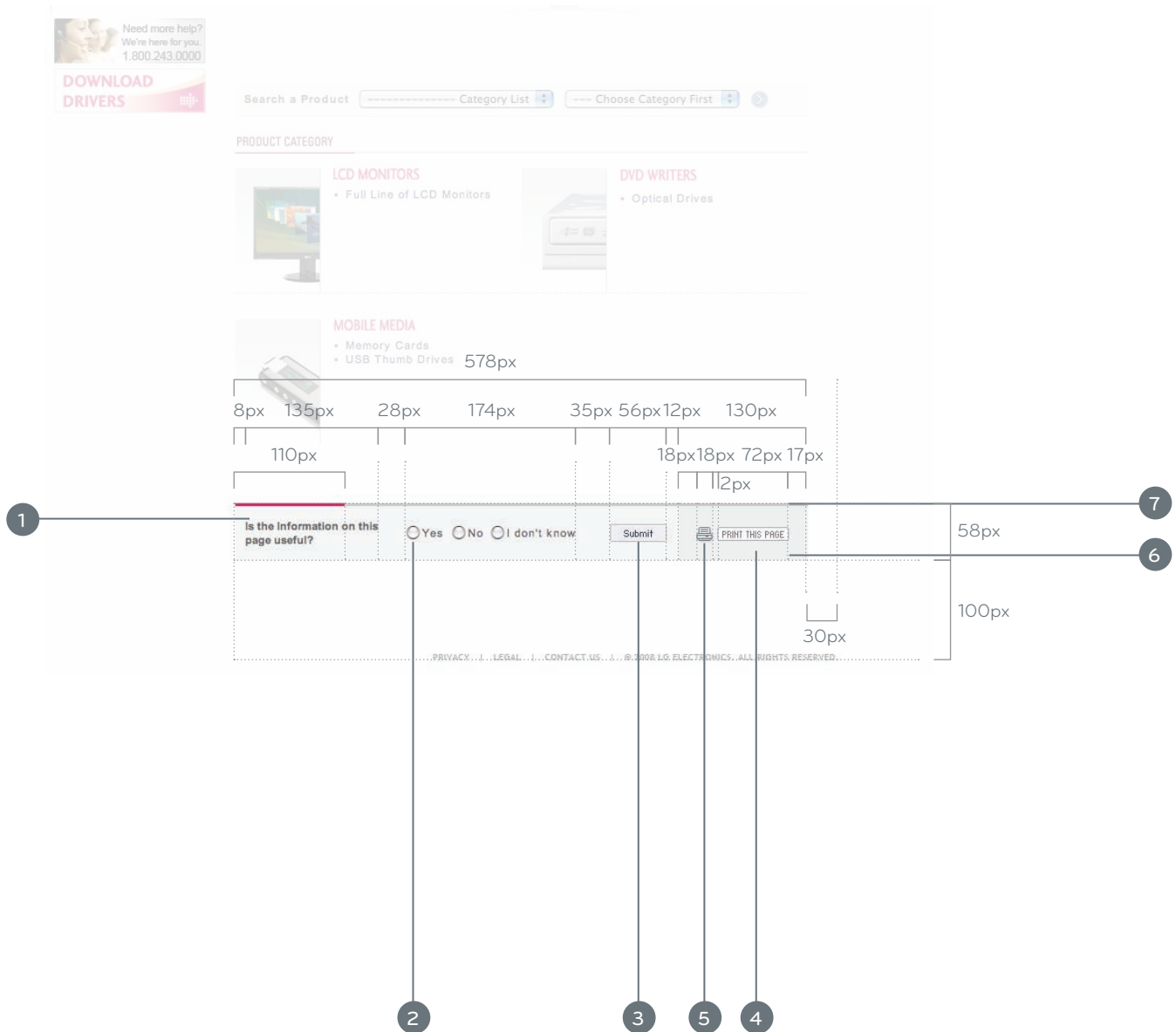
2 **Background:** Hex: #F8F8F8
R:248 G:248 B:248
Distribution: Vertically center
Space: 8 pixels on the left side, 12 pixels on the right side



Design Style Details

Products Sub-Page - Survey Form - Graphic Layout

- 1 **Survey Form Background**
Color: Hex: #F6F6F6
R:246 G:246 B:246
- 2 **Option Button**
Circle size: 14 x 14 pixels
- 3 **Submit Button**
Use a rectangle button graphic.
Box size: 57 x 18 pixels
Distribution: Vertically center
- 4 **Print Short-Cut Background**
Color: Hex: #EFEFEF
R:239 G:239 B:239
- 5 **Printer Icon**
Use a printer icon and a rectangle button graphic.
Size: 18 x 16 pixels
- 6 **Print Button**
Use a rectangle button graphic.
Box size: 72 x 14 pixels
Distribution: Align to printer icon at the top.
- 7 **Solid Border Line**
Weight: 2 pixels
Width: 110 pixels
Color: Hex #CC0066
R:204 G:0 B:102



Design Style Details

Products Sub-Page - Survey Form - Typography

1 **Headline**

Typeface: Arial Bold, 10.5 pt, 14 pt leading, 25 tracking

Color: Hex: #666666

R:102 G:102 B:102

Distribution: Align left, vertically center

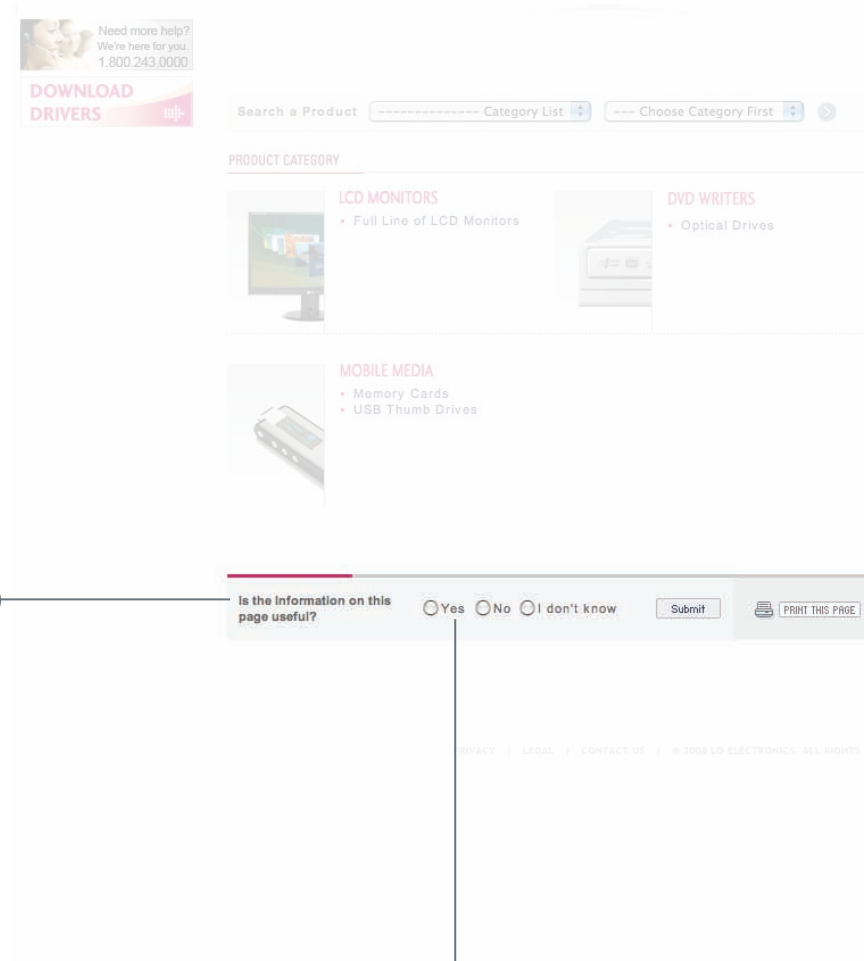
2 **Option Button Caption**

Typeface: Arial Regular, 10.5 pt, 100 tracking

Color: Hex: #666666

R:102 G:102 B:102

Distribution: Vertically center



2

1

Online:

5.3 Microsite Guideline



Microsite Guideline5.3.1

Microsite Guideline

All microsites should adapt the new header and footer elements, which align with the new Brand Identity.

All microsites may be optimized to display in a full-screen browser window.

Required Header Elements

- LG 3D Logo with Life's Good Tagline at the top left of the page
- Country selector (if applicable)

Required Footer Elements

- Privacy link
- Legal link
- Contact Us link
- Copyright info: © 2008 LG Electronics.
All Rights Reserved.

3D Logo with Tagline



Note: "X" is equal to the height of the symbol.