

Campaign Post Evaluation

Campaign Name: LG

OCT 2025

Media Partner:

dentsu

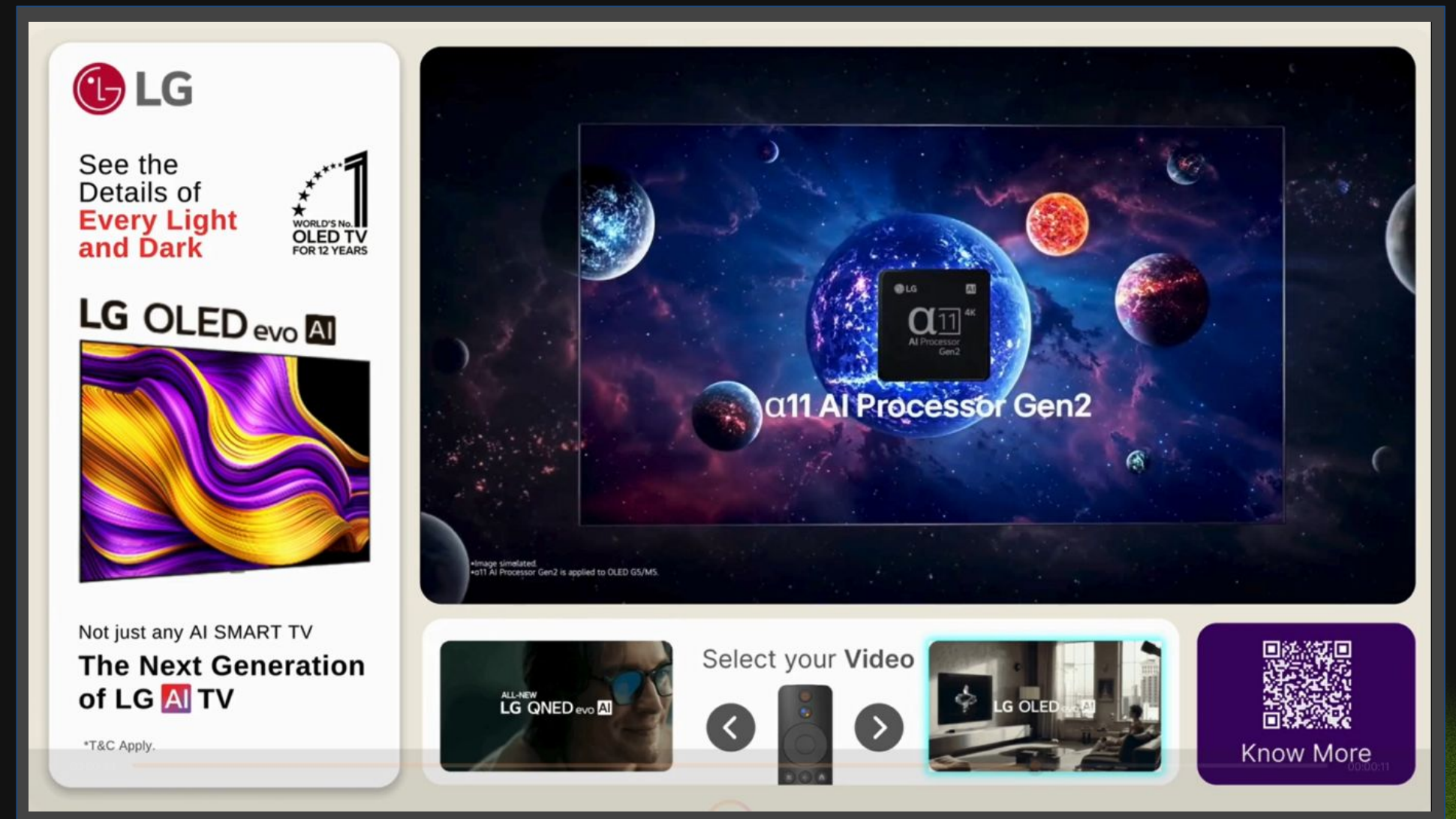


Huella Services Pvt. Ltd.

ABOUT THE BRAND

LG, a global leader in consumer electronics and home appliances, is celebrated for its relentless pursuit of innovation, cutting-edge technology, and superior design. With a legacy of enriching everyday life through smart solutions, LG continues to set benchmarks in performance, reliability, and user-centric innovation.

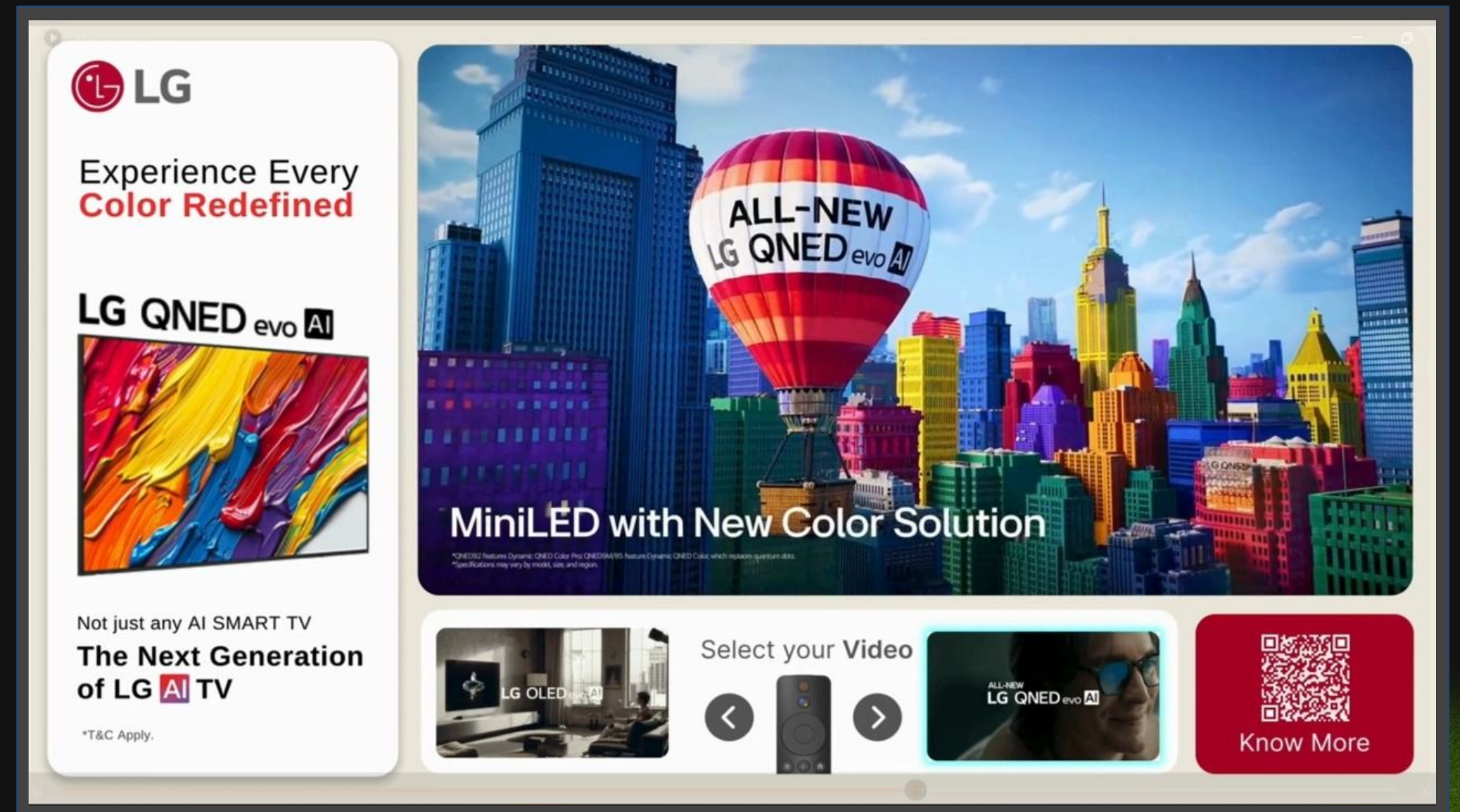
For this campaign, LG leveraged the power of Connected TV (CTV) to amplify its festive narrative – showcasing advanced AI features and exclusive offers through immersive, high-impact storytelling. The large-screen, premium CTV environment perfectly complemented LG's brand ethos of "Life's Good," enhancing brand recall and reinforcing its position as a technology-driven, premium household name.



OUR SOLUTION

NEXad's immersive CTV experience brought LG's festive campaign to life, engaging premium audiences aged 25–55 across India. Leveraging 30s and 15s brand films along with two sequential videos highlighting LG's AI-powered innovations, viewers were invited to explore cutting-edge technology and festive offers through a captivating connected TV journey. Complementary static banners amplified recall and visibility across premium CTV environments.

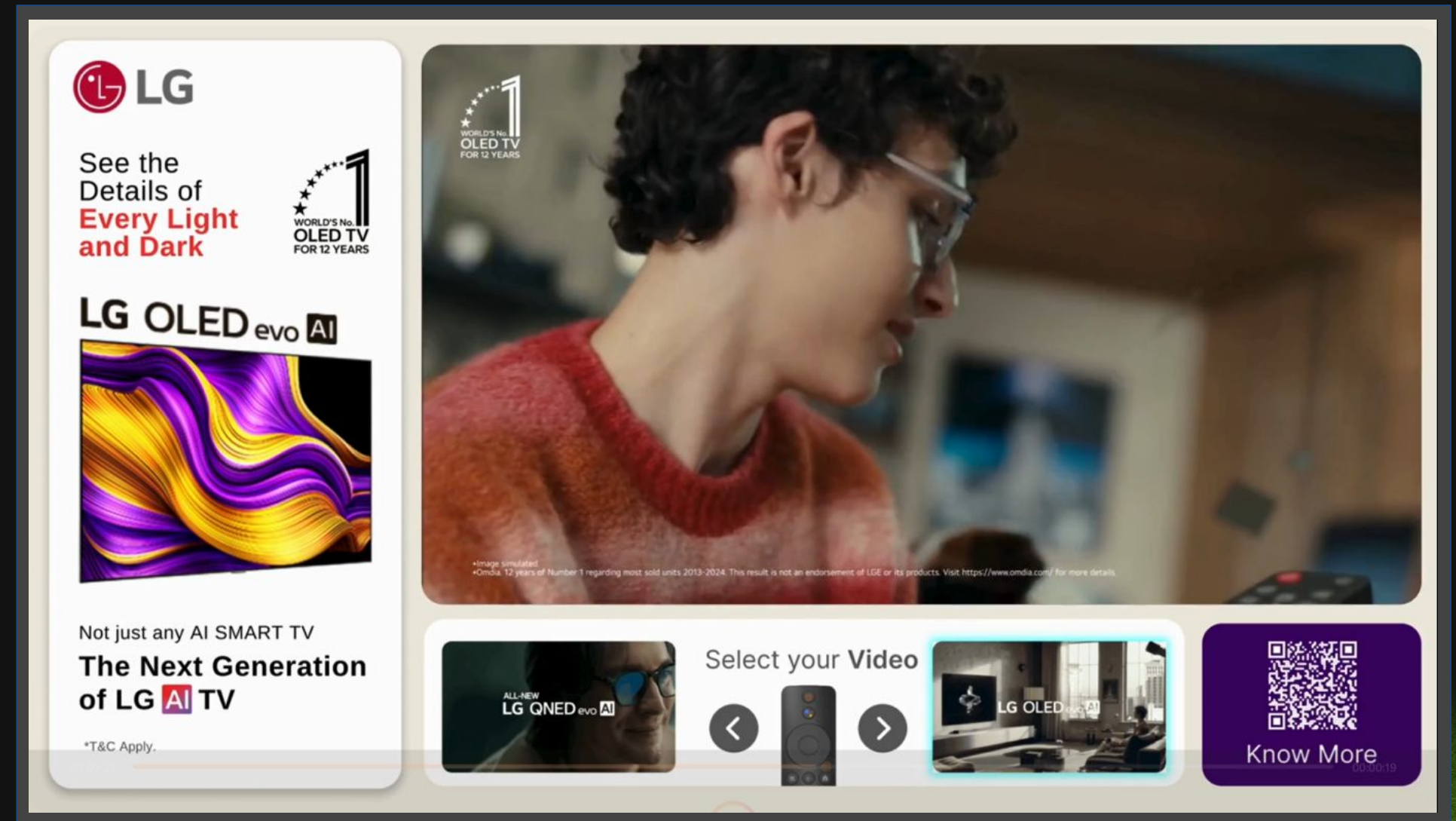
The campaign delivered over 4.2M impressions, achieved a 90.20% video completion rate, and recorded 46K+ interactions with a 1.10% interaction rate — driving strong engagement and brand resonance across leading OEMs, OTT platforms, FAST channels, and STBs. The sequential storytelling effectively reinforced LG's premium positioning and technology-led innovation during the festive season.



Precision Intent Targeting via Interactive CTV for Premium TV Buyers

LG partnered with NEXad, Huella's interactive CTV platform, to target high-intent, high-income consumers considering premium TVs during the festive season.

- *By reaching tech-savvy audiences on leading CTV platforms, the campaign:*
- *Delivered relevant messaging to sharply defined premium cohorts*
- *Enabled users to explore OLED and QNED TVs via an interactive dual-product experience*
- *Turned passive TV moments into meaningful brand engagement, driving product awareness and reinforcing LG's premium positioning*



Performance Overview

4.2 Mn+ HOUSEHOLD IMPRESSIONS

2.2 Mn

Unique Household Reach

90.20%

Completion rate

91.17%

VTR

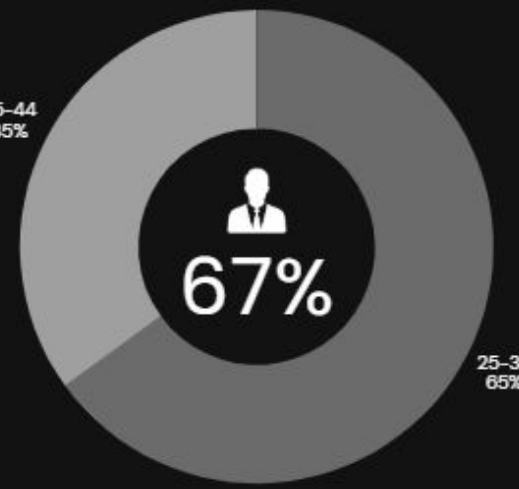
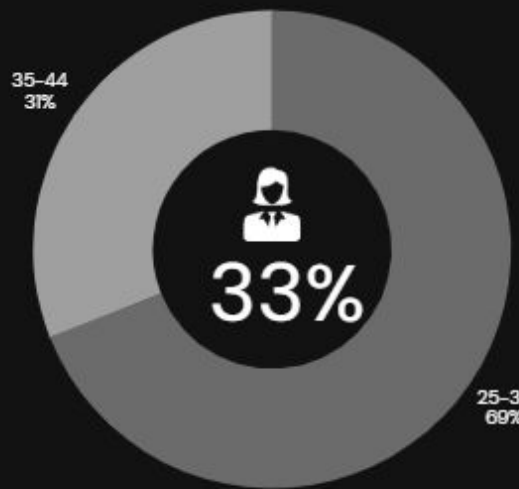
46k

Interactions

GEOGRAPHICAL & DEMOGRAPHIC REACH

GEOGRAPHICAL REACH: The LG CTV campaign achieved strong penetration across India's urban centers. The highest impressions came from Delhi (796,947), Mumbai (499,201), Bangalore (413,044), Hyderabad (379,680), and Chennai (476,394), demonstrating robust engagement in key Tier-1 metros. This city-level traction reflects effective targeting of premium, tech-savvy audiences and strong urban engagement during the festive season.

DEMOGRAPHIC REACH: The LG CTV campaign successfully reached a premium, tech-savvy audience across India, with a strong skew toward male viewers. Of the total reach, 2,829,648 were male and 1,393,707 were female, primarily within the 25–45 age bracket. This distribution aligns with the campaign's focus on high-intent consumers considering premium TVs, particularly engaging males aged 36–45 and 25–35 who are more likely to explore advanced home entertainment solutions.



Creative Performance

1.12% 90.20%
Overall Completion

The dual-showcase format
drove high engagement

LG OLED slightly outperformed QNED, with a 1.15% interaction rate vs 1.09%, and 89.99% vs 90.44% completion, showing balanced performance while highlighting the scroll feature effectiveness in engaging viewers and reinforcing LG's premium positioning

The visualization shows a creative performance for an LG TV advertisement. It features a dual-showcase format with two main panels. The left panel displays the LG logo, the tagline 'Experience Every Color Redefined', the product name 'LG QNED evo AI', an image of a colorful abstract painting, and the text 'Not just any AI SMART TV The Next Generation of LG AI TV'. The right panel features a large, vibrant image of a city street with colorful buildings and the text 'NEW COLOR'. Below these panels is a video player interface with a 'Select your Video' section showing two video thumbnails: 'ALL-NEW LG QNED evo AI' and 'LG OLED evo AI'. To the right of the video player is a red button with a QR code and the text 'Know More'.

Performance Overview

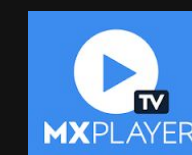
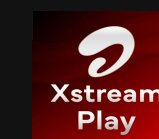
Total Reach & Engagement: Over 4.2 million impressions pan-India, achieving a 90.20% video completion rate and a 1.10% interaction rate, driving 46K+ personalized user engagements.

Creative Experience: Interactive dual-showcase format featuring LG OLED and QNED TVs, allowing viewers to scroll between videos and explore each product's strengths in picture quality, design, and innovation.

Platform Performance: Strong delivery across Airtel Xstream, JioCinema (Hotstar), MX Player TV, TCL Channel, and Zee5, with JioCinema contributing the highest engagement.

Brand Positioning: The campaign reinforced LG's premium positioning and technology leadership during the festive season.

TOP PERFORMING PLATFORMS



Key Learnings

Regional Performance

The LG CTV campaign achieved strong penetration across India's urban centers. The highest impressions came from Delhi (796,947), Mumbai (499,201), Bangalore (413,044), Hyderabad (379,680), and Chennai (476,394), demonstrating robust engagement in key Tier-1 metros. This city-level traction reflects effective targeting of premium, tech-savvy audiences and strong urban engagement during the festive season.

Dayparting Insight

Peak viewership occurred between **7–10 PM**, making it the most effective slot for engagement.

The image displays a digital interface for an LG CTV campaign. On the left, a white panel features the LG logo, the text "See the Details of Every Light and Dark", and a badge stating "WORLD'S No. 1 OLED TV FOR 12 YEARS". Below this is a vibrant, wavy graphic and the text "LG OLED evo AI". Further down, it says "Not just any AI SMART TV The Next Generation of LG AI TV" with a small disclaimer "*T&C Apply".

The main area on the right shows a large, colorful nebula image with the text "Everything comes alive with Perfect Black". Below this, there's a section titled "Select your Video" with two video thumbnails: one showing a living room with an LG OLED TV and another showing a person wearing glasses. Navigation arrows and a play button are visible between the thumbnails. To the right of the video selection is a purple button with a QR code and the text "Know More".



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