

LG Display sharpens its strategy to reach potential OLED TV buyers with a data-driven Connected TV campaign

CASE STUDY

Advertiser  LG Display

Agency  nasmmedia

Methods Connected TV, Connected TV configuration data, Inferred Brand Intent, brand lift study (with Lucid Marketplace)



RESULTS

15%

lower cost per thousand views than KPI

34%

better cost per completed view than KPI

4%

increase in brand awareness

2.3%

increase in ad recall

THE CHALLENGE

HOW TO INCREASE OLED TV BRAND AWARENESS AMONG THOSE MOST LIKELY TO BUY

LG Display is a leading brand that manufactures displays for various applications, including TVs, monitors, smartphones, and automotive displays, with a strong reputation for its cutting-edge display technology. Particularly in the premium TV market, its OLED TVs, featuring OLED displays, have established themselves as the flagship models of premium TVs. However, as global demand for new TV products has declined, the brand seeks smarter and more effective advertising solutions to stay top of mind with clients.

To continue growing, the brand realised it needed to increase awareness of its OLED brand among the

consumers most likely to be in the market for a new TV: the owners of older televisions. The brand also wanted a clearer picture of how these consumers make purchase decisions.

So LG Display, together with its agency, Nasmmedia, decided to run a targeted branding campaign, 'Go OLED TV and Enjoy More', in the U.S. on our programmatic demand-side platform.

The brand chose our platform because of our sophisticated targeting and measurement capabilities. We also offer integrated tools that can generate powerful insights into how ads influence consumer behaviour, brand awareness, and conversions.

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THE SOLUTION

SHARPENING LG DISPLAY'S FOCUS WITH DATA-DRIVEN TARGETING AND NEW AUDIENCE INSIGHTS

LG Display's strategy involved using our platform to programmatically deliver ads across multiple kinds of Connected TV (CTV) premium inventory.

To reach its target audience – owners of TVs launched in 2018 or earlier – the brand worked with our team first to identify these users, and then to understand its current scale in the U.S. They used our CTV configuration segmenting tool, which can analyse customer data to create audience segments based on TV features, such as announced year.

To close the loop, the brand activated our Inferred Brand Intent (IBI) solution. IBI is a mid-funnel measurement tool that can help you understand how a campaign's ads influence consumers' desire to research content related to your product or service. IBI references a set of keywords that the target audience might use to research a brand after seeing an ad. This can help you measure how ads engage customers and encourage them to learn more about a brand, product, or topic when making purchase decisions.

The solution gave LG Display and Nasmedia valuable insights into consumer behaviours. For example, the brand found that their audience was most interested in TV/OLED brand and product comparison reviews, as well as related deals of a leading e-commerce platform's sales event.

THE RESULTS

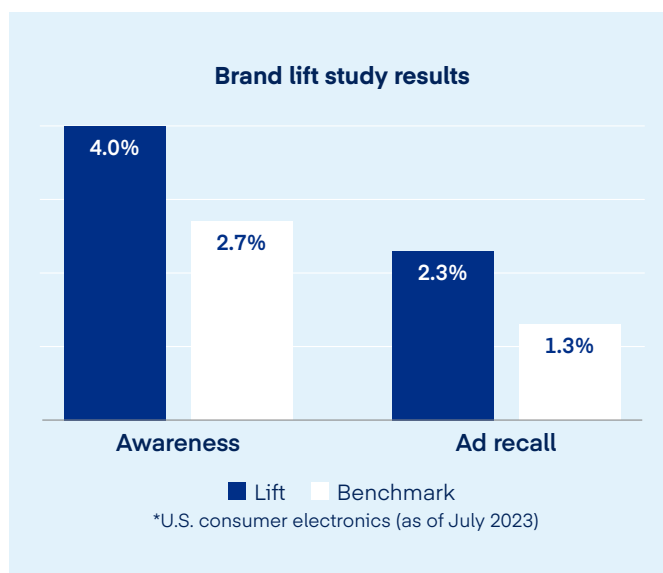
REDEFINING THE PICTURE OF SUCCESS WITH GREATER REACH, ENGAGEMENT, AND COST-EFFECTIVENESS

LG Display and Nasmedia were delighted by the campaign's performance across a variety of metrics.

Overall, the campaign reached more than 1.76 million households, with a frequency of 3.2 views per household. What's more, the ads were highly engaging, resulting in a video completion rate of 99.32%.

The brand was also able to optimise its ad spend, with a cost per completed view of 34% lower than the company's KPI. The cost per thousand views was also better than the KPI by up to 15%.

Additionally, the brand lift study LG Display ran on our platform showed great performance. It revealed that the campaign increased ad recall by 2.3% and brand awareness by an impressive 4%, both higher than the industry benchmark of 1.3% and 2.7%, respectively. These outcomes also compared very favourably with the brand's competitors, including one whose brand awareness dropped by 0.1% and whose ad recall fell by 6.3%. These results show that the campaign succeeded in ensuring the LG Display OLED brand is top of mind among consumers with older TVs, who are more likely to buy a new model.



As a result, our CTV configuration data has become a key part of the brand's ad-buying strategy for all its U.S. campaigns. LG Display is also looking at expanding this strategy to other markets.

TESTIMONIAL

“The Trade Desk was an obvious choice when we needed to increase awareness of our LG Display OLED brand among the consumers most likely to be considering buying a new TV. Not only were we able to accurately target our preferred segment, but we also gained a wealth of incredibly valuable insights from The Trade Desk's Inferred Brand Intent and Brand Lift solutions.”

Sungnam Han, Large-Display Promotion Team Leader, LG Display