

Basic Information

*Event None *Objective Brand *Currency AUD *Others Out No *Reimbursement No

*Subject eDM Communication Program with Consumers & FSM (Jan - June 2013) BTL

*Description

1. Period (Event Date):
January 2013 - June 2013
2. Total Amount:
\$73,500
3. Objective/Purpose:
 - Engage consumers, FSM's and advocates with latest information around LG products, promotions, news & events
 - Increase website traffic
4. Product / Product Portion :
All LG products
5. Activity Description:
 - Monthly execution of 2 x electronics direct messaging (Newsletter) operation to consumer and FSM audience
 - Monthly reporting and insight
 - eDM template makeover in accordance with LG web style guide and local branding direction and responsive design
 - Acquisition/Incentive campaign
 - eCRM platform changeover to optimise execution process
 - eCRM platform management and ongoing data cleansing
 - eCRM platform support and service
6. Evaluation Result:
 - Reach (# of active & valid subscribers)
 - Engagement (open rate, click-through rate)
7. Reason of unplanned:
n/a

Plan Details

Activity Type		Market Type	Year	Execution Period		Amount								
Level1	Level2			From	To									
Advertising	Digital	Domestic	2013	01	06	73,500.00								
Activity	Year	Total	1	2	3	4	5	6	7	8	9	10	11	12
Digital Media	2013	73,500.00	12,250.00	12,250.00	12,250.00	12,250.00	12,250.00	12,250.00	0	0	0	0	0	0
		73,500.00	12,250.00	12,250.00	12,250.00	12,250.00	12,250.00	12,250.00						

Goal Setting

Level3	Level4	Year	From/To	Amt	Goal Type	Target	Unit	Rationale
Digital Media	Social Media	2013	01~06	73,500.00	# of Fans/ Followers		Number	

Distribution

Ac...	pl...	Ye...	Budget Distribution (Div/Dept)				Product Distribution				Beneficiary			
			Divis...	Dept	Rate	Amt	Division	Code	Rate	Amt	Name	Code	Rate	Amt
Digi...	Do...	2013	COMMC	Marketing	100.00	73,500.00								
					100.00	73,500.00								

[ViewDetail](#)

Others Out

Model	Qty	Amt

Attachment

File Name	File Size

Approval Line

Mandatory	Type	Status	Approver				C.C	
			Name	Department	Approval Date	Comment	Name	Department
Optional	APPROVAL	Approved	IN YOUNG SONG	LGEAP Financial Planning	2013.01.03	Approved. Within budget. E...		
Optional	APPROVAL	Approved	Lambro Skropidis	LGEAP Marketing	2013.01.03	ok		
Optional	APPROVAL	Approved	Ju Yong Kim	LGEAP CFO	2013.01.04	ok.		

Reimbursement

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