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LG SUPER BOWL COMMERCIAL FEATURING LG OLED TV AMONG MOST LIKEABLE ADS, DRIVES DIGITAL ENGAGEMENT

*LG Commercial 'Most Effective' in Converting TV Viewers to Web Visitors;
#OLEDisHere One of Most Popular Hashtags during Big Game*

ENGLEWOOD CLIFFS, N.J., Feb. 12, 2016 — LG Electronics' debut Super Bowl commercial featuring its revolutionary LG SIGNATURE OLED TV was ranked one of the game's most likeable ads among all advertisers, according to a study by [ACE Metrix](#), the leader in measuring the impact of video advertising. LG was the brand with the highest volume of clicks on its homepage as a result of the commercial during the game, according to [Bitly](#), the world's leading link management platform helps brands deliver and measure their efforts across all marketing channels. And, according to [Brandwatch](#), the world's leading social intelligence company, LG's marketing campaign hashtag (#OLEDisHere) used to engage consumers on social media was among the top five most talked-about hashtags during the big game.

“The Super Bowl was the perfect platform to let people know the future of TV is here with LG SIGNATURE OLED TV,” said J.S. Lee, vice president and head of the Marketing Communication Division at the LG Electronics Home Entertainment Company. “Leading in likeability for our commercial and having one of the most talked-about hashtags during the Big Game is a winning combination because it means that consumers connected positively with LG and were excited by it for the right reasons – two important factors in driving awareness and ultimately sales.”

LG's commercial earned a coveted place on the ACE Metrix list of “Top 10 Super Bowl Ads based on Likeability”* for 2016. The organization cited the spot's impressive high impact visuals and star power among the reasons it won over the massive Super Bowl audience to become one of the most-liked ads.

Among the 50 brands observed during the big game by Bitly, LG saw the single biggest spike in volume after its commercial aired. “While, overall, Pepsi, Amazon, and NFL.com outperformed LG in sheer volume, LG had the most effective commercial when it came to converting TV watchers to web visitors,” according to Bitly.

In addition to ranking among the five most talked about hashtags during the game, Brandwatch found that sentiment around LG’s primary campaign hashtag (#OLEDisHere) was also overwhelmingly positive with a nearly 100 percent positive sentiment rating, and the campaign’s secondary hashtag (#ManFromTheFuture) was close behind with a nearly 95 percent positive sentiment rating.

LG’s cinematic spot focused on how the company brings future-forward home entertainment innovations to consumers today with LG’s revolutionary OLED TV technology, and features the soon-to-be-released **LG SIGNATURE OLED TV** front and center. The revolutionary TV delivers OLED technology’s superior picture quality with perfect blacks, unparalleled contrast and more colors on an elegant, stunningly slim glass panel. The unique “*Picture-on-Glass*” design aesthetic is only possible with OLED technology.

LG’s commercial also included critically acclaimed actor Liam Neeson whose character is “the man from the future” and is tasked with releasing the future of television to the world for the masses to enjoy today, much like LG has continued to do through its pioneering innovation in the OLED TV category. It was produced and directed by the father and son collaboration of Ridley and Jake Scott.

“It’s a dynamic short film,” said renowned director and the commercial’s producer, Ridley Scott. “It’s about the race to be on the vanguard of innovation and to be able to create tomorrow’s technology.”

The award-winning LG SIGNATURE OLED TV, which was recently named Best TV Product by the “Official Best of CES® 2016 Awards” presented by Engadget, is defined not only by its amazing picture quality, but also its aesthetic design. With a sophisticated OLED panel featuring an impossibly thin depth (measuring about one-tenth of an inch) with a translucent glass back and a powerful, forward-facing sound bar speaker system, it is an outstanding feat of modern engineering and design.

Please visit www.lg.com/us/man-from-the-future to view the acclaimed spot and for a behind-the-scenes look at its making.

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**The ACE Metrix Likeability Score is one component of the overall Ace Score, which is the measure of ad creative effectiveness based on viewer reaction to national TV and online video ads, providing the advertising industry an unbiased resource to measure creative impact. Likeability is a key measurement for the large and diverse Super Bowl audience who can like an ad for many different reasons. The results are presented on a scale of 1–950. More information about the Ace Score and research methodology can be found below. This list represents the top 10 Super Bowl ads by Likeability. The list is based on ads to have debuted during the beginning of Super Bowl game play through the final whistle on February 7, 2016.*

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$56 billion global force and technology leader in consumer electronics, home appliances and mobile communications. LG Electronics, a proud 2015 ENERGY STAR Partner of the Year, sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG’s “Life’s Good” marketing theme. www.lg.com.

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