

No EHAP-ACT-20130111-0011

Budget Source SUBSIDIARY LGEAP

Created By Ryan Mein

Creation Date 2013/01/11

Status Approved

Basic Information

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

*Subject Development of B2B website within LG.com.au (Jan - Apr) BTL

***Description**

Period (Event Date) :
January 2013 - April 2013

1. Total Amount :
\$60,000

2. Objective/Purpose:

- Promote LG business/commercial products
- Migrate Air Conditioning into existing LG.com/au branding
- Increase business products revenue

3. Product / Product Portion :
LG Business and Air Conditioning Products

4. Activity Description :
B2B website

- Local Preparation
- Setup
- Content Creation
- Test and Launching
- Bug Fixing

Air Conditioning Migration

- Scoping
- Content Creation
- Coding
- Test and Launching
- Bug Fixing

5. Evaluation Result:

- Web Traffic
- Leads

6. Reason of unplanned :
n/a

Plan Details

		Activity Type			Market Type	Year	Execution Period								Amount
Level1	Level2	Level3					From	To							
Advertising	Digital	Digital Platform			Domestic	2013	01	04							60,000.00
Activity	Year	Total	1	2	3	4	5	6	7	8	9	10	11	12	
Digital Platform	2013	60,000.00	15,000.00	15,000.00	15,000.00	15,000.00	0	0	0	0	0	0	0	0	
		60,000.00	15,000.00	15,000.00	15,000.00	15,000.00									

Goal Setting

Level3	Level4	Year	From/To	Amt	Goal Type	Target	Unit	Rationale
Digital Platform	Microsite Operation	2013	01~04	60,000.00	Open Ended			

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	60,000.00								
					100.00	60,000.00								

[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	Peter Fritz	LGEAP CategoryMarketing	2013.01.14	Part of 2013 Budget planning...		
Optional	APPROVAL	Approved	IN YOUNG SONG	LGEAP Financial Planning	2013.01.15	Approved. Website develop...		
Optional	APPROVAL	Approved	Lambro Skropidis	LGEAP Marketing	2013.01.15	ok		
Optional	APPROVAL	Approved	Ju Yong Kim	LGEAP CFO	2013.01.17	ok.		

Reimbursement

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