



CASE STUDY

LG PRODUCT ACCUMULATOR

The Brief...

To launch LG Air Conditioning in to the UK Market from a standing start. We designed the LG Product Accumulator, to reward anyone that purchased LG a/c with LG consumer products.

Results...

Hugely successful incentive, featuring a gift catalogue of all LG consumer products and points values and gift order forms. 85% engagement with the programme and over 90% UK installer base signed up!

**Over 90% of the UK A/C
Installer based signed up
within 6 months of launch**

**LG a/c sales/pa of £12.6m
after 4 years of launch**



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