

# CLOCKWORK MEDIA

**Category:** Best use of social media as a support tool

## 1. Overview

In November 2016, LG was thrilled to launch its impressive new smartphone, the v20. In fact, it was one of the most highly anticipated product drops of the year, thanks in large part to the PR and social media efforts of Clockwork Media. We were responsible for communicating and engaging with both the media and the general public before, during and after the product launch. Relying on an integrated communications approach that included traditional PR tactics such as press drops, and also visually stimulating social media content, we were able to achieve some impressive results. **[95 words]**

## 2. Statement of Problem and Opportunity

We had two main objectives when it came to the LG v20 launch – get both the media and the public involved and excited about the impending product drop. The only challenge was, how? Due to its reputation, LG had already established itself as a thought leader on a multitude of social media platforms (with a total of 320.4K likes on Facebook and 14.4K followers on Instagram). It was obvious from the start that the team would need to use these platforms to launch the product in a refreshing, never-seen-before way. Doing the same old thing was simply not an option.

## 3. Geographical area

PR and social media initiatives were targeted countrywide, whereas media reviews were done with Joburg and Cape Town media.

## 4. Research

With social media at the heart of this campaign, a different approach was needed to differentiate our efforts in a crowded digital landscape. Competitor analysis was the first port of call to identify where we could stand out from the crowd. It allowed us to uncover what had worked in the past for LG's competitors, and to establish benchmarks against which to measure our efforts. Social media interaction with the local media and popular celebrities before the launch, along with consistent engagement with the public through interactive content, played a key role in the other brands' success.

The next step was to take an in depth look at LG's already-existing social media pages and establish how we could deliver the right message to the right audience at each stage of communication leading up to the launch. The question was, which of our social media tools was going to provide both the product with the level of exposure, engagement and interest that it deserved? After taking the time to unpack the different targeting options offered by each platform, Facebook, Twitter and Instagram were chosen as the best options.

## 5. Planning

### 5.1 Audiences and messages

Audience	Description	Expected outcome	Message takeouts	Vehicle
Primary	<ul style="list-style-type: none"><li>General public</li></ul>	<ul style="list-style-type: none"><li>Increased levels of engagement.</li><li>Increased interest in the v20 and its launch.</li></ul>	<ul style="list-style-type: none"><li>LG v20 is the phone to own.</li><li>LG v20 has several USPs that set it apart.</li></ul>	<ul style="list-style-type: none"><li>Social media</li><li>Zeno Petersen's videos</li></ul>
Secondary	<ul style="list-style-type: none"><li>Technology media</li></ul>	<ul style="list-style-type: none"><li>Engagement with LG.</li><li>Positive product reviews<ul style="list-style-type: none"><li></li></ul></li></ul>	<ul style="list-style-type: none"><li>LG v20 is a quality smartphone.</li><li>LG v20 wants to be associated with YOU.</li></ul>	<ul style="list-style-type: none"><li>Social media</li><li>Press drops</li></ul>



## 5.2 Objectives, Measurable Criteria and Evaluation

Objectives	Measurable criteria for success	Evaluation / Actual successes
<b>Get media excited about the v20.</b>	<ul style="list-style-type: none"> <li>• Generate engagement (and positive reviews) from media</li> <li>• Improve Twitter engagement rate which usually averages at 1%.</li> </ul>	<ul style="list-style-type: none"> <li>• Almost all 13 of the media personnel targeted engaged with LG and the public because of the teaser posts.</li> <li>• By the end of the month, Twitter engagement stood at 3,1% and the LG Mobile page had 12 of the 13 media as new followers.</li> </ul>
<b>Generate engagement and excitement amongst general public surrounding the actual v20 product launch while, at the same time, promoting the product's USPs.</b>	<ul style="list-style-type: none"> <li>• Targeted campaign PR value from R3,263,527.90</li> <li>• Increase organic engagement across social media platforms with a minimum of 5%.</li> <li>• Educate the potential consumer about the v20 USPs</li> </ul>	<ul style="list-style-type: none"> <li>• PR value achieved R8,695,567.79 (exceeded by 266%)</li> <li>• Organic engagement across social media platforms rose to 17.32%.</li> <li>• 'How to' promotional videos were created in collaboration with Zeno Petersen and performed extremely well, with our most popular video reaching 60,834 total views.</li> </ul>
<b>Create mutually beneficial collaborations and partnerships with other brands.</b>	<ul style="list-style-type: none"> <li>• Collaborate with Vodacom as primary supplier</li> <li>• Collaborate with MTN and Cell C as secondary suppliers.</li> <li>• Collaborate with GQ and Blaque Magazine.</li> </ul>	<ul style="list-style-type: none"> <li>• On the official release date, we ran promo posts detailing special deals on LG v20 exclusively available at Vodacom, with engagement rates of over 19.7%</li> <li>• MTN and Cell C promo posts were also a part of the campaign, and had engagement rates of just over 17.6%</li> <li>• GQ and Blaque Magazine each ran small website competitions to give away a phone, providing LG with access to possible new fans and customers.</li> </ul>

## 6. Execution

The first step was getting the media involved by allowing them to experience the product first hand. Our media relations strategy revolved around the distribution of a desk drop to 13 key journalists. Instead of just showing up at their doors with product in hand, we crafted bespoke tweets alerting the media of the delivery that was headed this way. These tweets included fun GIFs and tongue-in-cheek messaging that not only peaked the interest of the journalists but also had their followers asking what was in the package.

Once again the product didn't just arrive at their door, it was hand delivered by a member of our marketing team, who was also able to provide more information on the product.

Almost all the targeted media engaged with LG, creating awareness and engagement from their audiences in anticipation of the fantastic features offered by the v20.

Once the positive reviews from media were generated, the focus shifted to the actual product release in November. The goal was to educate the public about the v20's USPs and establish it as the phone to own. Having already captured their attention through media reviews and articles, the event laid the foundation for us to generate positive hype and anticipation. We focused on Twitter as the key social media channel to deliver the message.

In addition to extending positive social media conversation, we amplified the messaging through strategic collaboration with prominent SA Instagrammer, Zeno Petersen. We used his Youtube, Twitter, Facebook and Instagram accounts as a

tool for connecting with other members of the general public, as he already has a large techie following.

Through our PR endeavours, engagement with media personalities and our reliance on social media for success, engagement levels sky-rocketed (social media organic engagement levels alone reached 17,32%; whereas PR value increased to R8,695,567.79) and plenty of hype was generated around the LG v20.

## 7. Evaluation

See 5.2

## 8. Conclusion

The v20 launch campaign was successful, positioning the smartphone as not only ahead of competitors in terms of offering, but also the LG brand in how it communicated with media and consumers. The increased levels of engagement, mutually beneficial collaborations, and partnerships, as well as the impressive overall PR value achieved, delivered very successful sales results for the brand.

**[1,174 words including headings]**

## **Letter of endorsement from client**

To whom it may concern

LG hereby acknowledges and gives full rights to Clockwork Media, our contracted agency, to enter the work completed for us for the launch v20 into the PRISM Awards 2017.

Throughout the duration of the project, Clockwork Media drew on their considerable experience and credentials, in helping ensure that our campaign was efficiently and professionally run, and that our company received maximum and favourable results.

Throughout this process, Clockwork Media displayed a willingness to work hard, go the extra mile and adapt efficiently to changing circumstances. Thus, we are highly satisfied with the results they have achieved for our campaign.

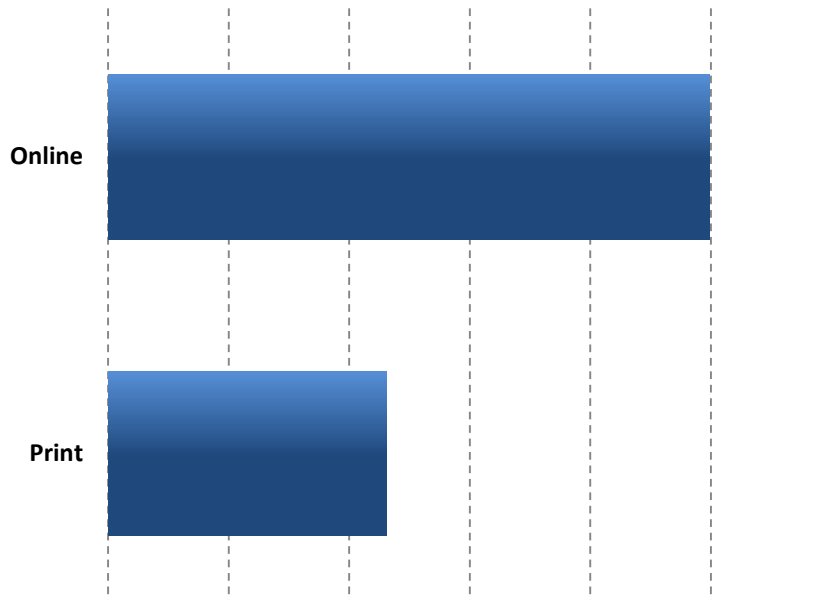
Accordingly, we firmly maintain that they should be endorsed for any industry award that they choose to enter.

We trust that the sterling work they have completed for LG is worthy of recognition in your awards.

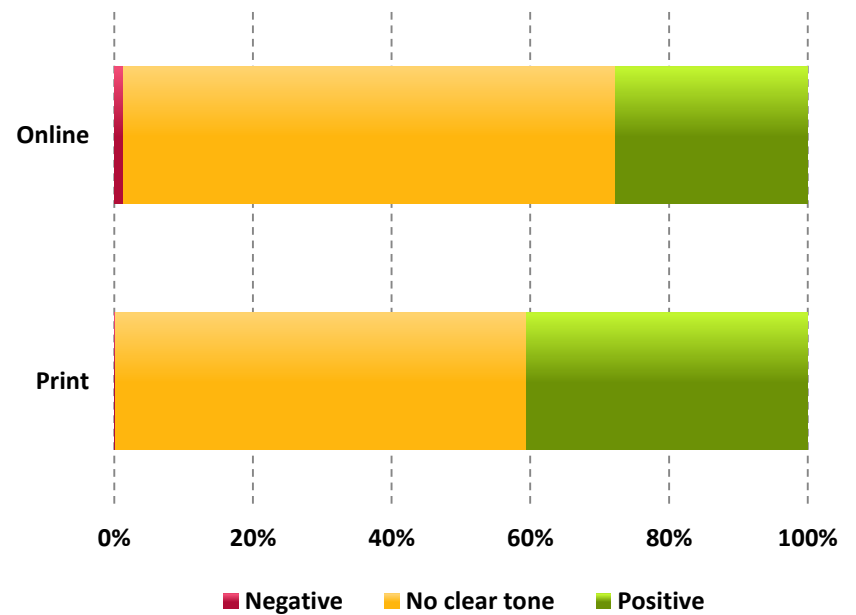
Yours sincerely,  
Matthew Louw

## Volume and tonality of media

Volume: Top media platforms

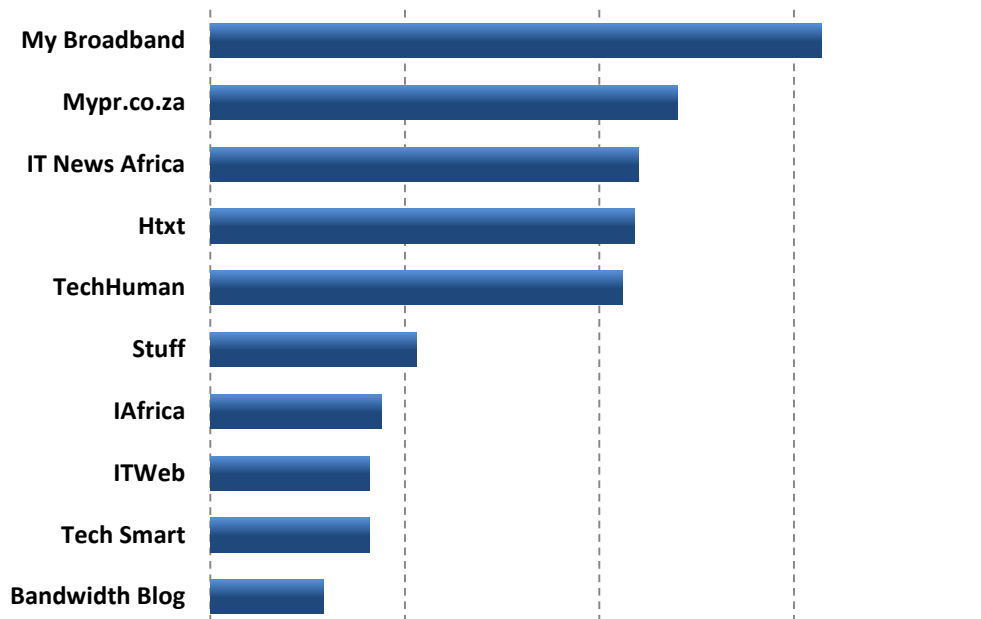


Tonality: Top media platforms

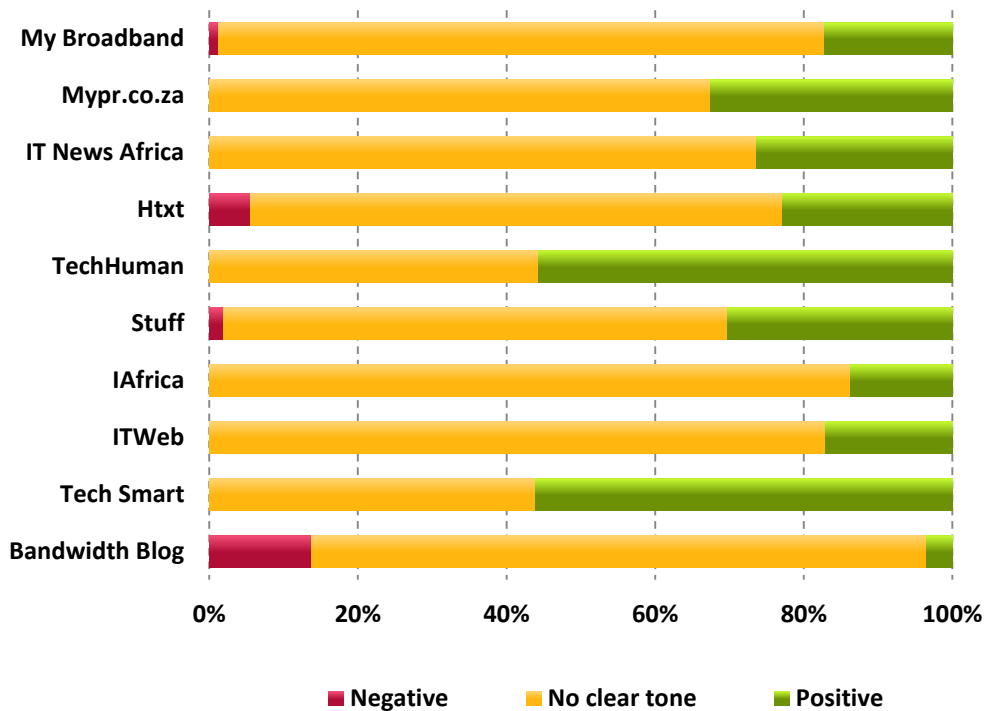


## Volume and tonality of media

### Volume: Top online media

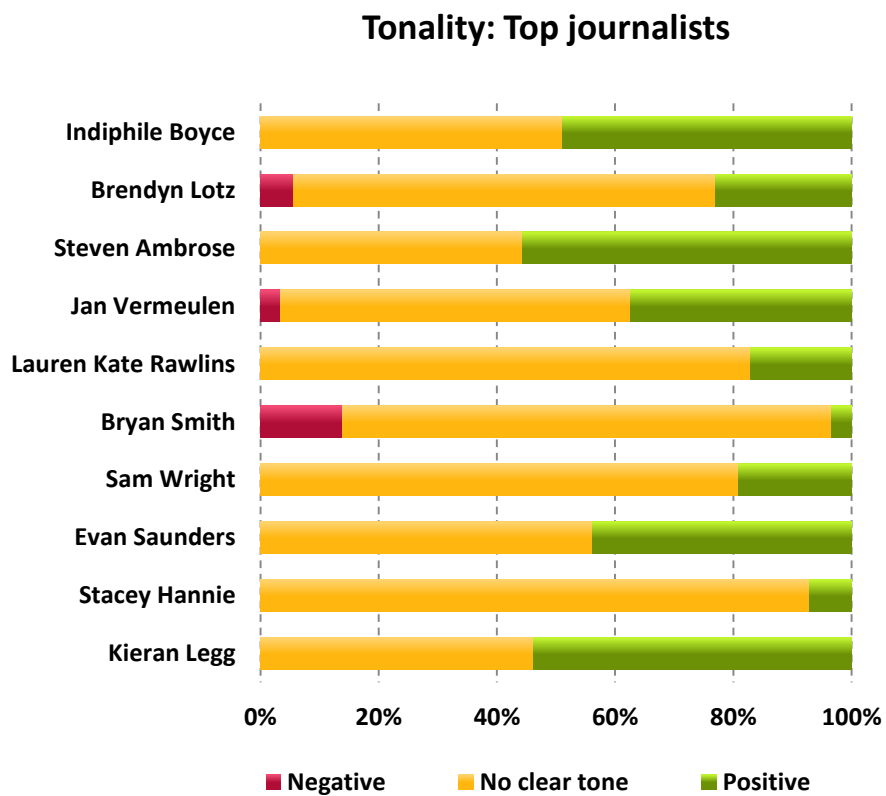
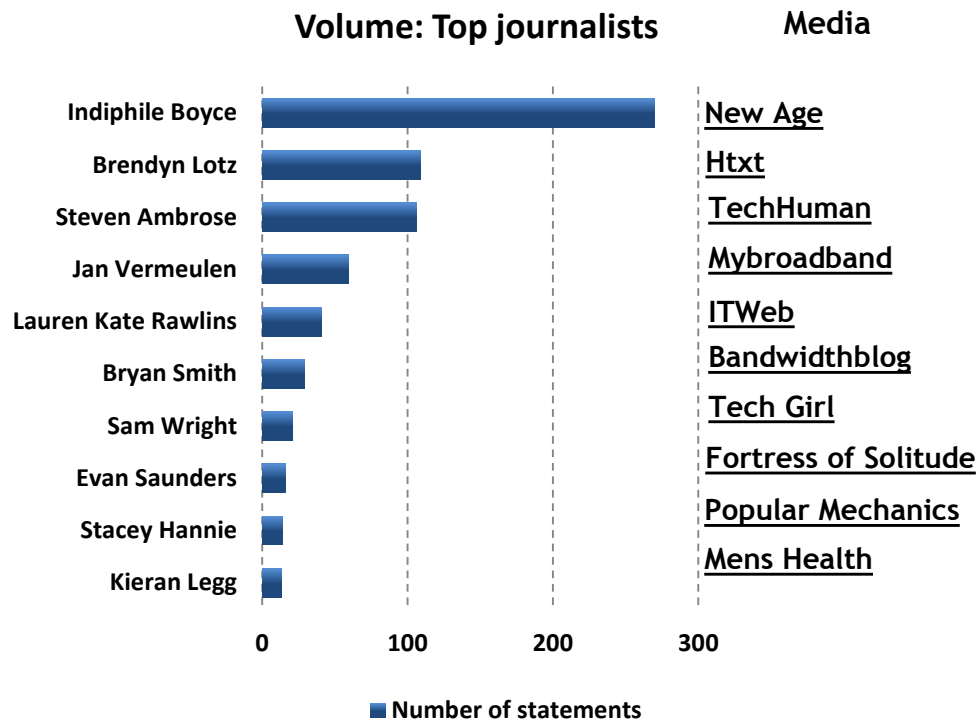


### Tonality: Top online media






## Volume and tonality of media



## Examples of social media posts

**LG Mobile South Africa**  
Published by Sprinklr · 15 December 2016 ·

It's easy to capture urban settings and sweeping landscapes with the LG V20. For Gearburn the wide-angle lens is everything. Read more here: <http://spr.ly/61848zLwry>  
Check the specs here: <http://spr.ly/61868zxLA>  
#V20PlayMore



Every moment, perfectly captured

6,468 people reached

Boost post

Like Comment Share

Simon Mokoena, Pearl Gama and 537 others

Top comments ·

1 share

LG Mobile SA Retweeted

**Arthur Goldstuck** @art2gee · 15 Dec 2016

My #GadgetOfTheWeek with @AshrafGarda on @SAfmRadio: The LG V20 smartphone with dual screen, wide and normal angle camera, from @LGMobileSA

1 2 4

LG Mobile SA Retweeted

**Tech Girl** @TechGirlZA · 30 Nov 2016

The @LGMobileSA V20 - here's what I thought: [techgirl.co.za/2016/11/30/lg-...](http://techgirl.co.za/2016/11/30/lg-...)



2 1

## Examples of media engaging on social media



Jason Adriaan  
@jasonadriaan



Follow

@LGMobileSA Looking forward to it 😊

12:49 PM - 3 Nov 2016



Steven Ambrose  
@ambio



Following

Oh boy getting excited hope it's something with a V!!!!



LG Mobile SA @LGMobileSA

We are sending you one sizzling surprise @ambio. Your package should be arriving, right... about...now! #V20PlayMore

2:57 PM - 3 Nov 2016

Unterschleißheim, Deutschland



LG LG Mobile SA  
@LGMobileSA

Hey @AndyWalker we see you have received your gift 😊. Keen to see your next cool pics on Insta. #V20PlayMore



Andy Walker @AndyWalkerSA  
Via #Instagram: My mobile chariot for the next two weeks: the #LGV20.



Andy Walker @AndyWalkerSA · 22h

@LGMobileSA you guys :). Was great chatting to an actual member of the marketing team when receiving the device! Very nice touch



LG Mobile SA @LGMobileSA · 22h

@AndyWalkerSA we aim to please!



## Examples of social media posts



### How to create good video with your LG V20

126 Likes · 30,367 views



### How to shoot great photos with your LG V20....

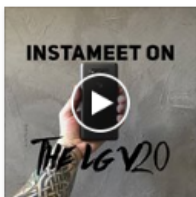
114 Likes · 63,834 views



Zeno Petersen

November 13 at 4:17pm · YouTube · 🌐

Yesterday I shot a little film at the Instameet . Check it out .



#### Instameet on the LGV20

A SHORT FILM SHOT ON THE LG V20 We shot the whole meet just using the Lg V20. Sound and Video .

YOUTUBE.COM

Like Comment Share

17



Toby Tangawizi Harris Wait, you giving the LG a chance Mr iPhone? 😊

Like · Reply · 1 Like · November 14 at 3:02pm

Toby Tangawizi Harris replied · 2 Replies



Zeno Petersen shared LG Mobile South Africa's video.

November 17 at 8:13am · 🌐

First video we did for Lg . More coming soon .



10,988 Views

LG Mobile South Africa added a new video: #V20PlayMore product video.

November 16 at 5:05pm · 🌐

Like Page

There's a new smartphone in town. Its epic audio, video and photo capabilities make it the perfect smartphone for you, the modern content creator. Top SA Instagrammer and cinematographer, Zeno Petersen, shows it off.

Learn more now: <http://bit.ly/2eNt0qX>

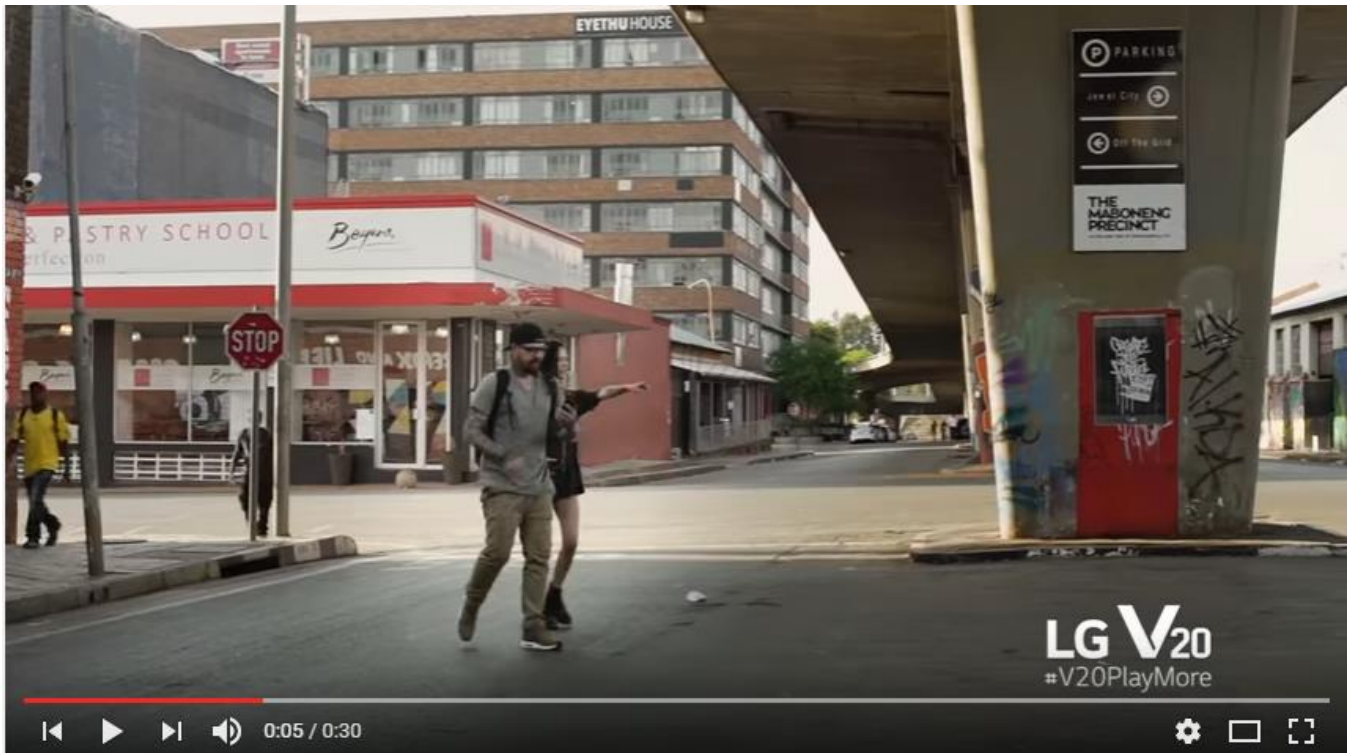
#V20PlayMore

Like Comment Share

Reuben Masondo, Waldi Verster and 24 others



## Zeno videos



### [LG Mobile South Africa V20 official product video #V20PlayMore](#)



### [How to create good audio with your LG V20 and Zeno Petersen](#)

## Zeno reviews



### [REVIEW : LG V20 for Vlogging and Video](#)



### [Instameet on the LGV20](#)