



Certification Program Brings Innovative Clothing Care Options to Consumers

OPPORTUNITY

- In 2008 LG launched its first TrueSteam™ technology based washing machine in the United States
- Their goal was to enter the market with a product that was externally validated by leading edge science and utilize a consumer relevant certification to their advantage
- LG wanted to promote the superior technology of the machine and its potential impact for a healthy home
- Through a credible communication platform they wanted to highlight other key features of the machine such as energy and water efficiency
- Following strategic planning sessions between the teams, LG decided that the unique partnership model of the program was the perfect fit for their marketing initiatives and strategic priorities.

RESEARCH DATA

- 48% of respondents with asthma and allergies feel the asthma & allergy friendly™ Certification Mark is “a better choice” for families
- Households with children are more likely to purchase products displaying the Mark, and believe the Mark indicates “higher quality” products
- An increasing number of consumers were purchasing products with allergen reduction features and environmental control
- Consumers are increasingly confused by unproven allergy based claims on home appliances and are willing to seek out products with validated scientific performance claims
- The Expert Panel from the National Institute of Health recommend frequent washing at high temperatures to control indoor allergens
- Consumer data showed many growing trends and opportunities for over 60 million consumers with asthma and/or allergies
- Finally, certification from an asthma/allergy non-profit organization would impact the purchase behaviors of a large portion of the consumer



“Certification of our new Allergiene™ steam combo extends this industry-first benefit to more consumers who need to reduce allergens in their washable fabrics in order to be better prepared this allergy season. This exciting new application of our TrueSteam™ technology is the latest example of how our continued innovation in steam laundry can provide meaningful new benefits to a greater number of consumers.”

John Weinstock

Vice president
of Marketing LG Electronics USA



SOLUTION

- In 2008, LG turned to the independent asthma & allergy friendly™ Certification Program for its stringent standards and the reputation of the Asthma and Allergy Foundation of America (AAFA) for patient advocacy
- They could integrate the testing results and the scientific research expertise of Allergy Standards Limited (ASL) into the brand's core features and general messaging
- It would demonstrate their commitment in providing the highest quality products possible and would build confidence and trust in their brand
- It would provide peace of mind for consumers concerned about asthma, allergies and a healthy home
- LG's team could capitalize on the market data and consumer sentiment with regards to allergies and a healthy home

BENEFITS OF COLLABORATION

After consultation between the Certification Program Team and LG's development and marketing teams we collaborated closely to develop the following innovative strategy and tactics to leverage the Certification and enhance the launch:

- Developed content-rich copy to engage customers on healthy indoor living issues
- Media launch event in New York with keynote scientific speakers provided by the program
- Liaison with public relations and marketing teams
- Incorporating the cause related message of certification into their following communications channels:
 - Advertising and In-store elements
 - Press releases
 - Consumer outreach including newsletter and articles
 - Website, blogs and social media
 - Launch events



IMPACT

- LG is the number one front loading washing machine brand in the USA*
- To date, LG has certified 11 different models of washing machines as asthma & allergy friendly™ and has entered into a long term agreement with the Certification Program.
- Has deepened customer engagement and feedback with many appearance on blogs, chat rooms and forums
- In 2011 the Certification Program achieved 680 million consumer impressions across print, online and TV media and www.aafa.org and www.aafa.org/certified had over 1.5 million unique visitors
- LG's targeted marketing efforts have allowed them to achieve growth in their target sector in a tough economic period

THE FUTURE

- LG and AAFA together with retail partners such as the Home Depot continue to educate consumers about environmental control and allergen reduction – with educational content about healthy homes, co-branded in-store materials and magazines
- Deliver powerful educational material to their target audience, deepening the customer engagement and participating effectively and with authority on the blogosphere and social networks
- LG continue to leverage the cause related and not for profit association with AAFA as well strengthen their leadership role in the 'healthy home' movement



**Contact us today to discuss
how we can help you.**

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