

STRATEGY

LG's Pitch: Dump Your Old, Uncool Appliances for Us

Company implores consumers to upgrade to something hipper. **BY STEVE MILLER**

LG Electronics will ask consumers to dump their old appliances, not because they don't work but because they're not as stylish as LG's wares.

The \$20 million effort, breaking this week, will use "upgrade" as its theme, imploring consumers to get new appliances instead of waiting until their old ones break down. "We're engaging consumers by focusing on a new-found desire to upgrade or 'trade up' appliances, rather than waiting until they stop working to replace them," said John Weinstock, vp-



Hammer time: Ad shows a way to replace your washer.

Appliance marketing at LG Electronics, Englewood Cliffs, N.J. "This campaign is about the growing focus on stylish appliances and creating an emotional motive for acquiring our products."

TV spots, via BrandBuzz, New York, portray old, vanilla-styled appliances as objects to be destroyed. Creative shows women stopping to admire a window display of LG appliances. They then enter a dream state, fantasizing about smashing their current appliances using such items as a jackhammer or steamroller.

Print with a similar destruction theme will break in December epicurean, dwelling and fashion magazines including *Woman's*

Day, *Coastal Living*, *Metropolitan Home* and *Domino*.

Not everyone is thrilled with the pitch. Robert Weissman, managing director at Commercial Alert, Washington, took issue with the environmental responsibility aspect: "If there were some kind of great energy savings to justify the purchase, that would be one thing. But it shouldn't just be a matter of this new unit being cool."

Others credit LG and its primary rival in the niche/designer appliance category, Samsung, with bringing a new flavor to the segment. "You're now seeing Samsung's appliances advertised in *The New York Times Magazine*, coming at you as something you want to buy because you're tired of the old one," said Peter Rogovin, managing director at brand strategy firm Next Level SMG, New York. "LG and Samsung are coming at it in a different way because of their experience marketing consumer electronics."

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