

Major Project
on
A STUDY OF ADVERTISING STRATEGIES
OF LG LED T.V.

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CERTIFICATE

This is to certify that **Akhil Aggarwal**, Roll No: **2K18/EMBA/506**, student of Masters of Business Administration (Executive 2018-2020) at Delhi Technological University, Delhi has accomplished the project titled **A STUDY OF ADVERTISING STRATEGIES OF LG LED T.V.** under my guidance and to the best of my knowledge completed the project successfully, for the fulfilment of the course Executive MBA.

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1. INTRODUCTION

Advertisement, which is a crux of any market economy, plays a pivotal role in the economic progress of a nation. Advertising is indeed the only direct method, which helps to reach masses of potential buyers. Advertising, being dynamic, changes with changing methods of distribution and consumption. Advertisements have become the part of life for everyone as a listener through some media or other. In the present era of information explosion and media influence, these advertisements play a major role in changing the settled perception or thinking, which is otherwise called attitude, of the consumer and also the consumption pattern of the society in general. Thus, the impact leads to cultural and social changes to a great extent. Under this situation efficiency of the manufacturers, marketers and advertisers is tested in churning out advertisements, matching the expectation of the consumers, which may gradually bring about desired attitudinal changes in them.

1.1.1 Need for Advertisement

- Advertisement plays a major role in every walk of life. The divergent sections of the society may need advertisement for a variety of reason from information sharing to consumer persuasion to decision making
- Advertising is a way of communicating information to the consumer, which enables him or her to compare and choose from the products and services available. Advertisement enables consumer to exercise their right of free choice.
- Advertising is the most economical means by which a manufacturer or an institutional body can communicate to an audience whether to sell a product or promote a cause of social welfare such as a civic drive or an immunization program.
- Advertising, being a necessary means of communication is an inseparable part of speech. Any restriction on the right to recommended legitimate goods, services or ideas in public will diminish the fundamental right of the freedom of speech.
- Advertising can help in improving the economies of developing countries. Advertising stimulates increases in production and consequently generates more employment. It can help stabilize prices and thus lead to wider distribution and greater availability of goods and services.

- Advertising is an essential and integral to the marketing system. It is sometimes maintained that the marketing system is nothing but the consequent of a country's social and economic growth. The fact is that advertising is the main key tool used to a country's growth.

The basic concept based on 'Telling and Selling'. One of the '5 M's of an advertising program is Measurement. It denotes how the results should be evaluated. Measurement can at best be done around an audience/ customer's ability to recognize and recall the advertisement and the total impact formed them by the overall image of the company that finally influence the purchase behavior of the customer.

The present scenario of the FMCG has witnessed many a great advertisement in its field. The major players hire top advertising agencies to create memorable advertisements for their brands to enhance the sale.

Thus, the response of the customers whether existing users or prospective about the impact of these advertisements is momentous to help the firms decide how the advertising is benefiting their brand and in what proportions and also about the future strategic

2. COMPANY PROFILE

2.1.1 HISTORY OF LG WORLD

LG Electronics was established in 1958 as Gold star Company Ltd. And has been trendsetter in the electronics industry ever since. The corporate name was changed to LG Electronics in 1995 as of an effort to make the company a major player in the world market.

Gold star brand product sale in 1996 came to US \$ 9 billion, which ranked one of the top electronics industries in the world. LG is known by consumers in more than 171 countries for offering products that deliver ultimate satisfaction.

Along with the new corporate mission, LG electronics has been reborn. The organization remains youthful and vibrant. Building a better future for customers is the top priority and the company is going top gear to make the Better Future a reality.

The management philosophy

Great Company, Great people Whereby only great people can create a great company and pursue two growth strategies involving Fast Innovation and Fast Growth . Likewise, we seek to secure three core capabilities: Product Leadership, Market Leadership, and People centered Leadership. The products manufactured internationally cover multimedia players, video/Audio products, Home Appliances, Information Systems products, Communication Devices, Display products, Magnetic Recording Media and Electric/Electronics parts and components. Heavy investments are being made in the next generation and environment friendly products.

2.1.2 LG (The Global Company)

LG India the Indian wing of the South Korean chaebol formally known as 'Lucky Gold star'. LG Electronics India Ltd. (LGEIL) is the wholly owned subsidiary of LG Electronics and started operation in its current 'Avatar' in Delhi in May' 97 and spread itself across the country within months. Company launched the entire product profile under the LG brand name, which the company had decided to change its previous brand GOLD STAR around the World.

In the first phase of Investment from 1998 to 2001, the company had decided to invest US \$ 146 million (Rs. 525 crores) to establish manufacturing facility at Greater Noida. This facility will be capable of churning out 8,00,000 CTV's 4,00,000 Refrigerators, 2,00,000 Audio Systems, 2,00,000 Washing Machines, 1,00,000 Air Conditioners etc.

In the second phase, from 2001 to 2005, LG Electronics Will invest \$ 143 million to increase its existing capabilities in finished products and capabilities to manufacture compressors, fly transformers, motors and deflection yokes.

After setting up of LG software center in Bangalore in 1996, LGEIL has also set up 'In house R & D and HRD center' in India not only to train the Indians employees but to serve foreign employees of LG Electronics in South Asia and North Africa.

In five years from now LGEIL will become one of the largest industrial houses in India and strive to become NO. 1 global company in India by 2010. LGEIL has already achieved a turnover of Rs. 904 crores in the year 1999 and Rs. 950 crores in 2000. The target turnover for LGEIL in the vision LEAP 2005 is Rs. 5,000 crores.

LG is already No. 1 in the sale of air conditioners in India and among the top priority in the sale of all other electronics.

There are 18 branch offices covering whole of India in the following cities :-
Ahmadabad, Bangalore, Hyderabad, Indore, Jaipur, Lucknow, Mumbai, New Delhi, Haryana, Patna & Pune. While corporate office is situated at Greater Noida, U.P. and Regd. Office at Okhla, Industrial estate, New Delhi.

2.1.3 LG GROUP (Looking Above and Beyond)

The LG Group is today, one of the Korea's top 3 conglomerates in fields ranging from chemicals, energy, electronics, semiconductors, machinery and metals of trade, services and finance each of the LG member companies is now working to rise to the highest level of global competition in their respective industries. The company is represented by 76 subsidiaries around the world with over 66,000 employees worldwide. LG is now ready to make the next quantum leap forward LEAP 2005.

Leap 2005 is the strategy for surviving in the era of unlimited competition and started from highly charged innovation. LG's business strategy for 21st century is very aggressive.

Information and communication, electric and electronics, chemicals and energy, multimedia, bioengineering and semiconductors industries will be promoted. The company is a global force in electronics, information and communes' products with 2004 annual sales of US\$ 38 billion (consolidated). By the year 2005, the group plans to achieve annual sales of US \$ 74 billion.

2.1.4 DIGITAL LG

With a new millennium, LG Electronics has unveiled the ambitious vision of 'DIGITAL LG'. The short words of digital LG is the embodiment of LG Electronics' strong will to become the true leader of the digital of the Digital LG.

LG Electronics is poised to take the leap forward as digital leader, charting its own course of success in the rapidly changing digital age. While offering innovative digital products and services that enrich people's lives and making them more comfortable. LG Electronics will strive to become an exemplary company for the digital age that realizes leadership for the digital management.

Through these efforts the company aims to be the true leader of the digital age. The company will be at the for front of realizing customer values. Providing best profit to the shareholders and reaffirming the pride and satisfaction of our staff members in their own individual vision.

2.2.1 VISION

- To be No. 1 global Leader in the world by 2010 .

LG electronics pursues its 21st century vision of becoming a true global digital leader who can make its customers worldwide happy through its innovative digital products and services.

LG electronics sets its midterm and long term vision a new to rank among the top 3 electronics, information and telecommunication firms in the world by 2010.

2.2.2 PHILOSOPHY

- Compete in the International market with a Global Mindset.
- Maximize value for customers, employees, and shareholders.
- Pursue the best in the class through management by principal.
- Contribute to the society through good corporate citizenship

2.2.3 INITIATIVES

- Redesign business portfolio.
- Develop new strategic business.
- Globalization.
- Acquire promising differentiate technology.
- Cultivate high Performing leader.

2.3.1 LG's PERSPECTIVE

Korean firms which together account for the 5th largest foreign investment in India have outperformed Japanese and Chinese firms.

LG echoes the sentiments of Korean president Roh Moo-Hyun. With a little support from the government in terms of fiscal incentives, we can increase our exports from India manifold.

For LG, India is one of its biggest global markets and therefore its strategies are much more aggressive to ensure huge growth. LG India has done a creditable job of making it big in the consumer durable market, roping in massive Rs. 5,500 crores in sales in the relatively short span of seven years. As a company we manufacture almost everything in consumer durable and electronics: color televisions, refrigerators, washing machines, mobile phones and IT products like computer monitors.

Our new plant in Pune, in addition to our current manufacturing facility at Greater Noida, U.P. (on the outskirts of Delhi) will enable us to expand its consumer reach and ensure better supply chain management that would translate into a faster response time.

The new Greenfield facility is a wholly owned subsidiary of LG Electronics India located at Ranjangaon, 50 km from the city of Pune. Covering over 50 acres, the facility will be manufacturing color televisions, air conditioners, refrigerators, washing machines, microwave ovens and color monitors by the end of 2005. The plant that involves an investment of Rs. 150 crores (4 32 million) till 2004 will commence operations now.

LG India will become the export hub for LG worldwide catering to the Middle East and African markets. The company aims to touch an export turnover of USD 3 billion by 2010, which will contribute to 30 per cent of LGEIL's turnover.

The contribution of mobile phone segment gaining prominence in India, LG Electronics announced the setting up of a mobile phone production plant in India. The plant is expected to start production by 2005. by 2010, we aim to produce 20 million units of which 50 per cent will cater to the export market. The facility will involve an investment of \$ 60 million by the year 2010.

Promoted by our success in this country, we plan to set up a mobile phone plant in India. It will give us an edge over other players in terms of quality, production and subsequent market share. We are investing close to 2 – 3 per cent of our turnover towards PROJECT and development of products and hope that will soon be able to establish India as an R&D hub for consumer electronics, home appliances and GSM phones.

With a strong R&D and export focus, LG India intends to become a USD 10 billion company by 2010 of which 30 per cent will be from exports. With our firm resolution to realize our objectives, we will further consolidate our leadership position in the consumer electronics, home appliances, IT and GSM markets.

2.3.2 PRODUCT PROFILE OF LG

The products of LG are divided into different-different segments

- **TV**
- **VIDEO**
- **AUDIO**
- **HOME APPLIANCS**
- **MOBILE & TELEPHONE**

2.3.3 COMPETITORS OF LG

- SAMSUNG
- BPL
- VIDEOCON
- ONIDA
- SONY
- SANSUI
- PANASONIC
- THOMPSON
- AIWA
- IGO
- NATIONAL
- BELTEK
- AKAI
- TEXLA
- OSCAR
- HYUNDAI
- WHIRLPOOL
- GODREJ

2.4.1 LG: THE FUTURE

A peep into the future talking about consumer durable per se tells me that not only will the products themselves undergo a transition but also the technological platform will be different. I am talking about the home to net technology.

Home network means sending and sharing information by connecting each space (room/kitchen/living room/etc.) in a house through one communication protocol. It is a concept of using internet products that are already placed in a house to search information and to control the products. Also, by connecting digital products with internet or cellular phone, you can control digital home appliances whenever you want and wherever you are. Frankly, once home network is completed, we will be able to enjoy and relax a secure and convenient life more than we expected because we will be able to do things far beyond our imagination with this home network.

For example, you can turn on/off air conditioner in a bedroom with refrigerator in the kitchen. You can also turn your air conditioner on outside by connecting your cellular phone to home network. Through internet, you can download a newly developed laundry program, air flow, or recipe, and use appliances in better condition, if your appliance requires servicing, you will receive an error message by your email and cellular phone, and you can manage it immediately as you report to the nearest service centre by using the internet.

Network systemization announces another innovation in home appliance industry like the earlier product transformation from analogue to digital. Consequently, all internet digital home appliances will be connected as one system in the near future with or without wire.

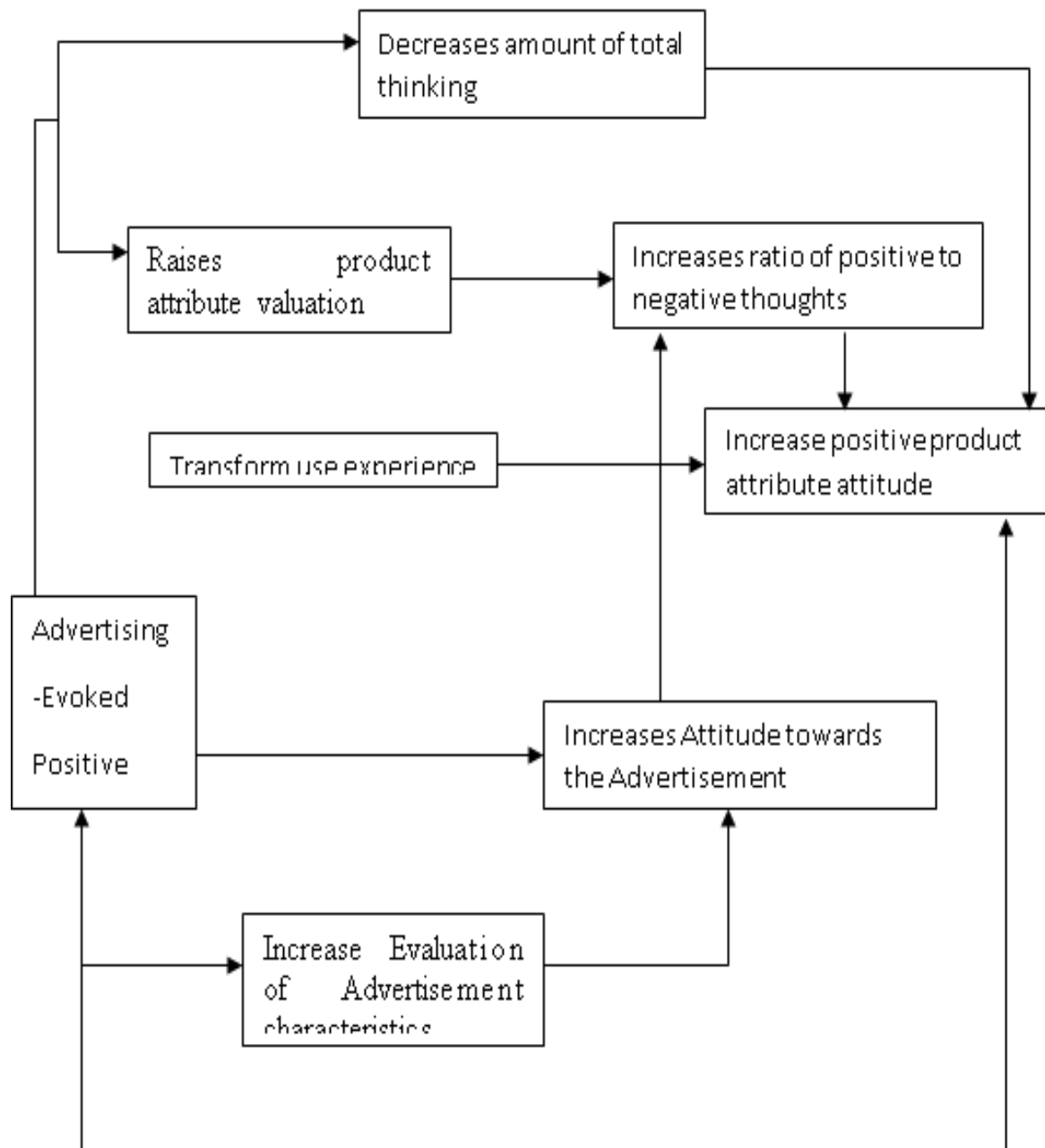
Internet digital home appliances reduce the information gap between ages, social classes, and generations. Through home networking products, housewives and elders who are unfamiliar with computers and high technologies will enable to explore today's information highway.

To site an example of how fast technology can be developed in a market that is ready: LGE DAC launched the world's first 'Internet Refrigerator' that connects home network with internet in the Korean market in September 2000. Other major white goods, like washing machines, air conditioners and microwave ovens, combined with internet system were introduced in the market within a year after the launching of the internet refrigerator. It is not long before India too will be ready for Home Net products!

2.5.1 EFFECTIVE ADVERTISEMENT AND CONSUMER ATTITUDE

The following model exemplifies the attitude or response of a consumer to an advertisement and a glance through the following pictorial presentation would simplify our understanding of the advertisement's effects on thinking response and it also magnifies the peripheral and associative effect of an advertisement.

A Model of the Feeling – Response to Advertisement



A rather simple explanation of how a feeling – response advertisement works is that people like it or dislike it is an advertisement, and this attitude gets transformed to or associated with the product in the advertisement. There is thus the potential for a direct casual link between the attitude towards an advertisement and the attitude and behavior towards a product. As noted in the diagram, feelings engendered by an advertisement can create or influence an attitude towards the advertisement directly, as well as indirectly, through assessment of the quality of the advertisement's exceptional characteristics. In fact, some researchers believe that attitude to the advertisement really has two different components; an effective one, reflecting the direct effect of the feelings evoked by the advertisement, and a second more cognitive one, reflecting how well is the advertisement made and how useful is the advertisement.

It is important, in understanding how an advertisement ultimately affects consumer attitude; to see what kind of attitude people develop toward the advertisement itself. If the feeling that the advertisement creates are positive, and if the way the advertisement is made is evaluated favorably, then the advertisement should elicit a favorable attitude towards itself and vice-versa. In respect of the viewers of the advertisement, the matter of concern is that, how far does it influence them and how should it influence them in the right direction. Viewers of advertisement, who are the mass, have got their own outlook and their own way of understanding. The customers are to depend on the advertisements, only till he gets the product. After buying and using the product for the first time, comes the response to the advertisement.

This can be in three different levels viz.

At the first level, when the consumers are fully satisfied, they will respond favorably to use the product continuously, subject to the price and the availability of the product. Continuous advertisement in various media further influences the listeners to build up a positive attitude towards the product. This leads to the change in the consumption behavior of the society, which leads to a great level of social and cultural change among the people in general.

The next level is the stage of getting dissatisfaction by the consumers on the use of the product, on persuasion by the advertisement. This will lead to consumer resistance to the product. The dissatisfaction at this state means that the quality or the contents of the utility value of the product might not have reached the height expectations created by the advertisement. If the product or service at this stage is able to satisfy at least a section of the people, then it can service higher and thus will serve as forbidding factor. As far as the attitude formation is concerned, this stage can be considered as a formative stage. But if the product fails to reach, not even a section of the society in total, it will lead to the product withering away from the market in course of time.

The third situation leads to a stage, when the viewers understanding that the advertisement misguides them or giving a wrong information deliberately. Under this situation the viewer loses confidence on the advertiser, producer and the seller. This leads to a negative attitude on the marketing of the products of the company in general. The defects are to be brought to the knowledge of the producer to give a chance for him to correct the mistakes, if it is so. When

there is no proper response for this complaint, then it leads to earning discredit from the customers.

2.5.2 SITUATION FAVOURING ADVERTISING

It is imperative that the situation must be ripe for an advertisement to bear the fruits of optimum return or reward. The advertiser must constantly assess the situation to choose the right environment and ideal time for an advertisement to be launched. The conditions favoring an advertisement are as follows

- When there is a favorable primary demand of product.
- When there is a distinctive product differentiation from other competitive brands.
- Availability of favorable hidden qualities in the advertised products not found in competitive products.
- When mass market is penetrated.
- Possibility of powerful emotional buying motive is seen in the advertised product.
- Favorable managerial personnel personal and company policies.
- Non-Exaggeration of facts in product advertisement.
- Effective or systematic project work conducted for a product to be advertised.

2.5.3_ AN IDEAL CONSUMER FEELING

To ensure that the advertisements reach the target consumers in a most effective way and begets right response from, it has to be ensuring that such advertisements are presented in the right way. The following steps on the part of consumer may ensure that the advertisements are on the right track.

- Getting attracted towards the advertisements.
- Listening and observing the contents of the advertisements in full.
- Continuous watching of the same over a period.
- Comparing the advertisements of similar products.
- Learning more about the product, the producer, and the advertiser.
- Making a trail purchase as follow up activity.
- Using the product as per the instructions.
- Assessing the level of utility of the product individually.
- Assessing the level of utility derived with other similar consumers.
- Comparing the level of utility of the product with similar products.
- Decision-making regarding the continuous use of the product, and to recommend to others, positively or negatively.

2.5.4 CONSUMER AWARENESS OF ADVERTISING

The effect of exposures on audience awareness depends on the Reach, Frequency, and Impact

Reach (R): The number of different persons or households exposed to a particular media schedule at least once during a specified time period.

Frequency (F): The number of times within the specified time period that an average person or household is exposed to the message.

Impact (I): The qualitative value of an exposure through a given medium (thus a food ad in good housekeeping would have a higher impact than in the police gazette).

The relationship between reach, frequency and impact is captured in the following concepts

Total number of exposure (E): This is the reach times the average frequency ; that is
$$E = R * F$$

This measure is referred to as the Gross Rating Points (GRP).

Weighted number of exposures (WE): this is the reach times average frequency times average impact ; that is

$$WE = R * F * I$$

Many advertisers believe a target audience needs many exposures for the advertising to work. Others doubt the value of high frequency. They believe that after people see the same ad a few times, they either act on it, get irritated by it, or stop noticing it.

2.5.5 ADVERTISING STRATEGY OF LG

The strategy of the company can be understood to be need based which recognized the need of Maintaining Good Health while using the various consumer electronic goods.

This health factor was until then not given any air by any of the FMCG & Durable based company although they knew the customers want to safeguard their health in the way of utilizing other benefits, but was not provided the desired hope and flavor.

On a large scale, the advertisements for LG products promote the consciousness of 'Health Factor' for various machines including Aces which were until then considered as cooling devices only. And perhaps this is the probable reason that exactly within 2 years of its launch, LG displaced carrier as India's No. 1 seller for CTVs and Aces. Rarely has a new corner unseated the No. 1 so quickly.

(LG's Switzerland to right here commercial effectively conveyed the company's claim to purity the air, a clear-cut benefit in pollution tormented cities).

Advertising for LG's refrigerators with concepts like 'Frost Free', 'PN system' and 'Multiples' etc. And for CTV with concept of 'Protection of eyes' from contrast of TV screens

2.5.6 ADVERTISING WORLD OF LG

From the beginning the Advertising Agency made responsible for advertising campaign of LG is LOWE-LINTAS, which is among the top three advertising agencies of the country. The amount spent on advertising in the first year i.e. 1997 was 14 crores which was subsequently raised in the year 1998, 2000 and 2001 to 32, 70 & 85 crores (approx.) respectively. In the year 2000, about 3.5% to 4% of the total turnover was invested upon advertising campaign (i.e. 70-75 crores). In the current year about 80 to 100 crores will be spent upon advertising with a share of over 4% of the total projected turnover. Out of the total share for advertising about 70% is spent on pure advertising and about 30% on various events, exhibitions, etc.

As far as various media for advertisements are concerned, about 60% are spent on Print and about 40% on broadcasting media.

The company involve med itself with mass marketing by sponsoring various sports events. LG sponsored cricket world cup and also started its own LG cup in sept. 1999 and had been sponsoring cricket events since then for publicity & promotion. During the Indo-Pak series it has announced new scheme '**Khelega Kya**' through different media.

2.5.7. PRINT ADVERTISING OF LG



Just for cooling

For cooling with artistic finish

What's your choice?

Look into Inspiration


From 40" Front Cooling (Only LG ART COOL can be a solution for both questions. Also, Plasma/Purion Filter and Auto Clean system add to the pleasure and comfort of your home.

Art of cooling
ART COOL

Life's Good LG

1000 1000 1000 1000 1000

This advertisement features a bedroom scene with a bed, bedside table, and lamp. Two air conditioning units are shown at the top, one labeled 'Just for cooling' and the other 'For cooling with artistic finish'. The text 'What's your choice?' is centered. Below the image, there is a small paragraph of text and the 'ART COOL' logo. At the bottom, there are five color swatches and the LG logo with the slogan 'Life's Good'.



Look into Inspiration

Life's Good LG

This advertisement shows a woman in a black top and light skirt standing in a modern office lobby, looking at a large digital display. The display shows a man in a suit. The text 'Look into Inspiration' is visible. At the bottom, there are two small images of monitors and the LG logo with the slogan 'Life's Good'.

Advertising for 'Door Cooling Refrigerators' was a direct hit because of its unique concepts & effective portrayal. The punch line aired various models of electronics also cast a good repo for the products. Some of them are like

The purest way to breath .

For cool healthy air .

Enjoy a wrinkle free view of the new millennium .

Keeps your family healthy, day after day, after day .

The advertisements are also products based which, instead of showcasing other features, highlights the unique features of the products like: Golden eye, Flateron, Door cooling system for refrigerators, Fabricates punch wash for washing machines, etc.

The slogan changed time to time correctly reflects the actual positioning of the strategies for technological innovations, like

Cyber LG – expand your life

Digitalize LG – technology that understand you

Now - Life's good.

One of the most mandatory elements of any company's efforts to cast an everlasting and permanent image in the minds of the people through which they seem to recall the company's name and philosophy. In fact the creation of an attractive logo is one of the great responsibilities upon the advertising head of the company.

No matter, the logo of LG was created suitably attractive enough to fulfill its primary objective as well as doing much more.

2.5.8. LG LOGO (The Face of the Future)



This symbol mark – the visual representation of LG is composed of the letter L and G in a circle symbolizes the world Future, Youth, Humanity and Technology. This philosophy is based on humanity and represents LG's efforts to keep close relationship with their customer in the world.

Red, the main color, represents friendliness, gives a strong impression of LG's commitment to the best.

3. **OBJECTIVE OF RESEARCH**

The main objectives of conducting project Advertising Effectiveness of LG's Home Product are following

- To know impact the effect of advertisement on consumer attitude.
- To know the perception of the consumer towards LG's advertising.
- To know brand recall of LG.
- To analyze the effectiveness of present advertising strategies of LG

4. IMPORTANCE OF THE STUDY

The measure of any advertisement is its effectiveness in reaching out to the consumers; there are a few agreed principles, which govern the effectiveness of an advertisement. Some of the principles, which are the ingredients of an effective advertisement, have been dealt here.

4.1.1 Importance of claim:

The most important factor determining the effectiveness of an advertisement is the importance of claim made in it. Many advertisements make important claims. But these claims should be important for the consumer too. If a buyer gives importance for quality, there is no point in speaking about cheap price, similarly if cheap price is important the advertisement should highlight only that. Nowadays advertisement agencies concentrate on USP, i.e., unique selling proposition. Each advertisement must make a strong factual claim to pull the consumer into the store to buy.

4.1.2 Believable:

An advertisement must be believable. This can be incorporated in many ways. One way is to quote facts and figures about tests proving your claim. However, negatively speaking, the advertisement should not mention anything unbelievable. Sometimes advertisement given in prestigious magazines is believed by the readers.

4.1.3 Uniqueness:

The advertisement itself must have something unique about it. Uniqueness draws attention. According to the four-fold principle of AIDA (Attention, Interest, Desire and Action-buying), any effective advertisement should draw the attention of the customer. It is a mistake to depend entirely on uniqueness. It should be followed by proper claims, and believability. Typically advertisements whose major objective is to gain brand recognition and acceptance rather than gaining conviction or buying action rely on uniqueness.

4.1.4 Repetition:

Repetition is one of the key concepts of advertising. It is better to have a long series of small advertisement than one extremely long advertisement. Repetition is a basic principle of memory. Naturally, the more times an advertisement is run, the more likely it is that any person has seen one of the most advertisements recently. Repetition and regency are usually closely related. In fact, an advertisement is better read upon repeating, certainly repetition lowers advertisement cost.

5. LITERATURE REVIEWS

Thirty per cent of our marketing budget is for digital: Marketing Head, LG India

As the brand completes 21 years in India, Amit Gujral shares the company's plans for this year, and the new age marketing techniques explored by the brand by Dolly Mahayan Updated: May 29, 2018 8:59 AM

LG India has completed 21 years. Last week, the brand launched a heart-warming and aspirational campaign, #CelebratingtheNew, themed on how innovations make dreams come true.

As the brand celebrates its journey in India, exchange4media caught up with Amit Gujral, Marketing Head of LG India, to find out the company's focus area for this year and new age marketing techniques being explored by the brand.

Excerpts:

Tell us something about your new campaign #CelebratingtheNew

We believe in the philosophy of 'innovation for better life' and this video campaign is all about learning.

A father-child relationship is not much spoken about. This campaign is a story of a father and his teenage daughter where the father innocently surrenders to his daughter to overcome a challenge that he had been facing since his youth.

This year, the theme for LG is 'celebrating the new'. It is a fresh take on every dynamic of a parent-kid relationship in India and how common things are passed on from one generation to another. We have captured this Indian philosophy as the 'journey of innovation'. Through this campaign, we are celebrating new relations and emotions.

What marketing mix will you use for promoting the campaign?

Given that everyone is constantly consuming content on the go, digital and social media platforms Facebook, Instagram and YouTube will be driving this campaign. Within a day of the launch, we had over a million views, thanks to the power of digital.

LG has completed 21 years in India, how has the journey been?

It may seem like a long journey and we have gone from strength to strength in the last couple of decades, but we feel that we are still a young brand in India. We are still understanding specific needs of Indian consumers and developing products and solutions that cater to these needs. Today, we design and develop in India. Over 70 per cent of all our products are sold in the country. It feels great to be present in every Indian household for so many years and this is what we are celebrating today.

It's been 21 years and the Indian market has seen lot of changes. It is not what it was used to be 10-20 years ago. What changes has the brand seen in the long run?

We have evolved with the customers and have been part of their journey and their lifestyle aspirations. Today, home appliances and home entertainment category is no longer seen as luxury, but essentials. Also, consumers are now increasingly seeking value and meaningful experiences from brands. That's where consumer loyalty lies. As a brand, we strive to make the lives of our consumers hassle-free and deliver more value. This is at the core of what we do, and our marketing efforts reflect this sentiment. Today, consumers want to hear something that touches their heart.

We are the only company that has started offering free home demos for our premium range. We want our customers to be fully satisfied before using our products. Another area that we are pioneering is artificial intelligence and Internet of Things (IoT).

How is LG using IoT and AI techniques to make the products better?

Features such as AI and IoT enable the products to communicate among themselves. And in doing so, they are designed to improve the lives of customers. LG is continually seeking to innovate and deliver an experience that is unrivalled in the industry.

We will be launching a new product category - ceiling fan - and one of the models will be based on IoT. The fans, which are made especially for the Indian market, would focus on energy efficiency and serve higher value propositions. The fans will have easily detachable parts that can be cleaned and joined back.

What marketing strategies would LG implement in 2018?

Experiential, emotional & digital are the three pillars of our marketing strategy. At LG, we focus on insight-led product marketing. Products and solutions developed on the basis of real consumer insights shape the marketing efforts. In doing so, it is also important to increase awareness about the real benefits of underlying technology. In this regard, experiential marketing is quite critical. Experiential marketing is an effective tool for us, and we will further increase our efforts on this important tool. We are also investing on digital marketing. Lastly, we believe in customizing our communication and offerings based on geography.

Where does LG currently stand with regards to the market share?

We have the highest market share when it comes to home appliance and AC categories, and the second highest in the TV market.

LG has been facing stiff competition, both in the budget segment and premium. Any comments?

In a business, competition is most welcoming. It gives us motivation to be innovative always. It is wonderful to have as many competitors as possible because they keep us motivated and on the toes.

What is your annual marketing budget?

Our marketing budget is Rs 600 crore annually. And of that, 30 per cent is for digital.

What was the company's turnover last year and what are the expectations from the current fiscal year 18-19?

Our last year's turnover was Rs 20,000 crore. For FY18-19, we are hopeful of registering double-digit growth.

4.1.1 What's in it for LG?

Looking deeper into Zenith than they had before, **LG** executives found problems that needed fixing quickly. After removing CEO Albin Moschner, who'd negotiated the original **LG** investment, **LG** directed a retrenchment that eliminated 1,200 jobs and scuttled plans for a \$100-million picture tube plant in west suburban Woodridge. Those moves saved **LG** from pouring more millions into propping up Zenith. With costs coming down, Zenith was able to get \$310 million in financing through New York's Citicorp and Salomon Bros. Inc. on the strength of an **LG** guarantee. In exchange, **LG** got a warrant to purchase another 4.9 million Zenith shares at a penny apiece.

LG will need more than a bargain price on more Zenith stock to justify an investment that seems to have become a one-way relationship, with Zenith getting money to survive, technical know-how to modernize its plants and a customer for computer display tubes that will soon roll off an assembly line bankrolled by **LG**. This relationship is very strong, declares Mr. Willmott. But what's in it for **LG**?

The company is very confused on the subject of why they made such a loss-making investment, says Youngmoo Woo, an analyst who follows **LG** for Credit Lyonnais Securities in Seoul.

At the time of the investment, **LG** extolled the Zenith brand name and the company's leading position in high-definition television and digital set-top boxes. Combining these assets with **LG** distribution and manufacturing process was supposed to produce big gains for both companies.

But **LG** has not taken advantage of the synergies. Rather than slap the Zenith nameplate on its TV sets, the Korean company is in the midst of a worldwide rebranding campaign that will replace its familiar Goldstar label with the **LG** name. And **LG** has not yet opened its worldwide distribution network to Zenith, which has little presence outside North America. Mr. Cho says Zenith needs to fix its domestic operations before thinking about expanding distribution. You take care of your core market first he says. As for the new technologies that made Zenith so alluring, **LG** has grown indifferent. Mr. Cho says **LG** has no plans to license Zenith digital set-top box technology. HDTV technology is under development by an alliance of manufacturers including Zenith and will be available to any company willing to pay royalties for a license. Owning Zenith won't give **LG** an inside track on any aspect of HDTV technology.

Koreans' mandate Meanwhile, Zenith continues to hemorrhage, losing \$178.0 million last year on revenues that inched up 1% to \$1.27 billion. First-quarter results were brighter as losses

dropped 27% to \$25.2 million on a 9% sales increase to \$259.1 million. Losses like that won't sink **LG**, which had nearly \$9 billion in 1996 revenues. But with net income of only \$77 million, it can't overlook deficits as large as Zenith is posting. Shrinking those deficits is the top priority for Mr. Cho and the 50-some other **LG** employees detailed to Zenith. Sensitive to concerns about Koreanizing Zenith, Mr. Cho wants to reduce that contingent. But he won't do that until he's satisfied that Zenith is doing okay on its own, something he doesn't expect to happen until the end of the year. PHOTO (COLOR): Static cling: KS Cho, LG Electronics Inc.'s top representative at its 55%-owned Zenith Electronics, says the struggling television maker's losses must stop.

Ligand Pharmaceuticals Incorporated (NASDAQ:LGND) announced that data from preclinical studies evaluating **LG-7501** were featured in a poster presentation today at the 63rd Annual Meeting of the American Association for the **Study** of Liver Diseases in Boston. Ligand is developing novel small molecule inhibitors of NS5B polymerase for the treatment of hepatitis C virus infection (HCV) using its HepDirect™ liver-targeting technology platform. **LG-7501** is a HepDirect product designed for increased liver targeting, potentially improving clinical efficacy and safety. In preclinical studies, Ligand evaluated the pharmacokinetics and liver targeting of **LG-7501**. **LG-7501** is a HepDirect product of 2'-C methylguanosine, a clinically validated NS5B polymerase inhibitor. HepDirect liver targeting of 2'-C methylguanosine and other active nucleosides may be an effective method to improve efficacy while reducing systemic side effects in HCV treatment. **LG-7501** efficiently targeted the liver with reduced systemic distribution in preclinical models, providing proof-of-concept with a clinically validated HCV treatment. The key findings include: **LG-7501** has good oral bioavailability in two species. **LG-7501** is rapidly metabolized to the active drug. **LG-7501** converts to the active drug in the liver, resulting in greatly increased liver concentrations of the active drug while greatly reducing systemic distribution.

Our HepDirect liver-targeting technology platform is an exciting example of Ligand's diverse portfolio of un-partnered assets and technologies, and has applicability in preferentially targeting drugs to the liver across a range of new classes of compounds for diseases such as HCV, commented Matthew W. Foehr, Chief Operating Officer of Ligand Pharmaceuticals.

Additionally, we are extremely pleased with the positive data generated in preclinical evaluation of **LG-7501**. HCV represents a significant and growing health concern, with few therapeutic options currently available for the approximately 180 million patients infected with the disease worldwide¹. About Ligand's HepDirect HCV Inhibitor Program

HepDirect is a pro-drug technology that targets delivery of certain drugs to the liver by using a proprietary chemical modification that renders a drug biologically inactive until cleaved by a liver-specific enzyme. For the treatment of HCV often have significant undesired side effects related to systemic exposure of the compounds. The HepDirect technology

may improve the efficacy and/or safety of certain drugs and can be applied to marketed or new drug products.

About Ligand Pharmaceuticals

Ligand is a biopharmaceutical company that develops and acquires assets it believes will generate royalty revenues and, under its lean corporate cost structure, produce sustainable profitability. Ligand has a diverse asset portfolio addressing the unmet medical needs of patients for a broad spectrum of diseases including thrombocytopenia, multiple myeloma, diabetes, - hepatitis, muscle wasting, dyslipidemia, anemia, and osteoporosis. Ligand's Capitols® platform technology is a patent protected, chemically modified cyclodextrin with a structure designed to optimize the solubility and stability of drugs. Ligand has established multiple alliances with the world's leading pharmaceutical companies including GlaxoSmithKline, Merck, Pfizer, Eli Lilly & Company, Baxter International, Bristol-Myers Squibb, Celgene, Onyx Pharmaceuticals, Lundbeck Inc., and The Medicines Company among others. Please visit www.captisol.com for more information on Captisol. For more information on Ligand, please visit www.ligand.com.

Follow Ligand on Twitter @Ligand_LGND.

Forward-Looking Statements

This news release contains certain forward-looking statements by Ligand that involve risks and uncertainties and reflect Ligand's judgment as of the date of this release. These statements include those regarding **LG-7501** and/or other product candidates using its HepDirect technology, utility and potential benefits to patients and plans for continued development of **LG-7501** and/or other product candidates using its HepDirect technology. Actual events or results may differ from Ligand's expectations. For example, there can be no assurance that other trials or evaluations of **LG-7501** and/or other product candidates using its HepDirect technology will be favorable or that they will confirm results of previous studies, that data evaluation will be completed or demonstrate any hypothesis or endpoint, that **LG-7501** and/or other product candidates using its HepDirect technology will provide utility or benefits to certain patients, that any presentations will be favorably received, that **LG-7501** and/or other product candidates using its HepDirect technology will be useful, that marketing applications will be filed or, if filed, approved, or that clinical or commercial development of these product candidates will be initiated, completed or successful or that our rights to **LG-7501** and/or other product candidates using its HepDirect technology will not be successfully challenged. The failure to meet expectations with respect to any of the foregoing matters may reduce Ligand's stock price. Additional information concerning these and other risk factors affecting Ligand's business can be found in prior press releases available via www.ligand.com as well as in Ligand's public periodic filings with the Securities and Exchange Commission at www.sec.gov. Ligand disclaims any intent or obligation to update these forward-looking statements beyond the date of this release. This caution is made under the safe harbor provisions of the Private Securities Litigation Reform Act of 1995.

1 Ghany MG, Strader DB, Thomas DL, Seeff, LB. Diagnosis, management and treatment of hepatitis C; An update. *Hepatology*. 2009; 49 (4):1-40. The Korean financial crisis is blurring picture at Zenith Electronics Corp. For two years, the perpetually floundering Glenview electronics manufacturer has clung to a financial lifeline from majority owner **LG Electronics**, a unit of \$70-billion South Korean industrial combine **LG Group**.

Counting the price it paid for 58% of Zenith in 1995, **LG** has fronted as much as \$621 million in direct investment and credit guarantees in the hope that new technologies would soon spark a turnaround of the venerable American company.

But the realities of modern-day Korea may soon obscure the fading mystique of the Zenith brand name in the minds of lenders and **LG** executives. An economic meltdown followed by an international monetary bailout has led to a credit crunch and currency devaluation in South Korea that could complicate continued support for Zenith. And Zenith needs support. After losing \$144 million through the first nine months of 1997, Zenith lined up \$60 million in bank loans last month with the help of an **LG** guarantee. But, according to the company's quarterly report to the Securities and Exchange Commission, that money will last only through the end of this month. Zenith must raise more capital to keep operating through 1998. No one believes **LG** will let Zenith sink. Such a move would bring embarrassment in the South Korean business community and mark as a failure **LG's** most prominent American venture. They have provided terrific support, and we expect that support to continue, says a Zenith spokesman. Yet the crisis in South Korea could make it harder for **LG** to help Zenith. A direct infusion of dollars would be costly and politically tricky, given the plunge of the Korean won and the scramble for dollars by the country's overstretched chaebols, or conglomerates. And American banks may not rush to lend to Zenith on the strength of a guarantee from a Korean backer.

I don't think any U.S. banks or creditors will give loans on the basis of **LG's** credit at this time, says analyst Youngmoo Woo of Credit Lyonnais Securities in Seoul.

LG stronger than most

LG is stronger financially than most South Korean chaebols. With only \$1 billion in U.S. dollar-denominated debt and substantial earnings in dollars and other foreign currencies, **LG** can offer potential Zenith lenders a strong backstop. A lender looking to lend to Zenith who wanted a guarantee from **LG** would still find that guarantee of value, says James Magid, an analyst following Zenith for Needham & Co. in New York. At worst, Mr. Magid says, the Korean crisis would give lenders an excuse to squeeze an extra quarter-point or half-point in interest out of Zenith. Bottom line: Zenith will get financing unless the Asian economy completely collapses, leading central banks there to impose controls on international funds transfers -- a highly unlikely event.

What's likely to change is the level of Korean involvement in how Zenith spends that money. Losses at Zenith through September more than doubled the \$60-million maximum **LG** had set for the entire year (Crain's, June 2).

In October, **LG** executive Nam K. Woo was named executive vice-president of Zenith. Along with soon-to-depart CEO Peter Willmott, Mr. Woo now oversees day-to-day operations. But despite the \$322 million in red ink Zenith has spewed since the **LG** buyout, the South Korean parent shows no inclination toward a more radical solution to the problem. Sources say **LG** in the past two years has rejected the idea of spinning off the Zenith set-top box and cable modem businesses and absorbing television operations.

The Zenith spokesman declines comment on the possibility of such a restructuring, saying such matters will be the province of the new CEO Zenith hopes to name soon. The new chief will be faced with the immediate task of reining in losses, a goal that eluded Mr. Willmott. Glitches in automating the company's Melrose Park plant accounted for a large part of the losses, as did a delinquent customer in South America. But another chunk came from continuing pressure in the television market, where rivals seem locked in a price-slashing fight to the death.

The pricing and the competition . . . has been irrational, says Mr. Magid.

The addition of this service will make broadcast television practically ubiquitous and engage customers in a lot more places, wherever they are and whenever they want, said Dave Lougee, president of Gannett Broadcasting Group. But some analysts question the demand for such a service, especially one that would require the purchase of new equipment. Some said the best way to reach customers would be for broadcasters to partner with major wireless carriers.

AT&T and Verizon, for example, could offer their large number of subscribers phones capable of receiving the service. Carriers, however, have held back from such partnerships, saying they would watch to see more **details** on broadcasters' plans.

RESTON, Va., Dec. 2, 2011 PRNewswire/ -- coscore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released data from the comscoreMobiles service, reporting key trends in the U.S. mobile phone industry during the three month average period ending October 2011. The **study** surveyed more than 30,000 U.S. mobile subscribers and found Samsung to be the top handset manufacturer overall with 25.5 percent market share. Google Android continued to gain ground in the Smartphone market reaching 46.3 percent market share.

OEM Market ShareFor the three-month average period ending in October, 234 million Americans age 13 and older used mobile devices. Device manufacturer Samsung ranked as the top OEM with 25.5 percent of U.S. mobile subscribers, followed by **LG** with 20.6 percent share and Motorola with 13.6 percent share. Apple strengthened its position at #4 with 10.8 percent share of mobile subscribers (up 1.3 percentage points), while RIM rounded out the top five with 6.6 percent share.

Smartphone Platform Market Share90 million people in the U.S. owned Smartphone during the three months ending in October, up 10 percent from the preceding three month period. Google Android ranked as the top smartphone platform with 46.3 percent market share, up 4.4 percentage points from the prior three-month period. Apple maintained its #2 position, growing 1.0 percentage point to 28.1 percent of the smartphone market. RIM ranked third with 17.2 percent share, followed by Microsoft (5.4 percent) and Symbian (1.6 percent).**Mobile Content Usage**

In October, 71.8 percent of U.S. mobile subscribers used text messaging on their mobile device, up 1.8 percentage points. Browsers were used by 44.0 percent of subscribers (up 2.9 percentage points), while downloaded applications were used by 43.8 percent (up 3.2 percentage points). Accessing of social networking sites or blogs increased 2.2 percentage points to 32.3 percent of mobile subscribers. Game-playing was done by 29.2 percent of the mobile audience (up 1.4

percentage points), while 21.2 percent listened to music on their phones (up 0.9 percentage points).

About MobiLensMobiLens data is derived from an intelligent online survey of a nationally representative sample of mobile subscribers age 13 and above. Data on mobile phone usage refers to a respondent's primary mobile phone and does not include data related to a respondent's secondary device.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital business analytics. For more information, please visit www.comscore.com/companyinfo.

TORONTO, Oct. 11, 2011 /CNW/ - Mercedes-Benz Canada, the FDCC, and IMG today revealed more **details** regarding the five 2011 Mercedes-Benz Start Up finalists in preparation for the upcoming national final group runway show. Planned as a highlight during **LG** Fashion Week Beauty by L'Oreal Paris, CASSIE DEE, MARTIN LIM, TRAVIS TADDEO, TRIARCHY and UNTTLDwill all present their respective Spring 2012 Collections on Tuesday, October 18, 2011 at 6 p.m. at the Runway venue in front of an audience of program judges and mentors, fashion insiders, celebrities and VIPs.

The Mercedes-Benz Start Up finalists were selected from a nationwide search, and have already received invaluable mentoring in the business of fashion as they prepare their collections for the runway. One finalist from this group will be chosen at the final to receive mentoring from a hand-selected group of industry experts, an editorial feature in FASHION Magazine, and their own, fully produced runway show during the Fall 2012 Collections in March.

ABOUT THE FINALISTS

CASSIE DEE started in the industry as a patternmaker and a fashion instructor before launching her own line in 2010. Producing exclusively in Canada, the Cassie Dee label appeals to a modern way of dressing. With a strong emphasis on separates, the looks are bold but can be broken down into beautiful pieces for work and lasting staples in a wardrobe.

MARTIN LIM is the fusion of two cultures and two worlds through the merger of designer duo Danielle Martin and Pao Lim. National and international award winners, Martin and Lim are devoted designers who gained valuable experience while working with globally renowned designers such as Christian Lacroix and Roland Mouret.

TRAVIS TADDEO is a Canadian designer who first launched his eponymous line in 2008 after completing the fashion design program at LaSalle College in Montreal. Known for minimal lines and the use of jersey fabrics and leather, Taddeo provokes and pushes boundaries creating a bold marriage between luxury and street wear apparel.

TRIARCHY is the brainchild of self-taught designer Adam Taubenfligel who began his career in the industry working in denim factories in Italy. After learning the art of denim construction on the factory floor, Taubenfligel implemented his knowledge into the creation of Triarchy with his brother Mark and sister Ania onboard as partners.

UNTTLD is the collaborative work of Montreal designers José Manuel St-Jacques and Simon Bélanger. Drawn from the meticulous exploration of traditional techniques (knits, crochet, handmade silkscreen printing) that are reconstructed, modernized and adapted to create the brand's artistically inspired collections.

ABOUT MERCEDES-BENZ START UP

Produced in association with the Fashion Design Council of Canada, Mercedes-Benz Start Up is a new ongoing initiative that is intended to provide a national platform to discover and support up-and-coming Canadian designers. By connecting these gifted individuals with an experienced panel of industry insiders, the program will mentor impressive Canadian talent to help them hone a broad range of skills and elevate their profile through unique and exclusive opportunities. This unprecedented access to experts, combined with invaluable real-world practical experience, will equip participants with a comprehensive roadmap to success and the knowledge and confidence required for a thriving career in fashion.

Mercedes-Benz Start Up content, including videos, photo galleries, interviews, and more will be available at www.FASHIONMagazine.com/mercedesbenzstartup.

VEGAS LAS :-

Local television broadcasters will soon be able to deliver programming such as news, weather and sports to cell phones, navigation systems, laptops and other portable devices, **LG Electronics Inc.** and Harris Corp. said yesterday.

Breaking in to the mobile TV market would be a boon for broadcasters, but may be difficult because major cell-phone carriers have deployed their own mobile TV services with their own content. Broadcasters could access new sources of revenue through mobile **advertising** or by charging extra for premium content.

Executives from **LG** and Harris, speaking here at the Consumer Electronics Show, said their Mobile Pedestrian Handheld (MPH) technology will debut in February 2009, the U.S. deadline for transitioning from analog TV signals to digital. Woo Paik, **LG's** chief technology officer, demonstrated the service on several devices, including a personal television built around the company's 4-inch-screen navigation device. A laptop can be equipped for MPH service with a USB stick. This is going to let broadcasters get back into the game, said Howard Lance, chairman and chief executive officer at Melbourne, Fla.-based Harris, which makes communications equipment for the defense and commercial markets

Local broadcasters wouldn't need any additional spectrum to transmit to mobile devices but would need to install a new piece of equipment called a signal exciter to their existing towers,

Mr. Lance and Mr. Paik said. So far, the technology has been tested in trials in Chicago and the D.C. area and is to receive more testing in coming months.

The companies said they have signed up a long roster of major broadcasting companies and hundreds of local stations around the country. Verizon Wireless relies on MediaFLO, a delivery technology made by chip maker Qualcomm Inc., for its VCast Network, which broadcasts eight national channels. Korean technology conglomerate Samsung yesterday said its similar AVS-B mobile TV technology, which the company announced last year, will also be ready by February 2009. Copyright of Washington Times is the property of Washington Times and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use. Copyright © The Washington Times Corp. All rights reserved.

Fitch Ratings has completed a peer **review** of the following 14 rated large regional banks: BB&T Corporation (BBT), Capital One Finance Corporation (COF), Comerica Incorporated (CMA), Fifth Third Bancorp (FITB), Huntington Bancshares Inc (HBAN), Keycorp (KEY), M&T Bank Corporation (MTB), PNC Financial Services Group (PNC), Regions Financial Corporation (RF), SunTrust Banks Inc. (STI), US Bancorp (USB), UnionBanCal Corporation (UBC), Wells Fargo & Company (WFC), and Zions Bancorporation (ZION).

Refer to Wells Fargo's individual release for a discussion of rating actions taken on WFC.

All ratings were affirmed. CMA's ratings were affirmed at A, but the Rating Outlook remains Negative reflecting financial performance that continues to lag regional peers. Conversely, HBAN's, RF's, ZION's Rating Outlooks were revised to Positive from Stable. HBAN's Outlook was revised due to improvements in its risk profile, earnings performance, and capital profile. RF's Outlook was revised given an improving overall risk profile with moderating asset quality and the maintenance of a solid capital and liquidity positions. ZION's Outlook was revised to Positive reflecting improving profitability, improving asset quality ratios, and on balance modestly improved capital ratios. FITB's Rating Outlook remains Positive, supported by its strong earnings profile, somewhat offset by still elevated levels of problem assets.

The Issuer Default Ratings (IDRs) span a relatively disperse set of ratings from higher rated WFC and USB (both AA-) to RF and ZION (both rated BBB-). The majority of this peer group is rated A- with a Stable Rating Outlook. The peer group is generally comprised of three groupings of banks.

The first group is comprised of USB, WFC, BBT and PNC, whose ratings are AA- or A+, supported mainly by strong earnings profiles or moderate risk profiles. These companies have demonstrated a strong level of consistency through the most recent crisis, and stable earnings performance. Although non-performing assets (NPAs) and/or net charge-offs (NCOs) increased for these companies, the companies' capital profiles and reserves were adequate to absorb the associated losses.

The second group includes a much larger diverse set of companies whose credit profiles includes various strengths, offset by some attributes that keep them from being in the top segment.

Ratings in this grouping span from 'A' to 'BBB+' / Rating Outlook Positive. Companies in this grouping include UBC, COF, CMA, FITB, KEY, MTB, and HBAN. Some of these companies continually report solid earnings, namely FITB but the ratings still incorporate elevated credit risk, or in the case of MTB, strong risk-adjusted earnings are offset by a relatively low capital position. While other companies have strong capital levels, KEY, UBC and CMA as examples, but whose core earnings profiles lag the peer group.

The last group of large regionals includes STI, RF, and ZION, companies that have lagged the large regional bank group during the financial crisis in terms of earnings and asset quality, but recently have shown improving trends. These banks are rated from 'BBB+' to 'BBB-' / Rating Outlook Positive. For these three banks, weaker relative earnings performance is considered the major weakness.

The large regional banks represent some of the highest rated banks in Fitch's global rating universe. Accordingly, it is unlikely that there will be meaningful upward rating momentum for this group collectively. However, a few institutions whose credit profiles have been demonstrating continued relative progress, such as FITB, HBAN, RF, and ZION, could see ratings improvement over the near-to-intermediate term, as reflected in their Positive Outlooks. Company-specific rating rationales are also described below, and a full list of rating actions is provided at the end of this release. In addition, for further discussion of the large regional bank sector in general, refer to the special report titled Large Regional Banks Periodic **Review: Situated Well for a Challenging Environment**, to be published shortly. In terms of negative ratings pressures, Fitch expects all banks to face challenges in terms of improving returns given the flat yield curve and higher capital requirements. The flat yield curve and evolving capital guidelines represent potential credit negatives over the intermediate term for those large regional banks with weaker earnings profile or capital positions. It is expected that all banks will continue to focus on reducing expenses given the expectation that rates will remain low over the next several years. The following rating actions incorporate the expectation of further compression in bank margins over the next year as higher cost deposit repricing opportunities exhaust themselves. The ratings actions also incorporate some pressure on reported net income as banks reduce the level of reserve releases, and reverse course and begin to approach more normalized levels of provisioning.

In addition to expectations of lower earnings due to the interest rate environment and more normalized provisioning, there is the risk that banks could seek ways to enhance returns, which may include increasing risk appetites. Fitch does not currently see this as a rating driver, but this could become one in the future. In particular, Fitch has concerns over banks extending the duration of their securities profile, or taking credit risk in either the loan or securities books. When rates do rise, interest rate risk might present a credit negative for some institutions. Banks originating and retaining long-dated mortgages also remains a concern. Fitch's ratings for the large regional banks incorporate an expectation that interest rate risk will be managed to avoid any material earnings contraction. If, interest rate risk emerges to disrupt otherwise general improving earnings profiles and such is considered to persist beyond a quarter or two, ratings and or Rating Outlooks may be adjusted

JOEP VAN BEURDEN, CEO, CSR PLC: Good morning, everybody, and welcome to CSR's fourth quarter and full year 2012 results presentation. My name is Joe van Bearden, and with me is Will Gardiner, our CFO. Will and I will be making forward-looking statements. Actual results may differ for various reasons, such as listed on this slide. Today's agenda. First I will give you an overview of our Q4 and full year 2012 results, then Will is going to **review** the financials. I will then discuss the progress we've made in 2012 implementing our strategy and share with you our outlook, and we'll end with Q&A. First, the overview. Our Q4 revenue came in at \$249.2 million, at the top end of our guidance. And for the year we've posted revenue of \$1.0254 billion; it's a record for CSR. Revenue momentum in our platforms continues to be good, reflected in Q4 Core revenues of \$155.6 million, which represents growth of 7% compared to Q4 2011.

And our underlying profit of \$15.3 million compares favorably with last year's Q4 underlying profit of \$0.6 million. Our momentum in platforms continues. Our Bluetooth Smart has been designed into the One Key wireless Smartphone remote control from LG Electronics. And we recently introduced Sonata; part of CSR's Wi-Fi and Bluetooth networked audio reference design. Sonata is an advanced media processor, meeting the needs of the high-end networked audio market for the home. Our platform-related revenue in Q4 2012 was 58% of total revenue compared to 56% a year ago. And we continue to be focused on returns. As you know, we've returned \$285 million to our shareholders in Q4 through a tender offer, as a result of the Samsung transaction. And today we've announced a new proposed \$50 million share buyback, and we will hold a general meeting as soon as is practicable.

We're also proposing a final dividend of \$0.08 per share, which represents a total dividend of \$0.118 per share for financial year 2012. And this is 15% higher than the full year in 2011, in line with our progressive dividend policy. So another good quarter, with revenues at the top end of our guidance, record annual revenues and record gross margins.

And next I will highlight the performance of our Core and Legacy business, starting with Core Auto.

Fourth quarter revenues in the Auto business line were \$47.8 million; an increase of 5% over of 2011. Our platforms are progressing well. We announced -- this here is our 8350 Bluetooth audio solution, which incorporates our apex audio technology.

Design win momentum continues. Our pipeline of SoC design wins is growing, and we are shipping our next generation SiRFprimaII 40 nanometer automotive infotainment and navigation platform. As a result, we expect good growth in Auto in 2013. Which brings me to our Consumer business. Our Consumer business includes gaming, printers, cameras, Bluetooth Smart and indoor location platforms. Q4 revenue was \$53.8 million; a decrease of 15% relative to Q4 of 2011. Within Consumer, our gaming and camera revenues are under pressure as Smartphone are increasingly used as point-and-shoot cameras and gaming devices.

Our printer business is stable, and Bluetooth Smart continues to gain momentum. For example, in January at CES we announced the availability of a new evaluation and development kit for manufacturers of the newest generation of smart remotes for TVs and set-top boxes. Among other features, these kits enable the development of the first voice command-enabled Bluetooth Smart remote. Essentially it enables you to talk to your remote control to tell your TV or set-top box what it should do. We also announced the latest version of our Universal Print Interpreter, supporting all major print languages and protocols, including printing from Google's Cloud Print and Apple IOS devices.

On the design win side, our Bluetooth Smart products are now shipping to **LG** and Nike. And in February 2013, Mustek deployed the CSR Quartos 4300 programmable imaging processor in combination with CSR's Consumer Wi-Fi for its Wi-Fi-enabled scanner. As I said before, we foresee growth in areas, such as Bluetooth Smart and our location platforms, but we do expect overall revenues for Consumer to be lower in 2013 compared to 2012. Moving on to Voice & Music. Our Q4 revenue in Voice & Music was \$54 million; up 47% compared with the \$36.8 million in Q4 of 2011. We benefit from our market leadership for Bluetooth music products, a market where we see strong growth driven by increasing customer demand in areas of stereo headsets, active speakers and speaker docks.

We're also experiencing growth in Bluetooth voice, on the back of stricter enforcement of hands-free driving legislation in China. Based on previous experience, for example the introduction of hands-free legislation in California, we expect the impact of this legislation to have a short-term effect on our revenues. We have had continued good adoption for our market-leading aptX audio codec technology. We now have 120 licensees for this product, a strong pipeline of future potential customers and believe that continued adoption of aptX contributes to maintaining a leading market position for our platforms in the wireless music market. Our design wins in Voice & Music were strong. We listed around 350 SIG music product registrations in the fourth quarter; up from around 300 in the previous quarter.

Finally, Legacy. Our Legacy group consists of Handsets and our Home Entertainment business. Fourth quarter revenues in the legacy products group were \$93.6 million, compared to \$98.4 million in Q4 2011; a decrease of 4%. A partnership program with baseband providers drove stronger revenues than expected for our Wi-Fi chips in China during the quarter, which we do not expect to recur in 2013. Our Legacy business is showing resilience in some segments, as we continue to compete for business with Legacy products on a case-by-case basis. Having said that, we expect our Legacy revenues in 2013 to be broadly in line with our earlier stated expectation of a decline of approximately 50%, compared to fiscal year 2012.

6. RESEARCH METHODOLOGY

6.1.1 MARKETING RESEARCH

Marketing research is the function, which links the consumer, customer and public to the marketer through information. Information used to identified and define marketing opportunities and problems: generate, refine and evaluate marketing action, monitor marketing performance, and improve understanding of market as a process.

Marketing research specifies the information required to address these issues, design the method for collecting information, manages and implements the data collection process, analyses the results, and communication the finding and their implications.

The marketing research process involves a number of interrelated activities, which overlap and do not rigidly follow a particular sequence

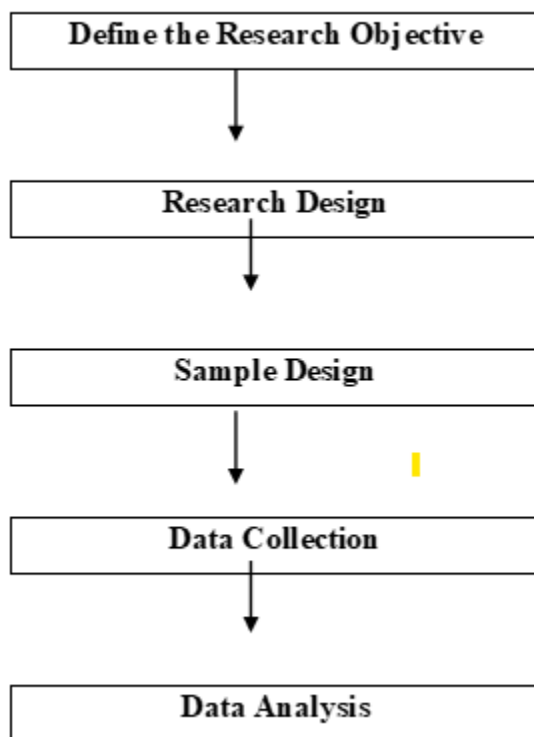


Figure 6.1.1

6.1.2_ RESEARCH DESIGN

A research design specifies the methods and procedures for conducting a particular study.

Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance .

Types of Research Design

Research design have been classified in different ways, such as

- Exploratory Research Design
- Descriptive Research Design
- Casual research Design

Descriptive Research Design:-

Descriptive research studies are those studies which are concerned with described the characteristics of particular individual. In descriptive as well as in diagnostic studies, the researcher must find be able to definite clearly, what he wants to measure and must find adequate methods for measuring it along with a clear cut definition of population he wants to study. Since the aim is to obtain complete and accurate information in the said studies, the procedure to be used must be carefully planned. The research design must make enough provision for protection against bias and must maximize reliability, with due concern for the economical completion of the research study.

I have chosen descriptive research descriptive research design which is well structured. The objectives of such is to answer the who, what, when and how of the subject under investigation.

Descriptive studies can be divided in to two broad categories cross sectional and longitudinal. So, here I have choose a **cross sectional study** which is concerned with a sample of elements from a given population. Cross sectional studies are two types

- Field Studies
- Survey

I have taken **survey research** because a major strength of survey research is its wide scope. Detailed information can be obtained from a sample of a large population. Besides, it is obvious that a sample survey needs less time than a census inquiry.

6.1.3 SAMPLE DESIGN

To carry out the study-

Market Area –Ghaziabad

Sample Size – 200 Respondents

Are chosen so that it could give a fair response to achieve our objectives and also could be finished within stimulated time limit.

6.1.4 Type of Sample Design

The type of sampling that was carried out was non **probability (convenience)** Sampling due to limited resources available.

In non probability sampling, I have chosen **random sampling**. Because this was best sampling method to do market survey. On other aspect, to cover all consumers in modinagar was easy task.

6.2.1 DATA COLLECTION

The study was conducted by the means of personal interview with respondents and the information given by them were directly recorded on questionnaires.

For the purpose of analyses the data it is necessary to collect the vital information. There are two types of data, this are

- Primary Data
- Secondary data

6.2.2 Primary Data

Primary data can be collected through questionnaire. The questionnaire can be classified in to four main types

- (A) Structured non disguised questionnaire
- (B) Structured disguised questionnaire
- (C) Non-structured non disguised questionnaire
- (D) Non-structured disguised questionnaire

For my market study, I have selected structured non disguised questionnaire because my questionnaire is well structured, listing of questions are in a prearranged order and where the object of enquiry is revealed to the respondents.

To making a well-structured questionnaire, we have adopted three types of questions

- (a) Open ended questions
- (b) Dichotomous questions
- (c) Multiple choice questions

These types of questions are easy to understand and easy to give required answers.

6.2.3. Secondary data

Secondary data means data that are already available i.e. they refer the data which have already been collected and analyzed by someone else. When the researcher utilizes secondary data, than he has to look into various sources from where he can obtain them, in this case he is certainly not confronted with the problems that are usually associated with the collection of original data. Secondary data may either be published data or unpublished data.

Usually published data are available in

- (a) Various publications of the central, state and local government
- (b) Various publications of foreign government or of international bodies and their subsidiary organization
- (c) Technical and trade journals
- (d) books, magazines and newspapers
- (e) Reports and publications of various associations connected with business and industry, stock exchanges, etc.
- (f) Reports prepared by research scholars, universities, economists etc.
- (g) public records and statistics, historical documents and other source of published information.

The source of unpublished data are many; they may be found in diaries, letters, unpublished biographies and autobiographies and also may be available with scholars and research workers, trade associations, labour bureaus and other public/private individuals and organization.

6.3.1 Measurement Techniques

In the questionnaire most of the questions asked based on **attitude ratingscale**, which consisted rating scales and composite scales.

6.3.2 Scope of the Study

The project undertaken was to study Advertising Effects of LG . As per this study I analyzed: Brand Recall of LG, Effect of Advertising on Consumer Attitude, Consumer Perception about LG, and Present Advertising Strategy of LG.

Our study area was the Ghaziabad and Modinagar. My study is helpful for many players in Home Appliances to make following strategies related to advertising for any particular company

- Advertising strategy according to the age of final users.
- To analyze the brand recall of other products in the same segment.
- To analyze the perception of consumers related to ads of durables.

7. DATA ANALYSIS

Table 7.1.1: “Gender Classification of Respondents”

<i>GENDER</i>	<i>RESPONDENTS</i>	<i>PERCENTAGE</i>
Male	136	68%
Female	64	32%
TOTAL	200	100%

Gender Classification

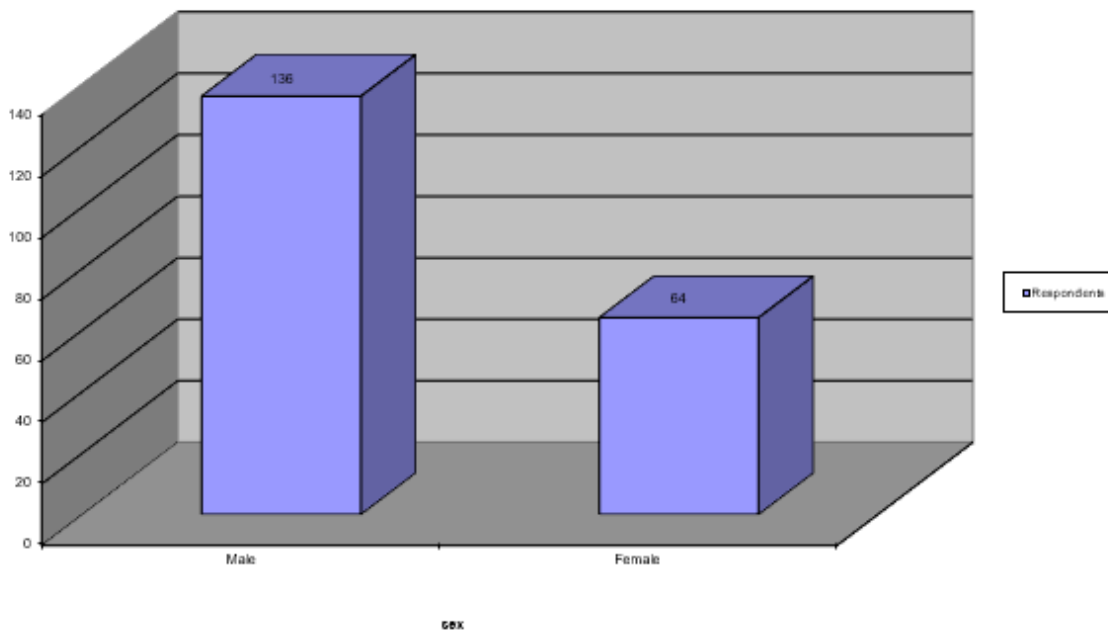


Figure 7.1.1

ANALYSIS:

- Out of 200 respondents, 136 are male and 64 are female.

Table 7.2.2: Age Wise Classification of Respondent

AGE GROUP	MALE	MALE (%)	FEMALE	FEMALE (%)
15 to 25	26	19.12	4	6.25
25 to 35	50	36.77	30	46.88
35 to 45	36	26.47	24	37.50
45 to 55	10	7.35	6	9.37
55 and above	14	10.29	0	-
TOTAL	136	100%	64	100%

Age Wise Classification

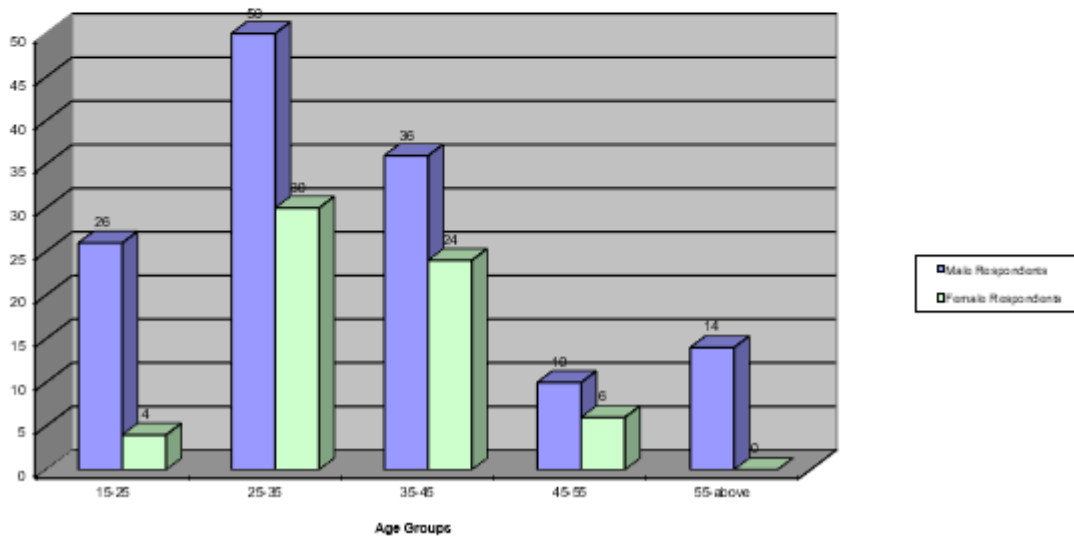


Figure 7.1.2

ANALYSIS:

- 26 Male and 4 female respondents lies in the year group of 15 to 25.
- 50 male and 30 female respondents lies in the year group of 25 to 35.
- 36 male and 24 female respondents lies in the year group of 35 to 45.
- 10 male and 6 female respondents lies in the year group of 45 to 55.
- 14 male and no female respondents lies in the year group of 55 and above.

Table 7.1.3: Users /Non user Of LG' Products

CATEGORY	RESPONDENTS	PERCENTAGE
User	44	22%
Non User	156	78%
TOTAL	200	100%

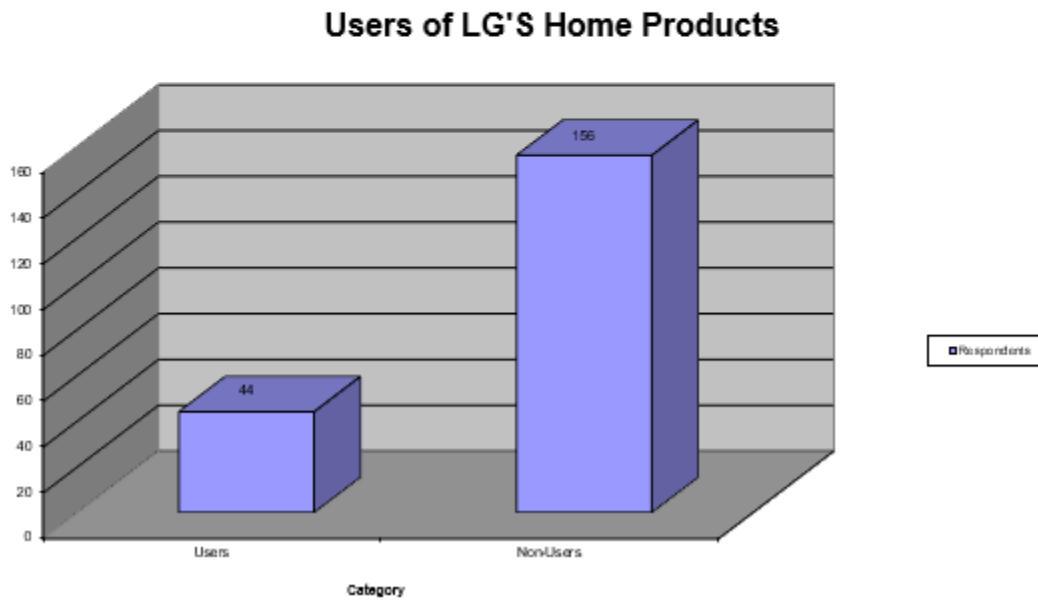


Figure 7.1.3

ANALYSIS:

- 22% (44 respondents) are user of LG's products.
- Rests 78% (156 respondents) are non user of LG's products.

Table 7.1.4: Respondent's awareness about other LG Products

<i>Option</i>	<i>Respondents</i>	<i>No. of Respondent</i>
LG Product	90	45%
Samsung	60	30%
Videocon	20	10%
Sony	20	10%
Not aware	10	5%
Total	200	100%

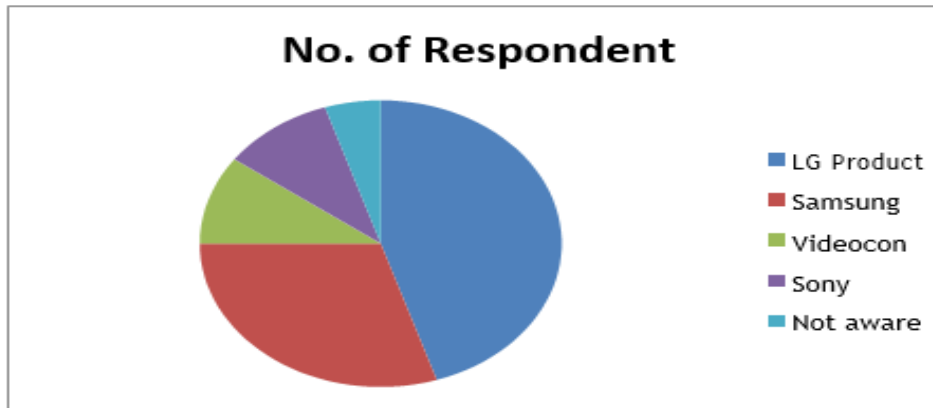


Figure 7.1.4

Analysis:

- 45% Respondent have used of LG Product
- 30% Samsung
- 10% Videocon, 10% Sony and 5% not aware of any company of LG Product

Table 7.1.5 : Source of Information

<i>SOURCES</i>	<i>RESPONDENTS</i>	<i>PERCENTAGE</i>
Advertisement	158	79%
Family member	14	7%
Friend/relative/neighbor	28	14%
Other source	0	
TOTAL	200	100%

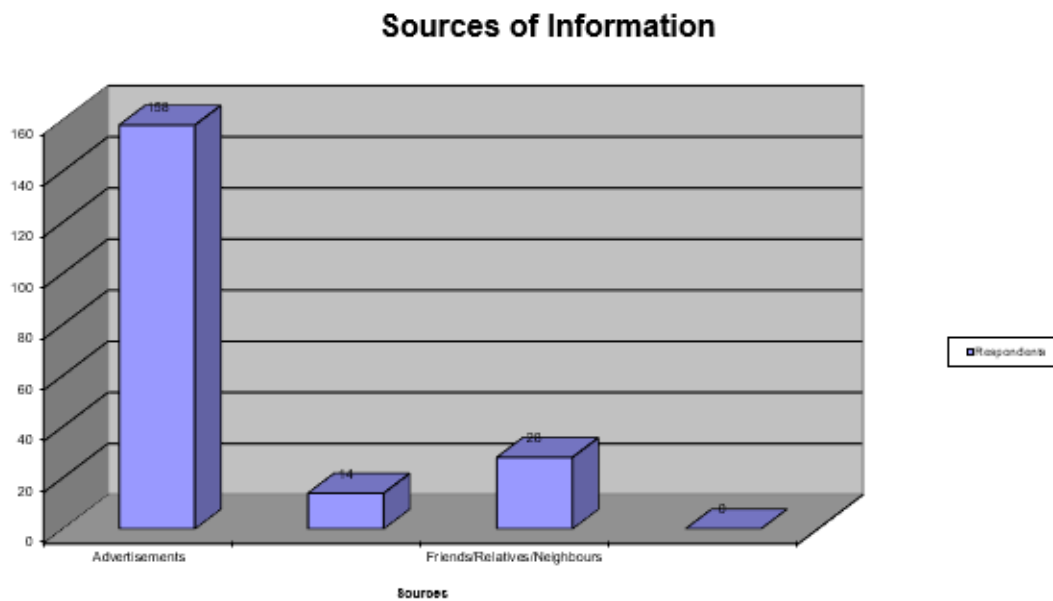


Figure 7.1.5

ANALYSIS:

- Most of the respondents (79%) come to know about LG by the Advertisement.
- Second largest source of information are relatives/friends/ neighbors.
- Third information source are family members.

Table 7.1.6: Most Influencing Features of Ads

<i>FEATURE</i>	<i>RESPONDENTS</i>	<i>PERCENTAGE</i>
Message/concept	12	6%
Logo/slogan	36	18%
Picturization	28	14%
Overall	124	62%
TOTAL	200	100%

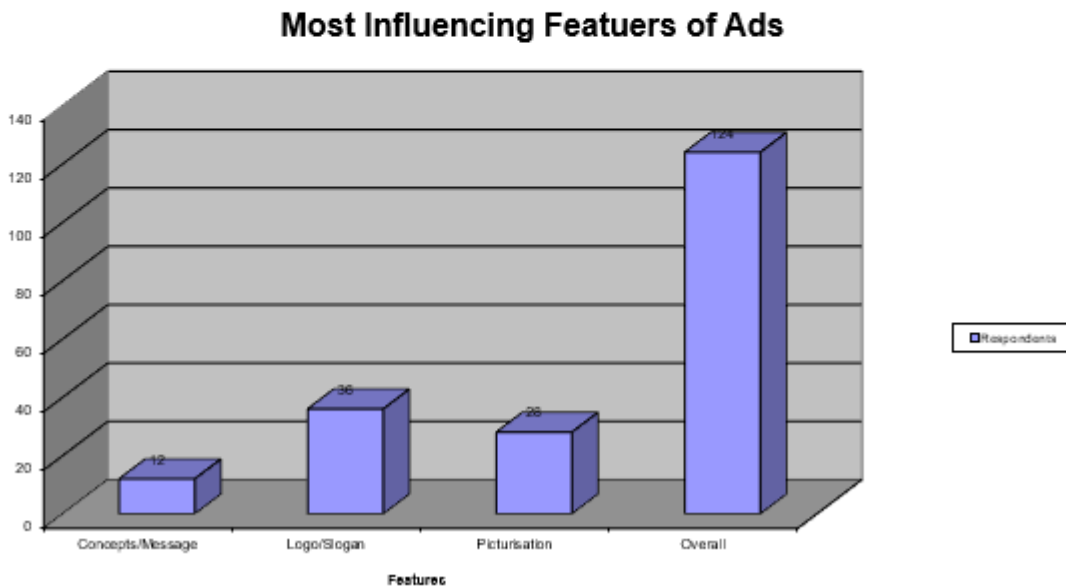


Figure 7.1.6

ANALYSIS:

- 124 respondents think overall Ad is influencing them.
- 36 respondents think, Logo/Slogan is the second largest influencing feature in the Ad.
- 28 respondents are influenced by Picturisation of the Ad and
- 12 respondents are influenced by the message of the Ad.

Table 7.1.7: Awareness of LG' Ads

<i>CATEGORY</i>	<i>RESPONDENTS</i>	<i>PERCENTAGE</i>
Aware	184	92%
Non aware	16	8%
TOTAL	200	100%

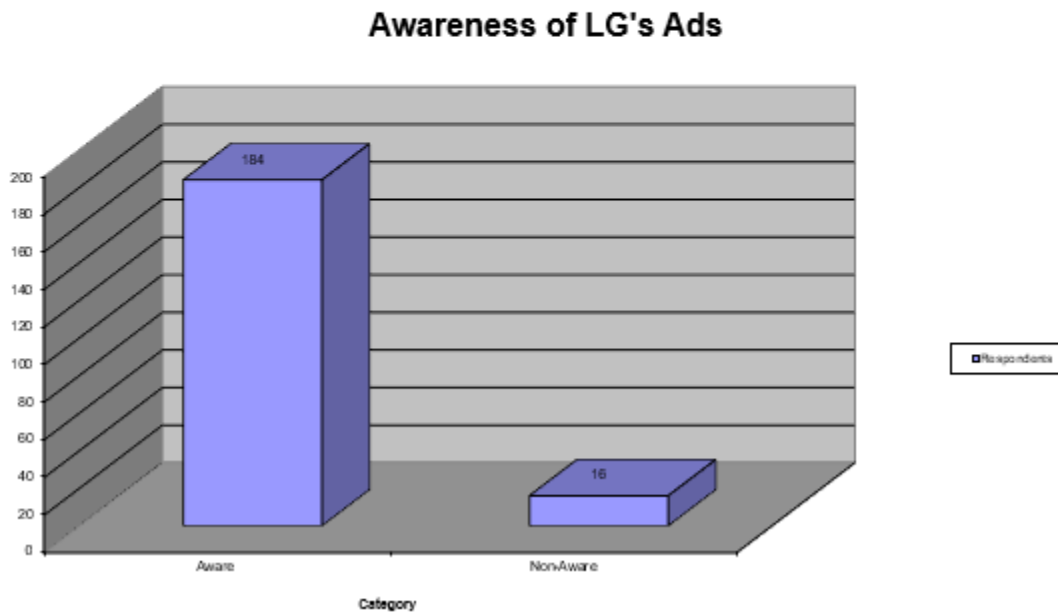


Figure 7.1.7

ANALYSIS:

- 184 respondents have seen the LG's ad.
- While rest of the respondents have never seen/ not remembered at the time of survey.

Table 7.1.8 : Recall of LG

<i>RECALL FACTORE</i>	<i>RESPONDENTS</i>	<i>PERCENTAGE</i>
Logo/slogan	44	22%
Message	74	37%
Pr esentation of ad	70	35%
Model/celebrity	12	6%
TOTAL	200	100%

Recall of LG

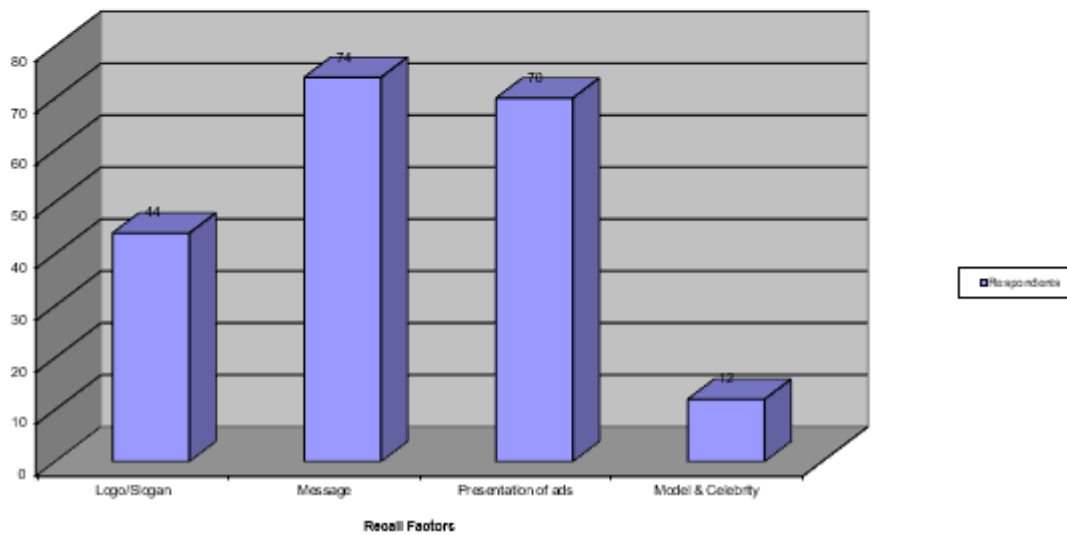


Figure 7.1.8

ANALYSIS:

- 44 respondents have responded that it is easy to remember LG logo/Slogan.
- On the part of Message there are 74 respondents in favoring.
- The presentation of ad suits more to 70 respondents.
- While rest of the respondents remembered the Model/Celebrity.

Table 7.1.9: Impact of LG's Ad

CATEGORY	RESPONDENTS	PERCENTAGE
Impressive	36	18%
Satisfaction	112	56%
Unsatisfactory	52	26%
TOTAL	200	100%

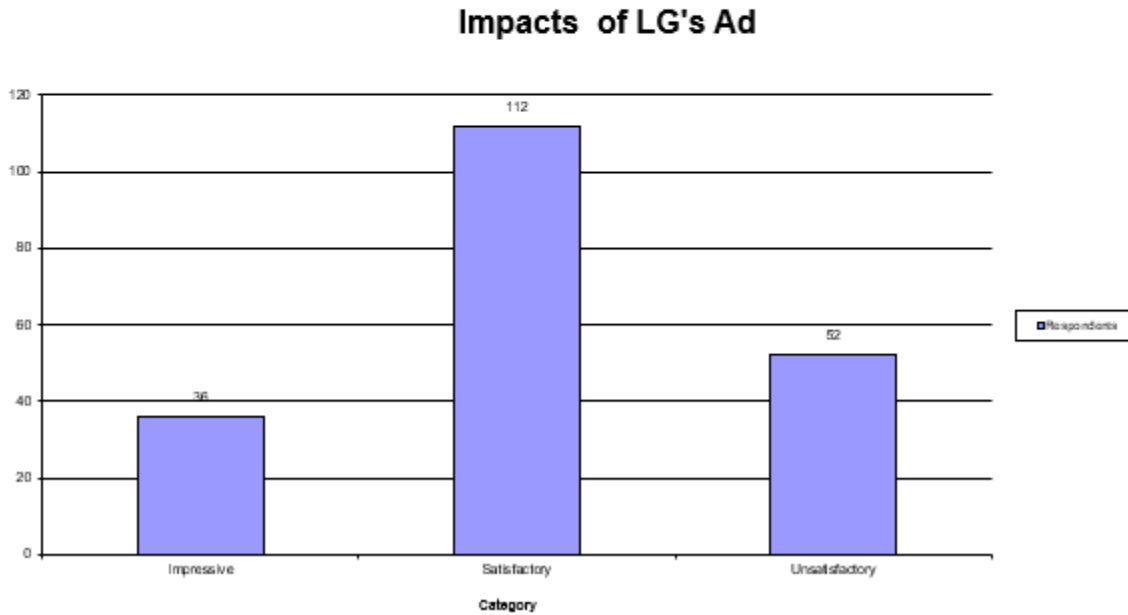


Figure 7.1.9

ANALYSIS:

- 36 respondents think that the LG's ads are impressive.
- 112 respondents favor it as satisfactory.
- While rest of respondents (52) are unsatisfied with LG ad strategy.

Table 7.1.10: Effective Media to Giving an Ad

SOURCE OF MEDIA	RESPONDENTS	PERCENTAGE
Television	134	67%
Radio	30	15%
Newspaper	16	8%
magazine	18	9%
Banner/hoarding	2	1%
TOTAL	200	100%

Effective Media

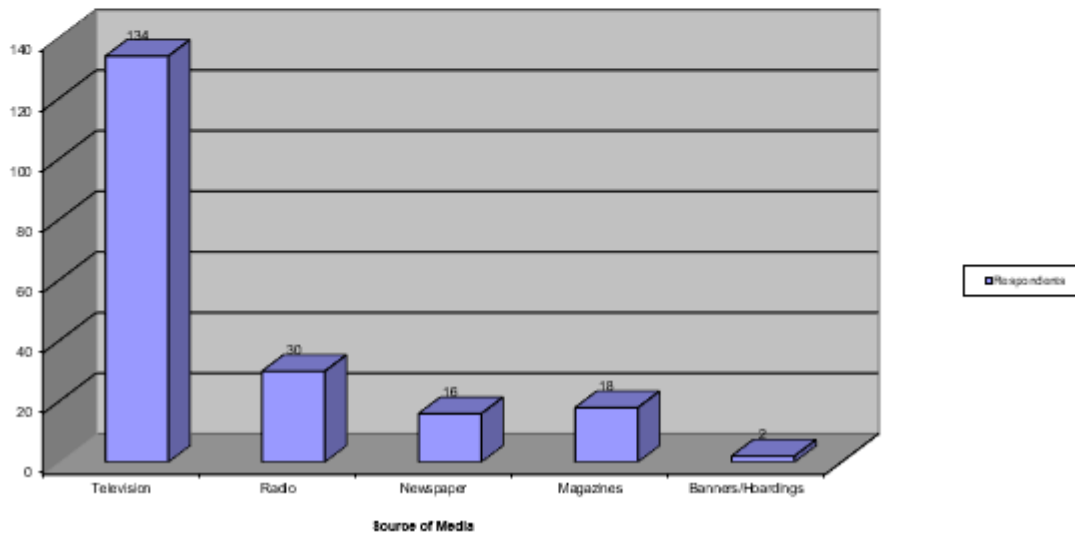


Figure 7.1.10

ANALYSIS:

- 134 respondents seek that TV is the best medium to go through Ad.
- While in against of it 30 are favoring Radio.
- Newspaper also has 16 respondents in their favor.
- Rest of the respondents favor to Magazine (18) and Banner/Hoarding (2).

Table 7.1.11: Features in LG T.V. preferred by customer

<i>Option</i>	<i>Respondents</i>	<i>No. of Respondent</i>
Clarity	90	45%
Sound Quality	50	25%
Look & Texture	50	25%
All the above	10	5%
Total	200	100%

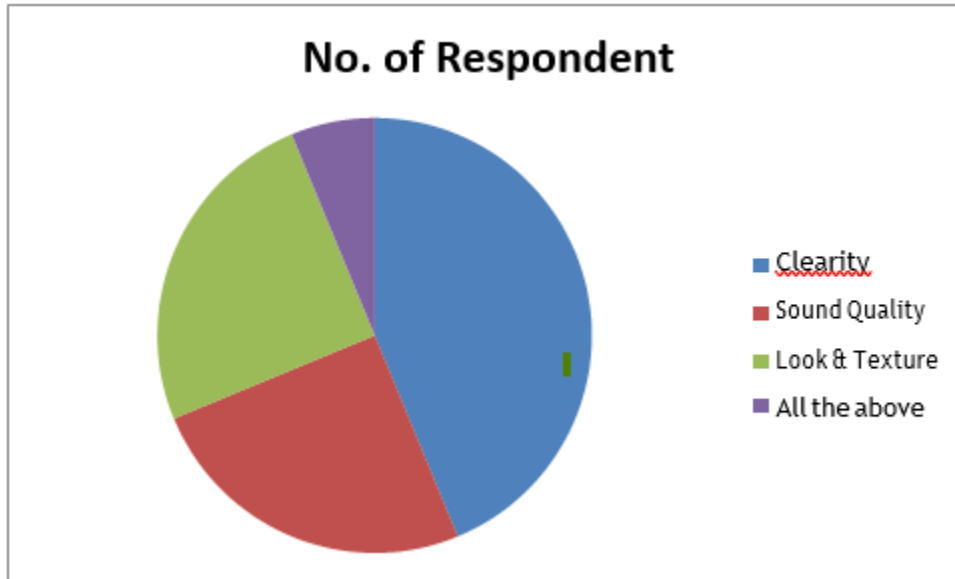


Figure 7.1.11

Analysis:

The graph indicated that out of 100% people 45% people are like the LG Product because of its Quality 25% people of its Sound Quality 25% like look and texture and 5% are known for its better performance

Table 7.1.12 Perception about LG

CATEGORY	RESPONDENTS	PERCENTAGE
Economical	0	-
Costly	64	32%
Neither economical nor costly	136	68%
TOTAL	200	100%

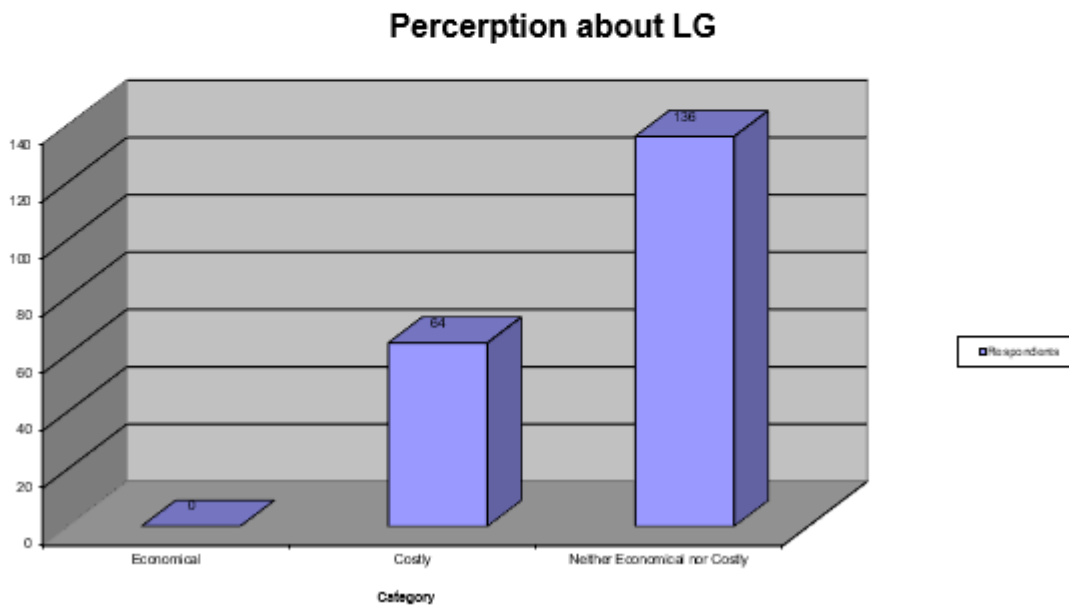


Figure 7.1.12

ANALYSIS:

- 64 of the respondents seek that the LG Product is Costly.
- While 136 of the respondents seek it as mid ranged product.
- Most surprisingly, none of the respondents seek it as Economical product.

Table 7.1.13: Reflection of Product Profile by the Ads

<i>DEGREE OF REFLECTION</i>	<i>RESPONDENTS</i>	<i>PERCENTAGE</i>
Yes	148	74%
No	52	26%
TOTAL	200	100%

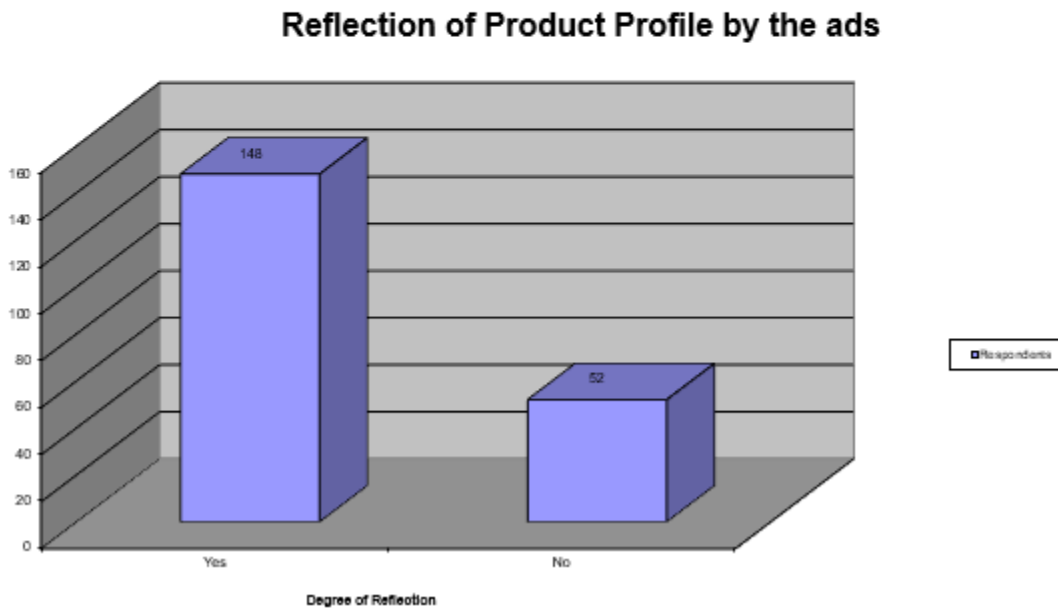


Figure 7.1.13

ANALYSIS:

- 52 respondents are in favoring that the ad doesn't reflect the true value or information.
- Rests of the 148 respondents deny the above respondents view.

Table 7.1.14: Perception about LG's Ad Strategy

CATEGORY	RESPONDENTS	PERCENTAGE
Very good & promising	16	8%
Good & promising	46	23%
Good but need alteration	84	42%
Need complete alteration	54	27%
TOTAL	200	100%

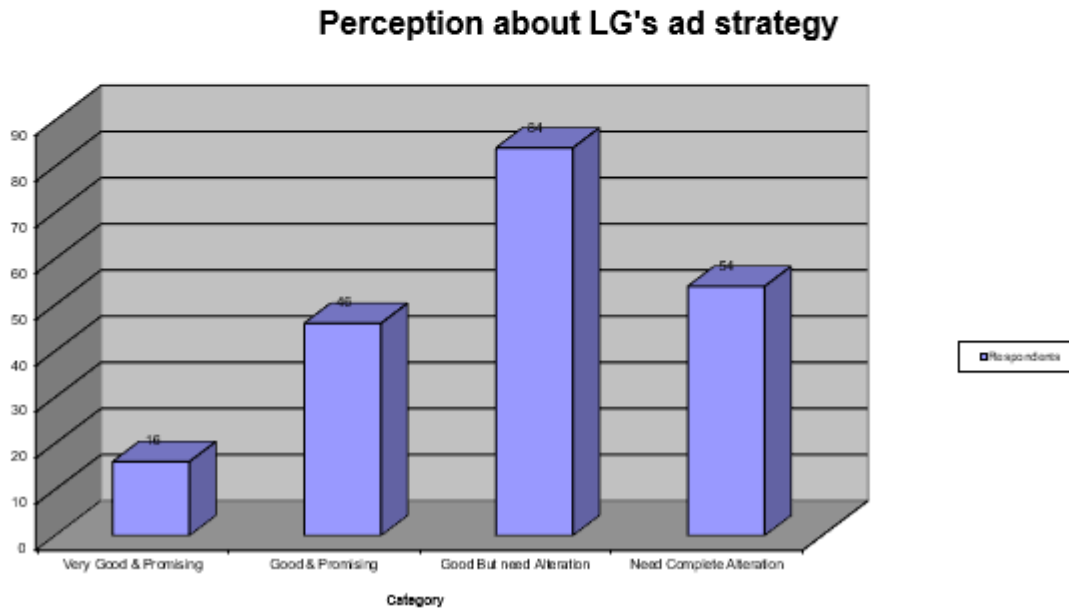


Figure 7.1.15

ANALYSIS:

- 84 respondents think there is some need to change LG's ad strategy.
- 54 seek for a complete change in that.
- While 62(16 + 46) respondents says it as very good / good and promising.

Table 7.1.15: Satisfaction with LG TV

Option	Respondents	No. of Respondent
Strongly satisfy	16	8%
Satisfy	44	22%
Neutral	96	48%
Dissatisfy	24	12%
Strongly dissatisfy	20	10%
Total	200	100%

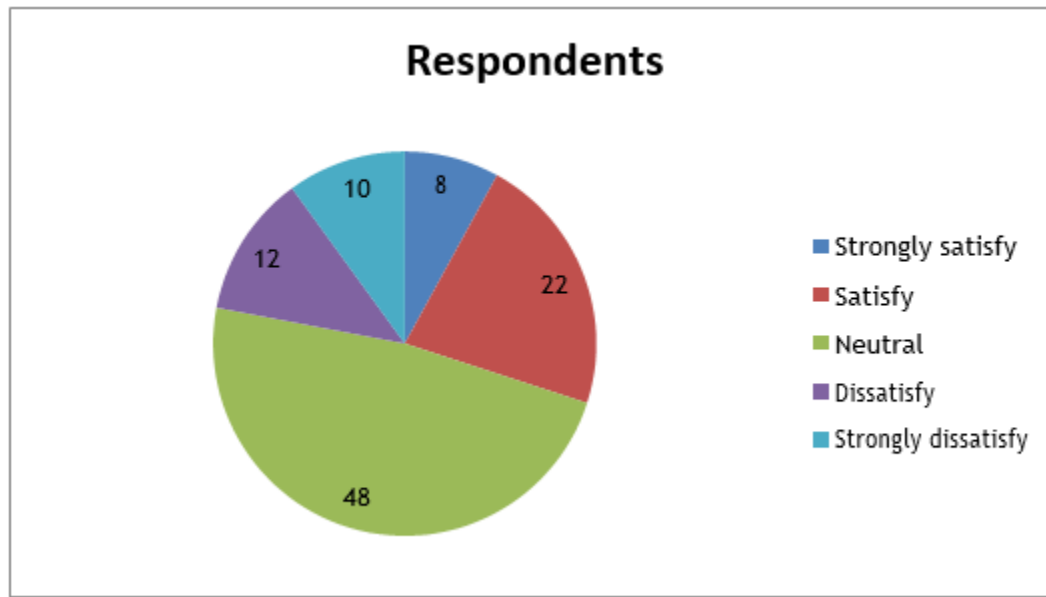


Figure 7.1.15

ANALYSIS:

Out of 100% people 8% are strongly satisfy, 22% are satisfy, 48 % are neutral,12 % are dissatisfy and 10% are strongly dissatisfy with LG TV. Most of the people answer is neutral.

8. **FINDINGS**

According to the study on Advertising Effectiveness of LG's Home Products, I have found following facts

- Based on primary data, we can say that 22% products of LG are existing in the houses.
- Most of the household are using the LG's color televisions.
- Television is the most striking media for Advertising.
- Logo/slogan is the main part, which makes an effective advertisement. The slogan of LG is not so remind able by the consumers.
- If we measure the awareness of LG' ad, it is 92% (according to survey).
- The advertisements of LG need some modification in it.
- According to report 32% respondents think that LG's brands are costly.
- Samsung and Videocon are the best competitors in the same segment.

9. LIMITATIONS

Some of these limitations can be overcome while some can be overlooked for a smooth conduction of research. Some of those restrictions that come on my way during the research are

- Due to time limitation, it was not possible to cover all areas of Ghaziabad.
- Scope of the study is limited, so it cannot be said that it is true representation of whole nation.
- Based on this data analysis, we cannot assume the final situation of the market
- Sample size of 200 respondents is not enough to collect accurate information.

10. SWOT ANALYSIS

STRENGTH

- LG's strategies are more interested in expanding the market than wresting share away from other players.
- LG decided to be a value driver, selling novel product benefits.
- LG applied unique insight across product markets, including consumer electronics, where people hadn't imagined that health had any relevance (like offering AC's with Health Air System with anti fungus, electrostatic and deodorizing and anti bacteria filters, so that AC which was previously just a cooling machine is now wanted by people to improve health).
- And this due to the accurate presentation by effective advertisements the Indian consumers is beginning to judge all sort of machines by what they mean for a healthful life style.
- LG is technological brand as compared to others which launched a whole range of household products simultaneously and because of the strategy the customers had been benefited with the consciousness of concept of health who receive it in the form of quality Healthful products also are new conscious enough to judge their machines vide this parameter.

WEAKNESS

- LG has less numbers of retailers.
- Less force- It has less numbers of marketing personnel
- It has not planned for setting up of any new plants where their competitor has planned to set up several new plants.
- It has no extra features in the brand that differentiate it's from other competitors.
- In LG advertising there is no any famous personality as Brand Ambassadors.

OPPORTUNITIES

- It can take the market very well with the new investment of \$ 143 millions.
- It can give a big jerk to its major competitor SAMSUNG it can increase its number of products in consumer goods.
- Increasing trend of LG of different brand.

THREATS

- It has continuous threat from SAMSUNG as well as various other competitors.
- LG has a major market than SAMSUNG between the families due to advertisement of world cup cricket.
- A large amount of expenses on the advertisement.

11. SUGGESTIONS

Advertisements are made intended to accomplish the task of communicating effectively and properly, by communicating to the right person, by communicating the right message; put across through appealing and persuasive language, to positively affect the purchase behaviour of the target audience. The role of advertisement is to provide the maximum economic returns to the company and fulfilling other social and informational objectives as well.

When seen in the light of the above, the advertising campaign of the company broadly seems to achieve the objectives. When examined more closely, here and there some points need to be considered with more attention.

- The company should focus to be shifted towards major fraction of Indian society.
- The slogan or punch line of the company should be effective, and it should be catchy, easily understood and quick to repeat and sing.
- The advertisement should represent by the famous celebrity and stars.
- The advertisement should air nationwide.
- The numbers of hoardings/ Banners to be increased.
- The color advertisement should be preferred in the print media.
- The frequency of ad on broadcasting media should increase.
- The advertisement should be more creative and attractive so that it would be remember able by the target audience.

12. CONCLUSION

To see the overall report, we can understand LG much famous and mostly consumers are aware about LG. As per as advertisement is concern, advertisements of LG's home products are attractive. But if we divide the whole ad into different-different category, we will see the slogan of LG is not so effective than BPL and Videocon. That's why, we can say, it need some modifications.

Because advertisement, the forgoing discussion show, is a sharp double-edged weapon. When he claims of an advertisement correspond with the features of product purchased as a consequence of such advertisement, the advertisement is bound to create a positive attitude among the consumers in the long run. On the other hand, when the features of the product purchased do not corroborate the claims made in advertisement, those advertisements are sure to create a negative attitude among the consumers. It is therefore essentials that an advertisement aims to create faith and goodwill in the minds of consumer about the product featured by conforming to the core principles of believability, uniqueness, reputation and reasonable claims.

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JOURNALS/ MAGAZINES:

- ❖ **Indian Journal of Marketing** – Volume xxxiv (Oct 2007)
- ❖ **Indian Journal of Management** – Volume xxxv (March 2007)
- ❖ **Survey of Indian Industries** – The Hindu (2007)

NEWSPAPER:

- ❖ **Times of India (March 1, 2007)**
- ❖ **Times of India (March 9, 2007)**

WEB SITES:

- ❖ **www.lge.com**
- ❖ **www.lgbuy.com**
- ❖ **www.lgservice.com**

ANNEXURE

RESPONDENT PROFILE

Name:-

Address:-

Occupation:-

Sex: - Male [], Female []

Age Group: - 15 to 25 [], 25 to 35 [], 35 to 45 []
45 to 55 [], 55 and above []

Annual Income Group: - up to Rs. 60,000 []
Rs.60, 000 to Rs.1, 20,000 []
Rs.1, 20,000 to Rs. 2, 00,000 []
Rs.2, 00,000 and above []

Q. 1 Are you user of LG's Home Product?

Yes [], No []

Q. 2 If yes, Which Product is you using?

TV [], Refrigerator []
AC [], Washing Machine []
DVD/VCD [], Microwave Oven []
Vacuum Cleaner []

Q. 3 By which Medium you come to know about LG?

Advertisement []

Family Member []
Friends/Relative/Neighbor []
Other Source []

Q. 4 Which advertisement feature influenced you most in a particular Ad?

Concept/Message []
Logo/Slogan []
Picturization []
Overall []

Q. 5 Have you seen any LG's ad?

Yes [], No []

Q. 6 What makes you recall LG?

Logo/Slogan []
Message []
Presentation of Ad []
Model/Celebrity []

Q. 7 What do you like of the advertisement of LG?

Impressive [], Satisfactory []
Unsatisfactory []

Q. 8 What do you think about the most striking media to advertise LG?

Television [], Radio []
Internet [], Newspaper []
Banner/Hoardings [], Magazine []

Q. 9 Based on the price range what impression do you carry of LG's product?

Economical [], Costly []

Economical [], Costly []
Neither Economical nor Costly []

Q. 10 Did you went to go purchase LG's product after watching the ad and ended up
Buying other product, influence by the specific reason? Mention it.

Yes [], No []

Q. 11 Did you go to go exclusive LG's Showroom?

Yes [], No []

Q. 12 Does the advertisement reflect actual product profile?

Yes [], No []

Q. 13 The advertising strategy of LG is

Very good & promising []

Good & Promising []

Good but Need Alteration []

Need complete Alteration []

Q. 14 Which competitor's ad do you like against LG?

Q. 15 Do you want to give any suggestion for LG's advertisement?
