LG Electronics Flip Your Fridge Promotion
Flip Your Fridge 2015
LG, Best Buy, and ENERGY STAR Ellen Show Promotion

• LG collaborated with Best Buy and ENERGY STAR for an Earth Day segment on The Ellen DeGeneres Show, revolving around the new ENERGY STAR “Flip Your Fridge” campaign that encourages consumers to responsibly recycle their aging fridges and upgrade to new, energy-efficient ENERGY STAR models.

• The segment aired on 46 affiliates in markets across the country, reaching about 3.7 million viewers.
LG, The Ellen Show, and Best Buy highlighted the segment and partnership on digital platforms.

EllenTV.com Feature

LG Corporate Blog Feature

This Earth Day, Best Buy and LG Electronics USA have joined forces to help the U.S. Environmental Protection Agency (EPA) launch its "Flip Your Fridge" ENERGY STAR® campaign, encouraging consumers to responsibly recycle their aging fridges and upgrade to new, energy-efficient models.

The EPA kicked off the campaign on today's special Earth Day episode of the Emmy® Award-winning daytime talk show The Ellen DeGeneres Show, featuring LG ENERGY STAR®-certified appliances available at Best Buy.
Social Media

- Social and content coordination with @ENERGYSTAR (51K followers) and @BestBuy (700K followers).
Ellen Show segment +

Ellen Show digital and social content +

LG, Best Buy, and EPA owned platforms =

32+ million follower audience community
Flip Your Fridge 2016
Overview: LG Flip Your Fridge Strategy

• Reach target audiences through **multiple touchpoints** – i.e. earned, owned, and paid media.
• Ensure a **steady drumbeat of coverage** beginning early 2016.
• **Leverage existing partnerships** and resources to ensure cost-effectiveness and efficiency.
Rachel Ray Celebrates Flip Your Fridge on Earth Day 2016

• Leverage partnership with the Rachael Ray Show to air an Earth Day 2016 Flip Your Fridge-focused segment.