



**Highlights of an Efficient Year:  
ENERGY STAR Appliance & Water Heater Program  
Promotion of Most Efficient Appliances**

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## Value of Most Efficient Designation – from an LG POV

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- “Most Efficient” complements and enhances the ENERGY STAR brand and provides useful differentiation for retailers and consumers
- LG increased ENERGY STAR Most Efficient models **by 400 percent** from 2011
  - Total 2012 Most Efficient sales to date – **700,000+ units**
- **More than 50 LG products** have earned the 2012 Most Efficient designation – across electronics and appliances
  - 5 LG Refrigerators
  - 10 LG Washing Machines
  - 8 LG Duct-free Air Conditioners
  - 30 LG HDTVs

# Value of Most Efficient Designation – from an LG POV



Energy efficiency is a top consideration for consumers when purchasing appliances

**Appliance Attribute Importance**

	Reliable brand	Good value for money	Energy efficient	Easy to use	Environmentally friendly	Latest technology and features	Well known Brand	Stylish look and feel	Matches my other appliances	Choice of colors	Looks expensive
TOTAL SAMPLE	3,622	3,622	3,622	3,622	3,622	3,622	3,622	3,622	3,622	3,622	3,622
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very important (5.0)	79%	77%	63%	48%	31%	21%	22%	19%	27%	18%	4%
Fairly important (4.0)	19%	21%	33%	45%	47%	55%	51%	48%	39%	42%	21%
No opinion (3.0)	1%	1%	2%	4%	12%	11%	10%	12%	8%	12%	17%
Not important (2.0)	1%	1%	1%	3%	8%	12%	14%	18%	19%	22%	38%
Not important at all (1.0)	*	*	*	*	2%	1%	2%	4%	6%	6%	20%
<b>Top 2</b>	<b>98%</b>	<b>98%</b>	<b>97%</b>	<b>93%</b>	<b>78%</b>	<b>76%</b>	<b>74%</b>	<b>67%</b>	<b>66%</b>	<b>60%</b>	<b>25%</b>

## Most Efficient Promotion – Broadcast

### ***Mom “Must Haves” Satellite Media Tour***

The Mega-Capacity TurboWash saves time *and* money, as the recipient of the ENERGY STAR Most Efficient designation.

- 17 interviews included the nationally syndicated Daily Buzz (175+ markets – New York and Philadelphia among them)
- The estimated total viewership **exceeded 9 million**



### ***Price is Right Highlight***

LG’s new ENERGY STAR Most Efficient Ultra Large Capacity TurboWash Washer featured on the special Mother’s Day edition of top-rated CBS game show, “The Price is Right”

- The Nielsen **audience rating** for this airing was **more than 4.5 million**



# Most Efficient Promotion - LG Times Square Billboard



- **Most Efficient message stressed on LG's New York Times Square Billboard**
  - Estimated 1.5 million daily impressions



## Most Efficient Promotion – Consumer Events

### LG Promoted Most Efficient Products at Multiple Consumer Events

- LG’s “20 Magic Minutes” Family Celebration
- Mom 2.0 Summit – Sponsored by LG
- 2012 Food Network New York City Wine & Food Festival – LG was the Official Partner

### Most Efficient Integration at Events:

- Mention of ENERGY STAR Most Efficient designation in all event press releases and social media postings distributed in conjunction with the events.
- Onsite signage throughout events touting LG’s product message of energy efficiency, and highlighting the ENERGY STAR Most Efficient designation.



ENERGY STAR **Most Efficient 2012**  
www.energystar.gov

**Did You Know . . .**

Several LG washers received the “2012 ENERGY STAR® Most Efficient” designation which recognizes the most efficient products among those that qualify for the ENERGY STAR?



# Most Efficient Promotion – Sales Training and Dealer Events



## Awarded ENERGY STAR® Most Efficient of 2012

Six new LG washers have been awarded the ENERGY STAR Most Efficient designation for 2012 — each of these designated models can save you the equivalent of at least 68,000 bottles (20 oz) of water a year.<sup>†</sup>

For more information: [http://www.energystar.gov/index.cfm?content=most\\_efficient\\_mw\\_clothes\\_washers](http://www.energystar.gov/index.cfm?content=most_efficient_mw_clothes_washers)  
<sup>†</sup>Source: U.S. Environmental Protection Agency's ENERGY STAR program (compared to a pre-2004 non-ENERGY STAR qualified clothes washer)  
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## Awarded ENERGY STAR® Most Efficient of 2012

Five LG refrigerators have been awarded the ENERGY STAR Most Efficient designation for 2012 – more than any other manufacturer!

ENERGY STAR certified refrigerators are required to use 15% less energy than non-certified models.\* Each of the Most Efficient models are at least 30% more energy efficient than the federal minimum energy efficiency standard.\*\*

For more information: [http://www.energystar.gov/index.cfm?content=most\\_efficient\\_mw\\_index](http://www.energystar.gov/index.cfm?content=most_efficient_mw_index)  
<sup>\*</sup>[http://www.energystar.gov/index.cfm?content=most\\_efficient\\_mw\\_index](http://www.energystar.gov/index.cfm?content=most_efficient_mw_index)  
<sup>\*\*</sup>[http://www.energystar.gov/index.cfm?content=most\\_efficient\\_mw\\_index](http://www.energystar.gov/index.cfm?content=most_efficient_mw_index)  
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## Most Efficient Promotion – B2B Efforts

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Today's architects and design experts are setting the pace for more energy efficient, cost-effective and creative commercial and residential dwelling solutions.

- Eight duct-free LG commercial air-conditioning models have achieved the coveted ENERGY STAR® “Most Efficient” 2012 designation
- Most Efficient models featured at at the 2012 American Institute of Architects National Convention & Design Expo
- LG implementing training series to educate industry about the greener, more efficient heating and cooling option that is fast becoming an industry standard in other parts of the world



**LG ELECTRONICS' DUCT-FREE HVAC PRODUCTS EARN ENERGY STAR® 'MOST EFFICIENT' DESIGNATION**

*Most Efficient Designation for LG Art Cool™ Series Helps Architects and Builders Identify Duct-Free Split Models That Save Energy & Money*

ALPHARETTA, Ga., Sept. 17 | 2012 – Underscoring its energy efficiency leadership in the U.S. HVAC market, LG Electronics USA today announced that eight duct-free LG commercial air-conditioning models have achieved the coveted ENERGY STAR® “Most Efficient” 2012 designation.

## Most Efficient Promotion – Future Opportunities

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- Manufacturers and retailers work together to promote the ENERGY STAR Most Efficient designation, while preserving the ENERGY STAR brand
- Training of sales staff to ensure they understand the Most Efficient designation and what products qualify for the designation
- Additional promotion across the industry of the Most Efficient designation to help raise awareness among consumers who are interested in purchasing products that are in the top 5% of ENERGY STAR-certified products



**Thank you!**

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