



# "We Will Knock You" Promotional Apparel & Products Kit Launches LG InstaView™ Appliances

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## Background

LG Electronics (LG) unveiled new InstaView™ Door-in-Door® refrigerators boasting upgraded features and design innovations for improved user convenience and a new LG InstaView™ Range featuring Air Sous Vide, Air Fry mode and an InstaView™ panel. A unique feature shared by both appliance groups is the ability to knock twice on the glass panel to see what's inside.



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Creatively introduce these innovative new products to 1,500 instore managers and get them excited and motivated to sell the appliances to consumers.



Casa del Mar, playing off the knock knock feature of LG InstaView™ refrigerators and ranges built a campaign centered around a summer concert series. Leveraging the tag line "WE WILL KNOCK YOU", a riff on Queen's iconic anthem "We Will Rock You", we used a rock and roll themed box printed like a typical touring case used by rock bands, complete with scratches and all (in the artwork).

Each box included full color process tee shirts, tied with leather fringe (mimicking a leather jacket), round vinyl coasters, reminiscent of an album, aviator mirrored sunglasses, beverage Koozies and faux concert tickets which gave all the details of the machines LG Appliances were launching.



The interactive boxes generated a ton of buzz and were a catalyst for store managers to learn more about the appliance innovations and creatively highlight them to interested shoppers.



“

*It has been a GREAT campaign. These buzz kits got so much love - I think they were appreciated even more since we're just emerging in some ways from lockdown. Thank you again - great campaign, thanks to you and your team!"*

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**Kate, Sr. Brand Manager,  
Home Appliances Marketing**



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