



LG Electronics Flip Your Fridge Promotion

Flip Your Fridge 2015



LG, Best Buy, and ENERGY STAR Ellen Show Promotion



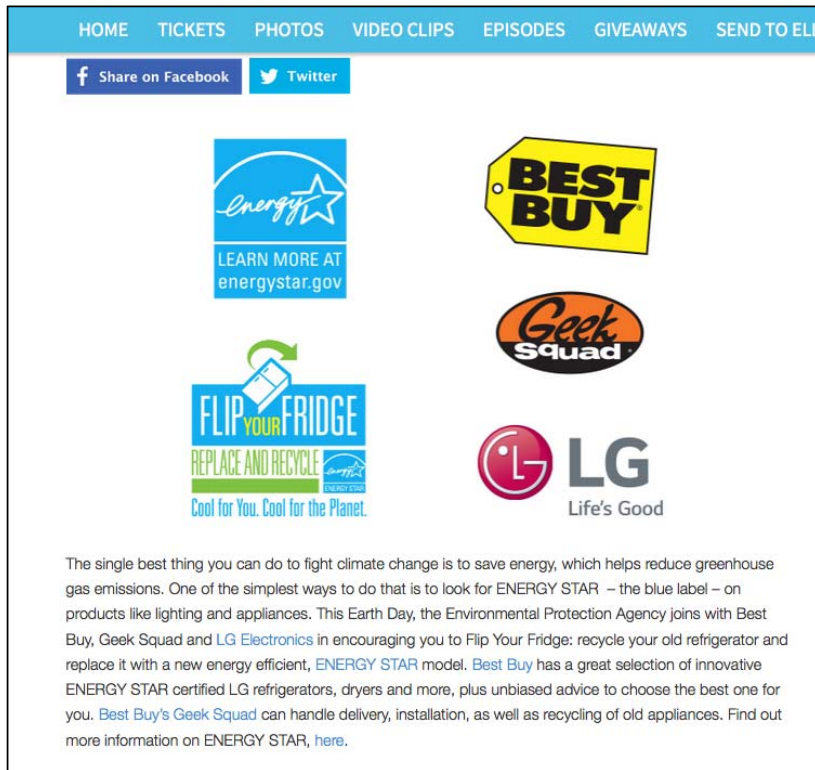
- LG collaborated with Best Buy and ENERGY STAR for an Earth Day segment on **The Ellen DeGeneres Show**, revolving around the new ENERGY STAR “Flip Your Fridge” campaign that encourages consumers to responsibly recycle their aging fridges and upgrade to new, energy-efficient ENERGY STAR models.
- The segment aired on **46 affiliates in markets across the country**, reaching about 3.7 million viewers.



Blog Posts

- LG, The Ellen Show, and Best Buy highlighted the segment and partnership on digital platforms.

EllenTV.com Feature



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BEST BUY

Geek Squad

FLIP YOUR FRIDGE
REPLACE AND RECYCLE
Cool for You. Cool for the Planet.

LG
Life's Good

The single best thing you can do to fight climate change is to save energy, which helps reduce greenhouse gas emissions. One of the simplest ways to do that is to look for ENERGY STAR – the blue label – on products like lighting and appliances. This Earth Day, the Environmental Protection Agency joins with Best Buy, Geek Squad and LG Electronics in encouraging you to Flip Your Fridge: recycle your old refrigerator and replace it with a new energy efficient, ENERGY STAR model. Best Buy has a great selection of innovative ENERGY STAR certified LG refrigerators, dryers and more, plus unbiased advice to choose the best one for you. Best Buy's Geek Squad can handle delivery, installation, as well as recycling of old appliances. Find out more information on ENERGY STAR, [here](#).

LG Corporate Blog Feature



LG, Best Buy and EPA Help 'Flip Your Fridge' on 'The Ellen DeGeneres Show'

Posted on Apr 22, 2015 in (L)atest & (G)reatest Home Appliances, Product News by Michael Ettlemeyer | 0 Comments

Like 232 Tweet 321 +1 1.3k

FLIP YOUR FRIDGE
Cool for You. Cool for the Planet.

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.

FLIP YOUR FRIDGE
Cool for You. Cool for the Planet.

Social Media



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

@ENERGYSTAR

 ENERGY STAR @ENERGYSTAR · 3h
@TheEllenShow's #EarthDay segment bit.ly/1K9Hf2M Choose #ENERGYSTAR appliances & recycle old to fight #climatechange @lgus @bestbuy

 Ellen DeGeneres



  3  4  [View more photos and videos](#)

@BBYNews + @BestBuy

 Best Buy News @BBYNews 


This #EarthDay, @LGUS, @BestBuy and @ENERGYSTAR help 'Flip Your Fridge' on @TheEllenShow: corporate.bestbuy.com/?p=8939



REPLACE AND RECYCLE 

@LGUS

 LG Electronics @LGUS · 5h
A lucky @TheEllenShow fan got a @BestBuy @EnergyStar appliance makeover & her face is #PRICELESS! See what she got: ellentv.com/videos/0-smvk8...

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Metrics



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

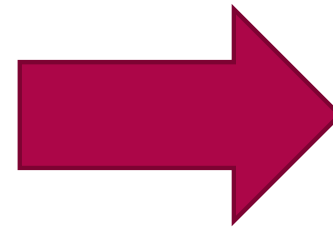


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Overview: LG Flip Your Fridge Strategy



- Reach target audiences through **multiple touch-points** – 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.

