

COUNTER-DEPTH **MAX**™

Manifesto

We think the refrigerator can be so much more than just functional.

It should make a statement, with a style that's nothing short of trend-worthy.

Capacity that can hold it all, and a fit that looks more seamless than ever.

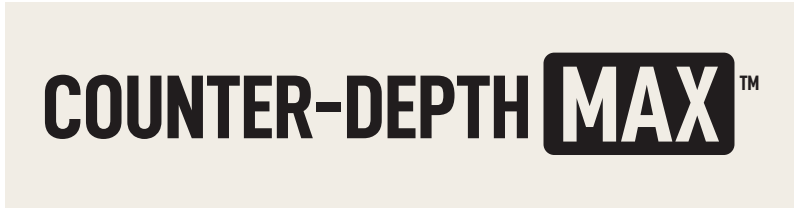
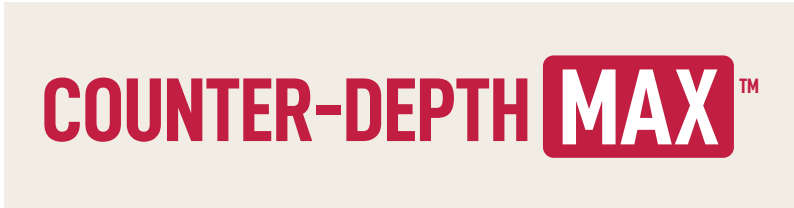
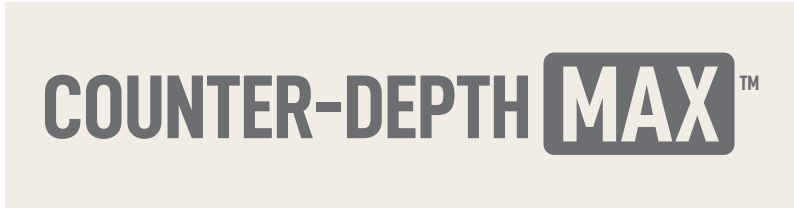
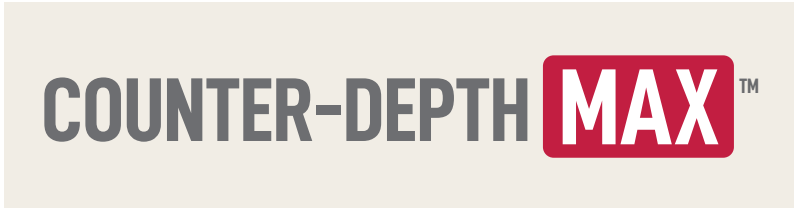
But above all, it should be a perfect reflection of you.

Because when form and function are taken to the limit, you can...

...MAX out your style



LOGOS



CAMPAIGN LINE

MAX out your style

Usage:

- ✓ **MAX** should always be capitalized.
- ✓ **out your style** should always be lowercase.

Don'ts:

- ✗ Don't use periods.
- ✗ Don't use initial caps or sentence case.

~~MAX Out Your Style.~~

~~MAX OUT YOUR STYLE~~

CAMPAIGN LINE VARIATIONS

Lines and features are grouped by category: Mirror, Capacity, Ice, Design, Innovation, and ThinQ Care & Warranty.

Only the following 6 words should be used within the “MAX out” construct:

1-style, 2-space, 3-chill, 4-fit, 5-tech, 6-experience

The 6 approved words can be used in reference to any/all corresponding features listed below it. Any new words need to be submitted to LG for approval.

MAX out your _____

1 style (MIRROR)

Mirror InstaView® Design

2 space (CAPACITY)

26 cu. ft., 27 cu. ft., Door-in-Door® with adjustable bin, 3-Tier Organization™ Freezer, 2 Crispers + Glide N' Serve® Drawer

3 chill (ICE)

4 types of Ice (cubed, crushed, craft, cubed mini), IcePlus™, Premium Ice Bin Design, Slim SpacePlus® Ice System

CAMPAIGN LINE VARIATIONS (cont.)

Lines and features are grouped by category: Mirror, Capacity, Ice, Design, Innovation, and ThinQ Care & Warranty.

Only the following 6 words should be used within the “MAX out” construct:

1-style, 2-space, 3-chill, 4-fit, 5-tech, 6-experience

The 6 approved words can be used in reference to any/all corresponding features listed below it. Any new words need to be submitted to LG for approval.

MAX out your _____

4 **fit** (DESIGN)

Counter-Depth MAX, Welcome Lighting, Smooth Touch Dispenser, PrintProof™ Finish, Smart Pull® Handle, Premium LED Lighting, Cool Guard with Back Lit Lighting

5 **tech** (INNOVATION)

Linear Cooling™, Door Cooling+, Fresh Air Filter (3 Layer), Multi-Air Flow System, Tall Ice & Water Dispenser®, UVnano™ Water Dispenser

6 **experience** (THINQ CARE & WARRANTY)

ThinQ Care, 10-Year Manufacturer’s Limited, Warranty on Linear Compressor, ENERGY STAR® Qualified

CAMPAIGN LINE VARIATIONS (cont.)

Words should only be applied to the following models.

LRYKC2606S/D

style, space, chill, fit, tech, experience

LRYXC2606S/D

space, chill, fit, tech, experience

EXAMPLES—DIGITAL

In multi-frame banners:

“MAX out your ___” can be combined with additional copy when shown with a feature. “MAX out your style” should be used as a sign-off in the end frame.

Frame 1:
MAX out your space with 26 cu. ft. of capacity

Frame 2:
MAX out your style

In static executions:

“MAX out your ___” can be combined with additional copy when shown with a feature.

Headline:
MAX out your chill

Subhead:
The new Counter-Depth MAX refrigerator with 4 types of ice—perfect for every occasion.



FRAME 1



FRAME 2



STATIC

EXAMPLE—INSTORE

At point-of-purchase:

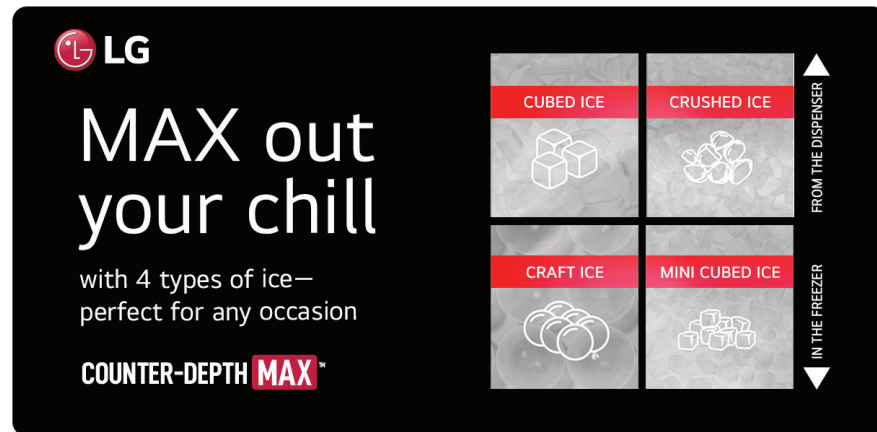
“MAX out your ___” can be combined with additional copy when shown with a feature.

Headline:

MAX out your chill

Subhead:

with 4 types of ice—
perfect for every occasion.



DECAL



IN SITU

ASSETS

Lifestyle images and video from this shoot only to be used in all instances of this campaign.

Link: [MOYS Stills](#)
[MOYS Videos](#)

