

We helped a world-renowned brand gain expansive media coverage, increase its social media presence and generate business leads for its two leading surface brands – all in a “90-Day Sprint”

LG Hausys America, one of the world's leading providers of building and decorative materials, turned to Spaulding Communications to raise awareness for new color additions to its Viatera® (quartz) and HI-MACS® (solid surface) brands.

OBJECTIVES

We worked with LG to define objectives, which included:

- Increase the new colors' exposure through media coverage in key publications
- Increase awareness and engagement for the new colors on social media
- Increase website visits to drive greater awareness and potential lead generation

STRATEGY & EXECUTION

Based on budget and timing, Spaulding Communications created a “90-Day Sprint” campaign, which included the following strategic approach:

- *An Enhanced Integrated Social Media Campaign* – We optimized LG's social media with improved content, audience reach and engagement strategies
- *A Specialized Product Sample Mailing* – We sent product samples to key media to drive greater awareness and knowledge of the new colors' technological differences
- *A Targeted Award Pursuit* – We identified the most high-profile awards that could bring instant credibility and then submitted award-worthy entries
- *A Customized Media Outreach Program* – We leveraged our editorial knowledge and created customized press releases, pitches and follow up to drive maximum coverage

RESULTS

The 90-Day Sprint Campaign hit the mark. Notable results included:

- More than 30 print and online articles across each vertical category identified
- An estimated online readership of nearly 40 million
- An estimated earned editorial value of more than 7x the amount invested
- An average of 4.5 new Instagram followers per week for the Viatera® brand
- Triple-digit engagements on Instagram, Pinterest and Facebook for the Viatera® brand
- Increased audience reach on 3 of 4 platforms for the Viatera® brand
- An average of 2 new LinkedIn followers per day and 1 new Instagram follower per day for the HI-MACS® brand
- Improved engagement on all 4 platforms, including nearly 55 engagements *per post* on Instagram; 47 engagements *per post* on Pinterest; and 16 engagements *per post* on LinkedIn for the HI-MACS® brand
- Expanded audience reach on all 4 platforms for the HI-MACS® brand
- Increased traffic to LG's websites from social media post links and online media articles

SUMMARY

A 90-Day Sprint campaign is ambitious and may not be right for every client. It generally follows this timing:

- Days 1-30: Establish goals, KPIs and strategy; begin execution
- Days 31-80: Execute activities; monitor and adjust activities as needed
- Days 81-90: Conclude activities; provide results and future recommendations

When done correctly, a 90-Day Sprint program can generate significant results. It can also lay the foundation for a more long-term integrated PR and social media strategy with even greater impact.

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The HI-MACS CONCRETE COLLECTION from LG Hausys is available in five colors and inspired by real concrete. Its soft pattern features a combination of similar tones to make seams less noticeable, and it's resistant to the cracks, stains, and scratches that can often occur with traditional concrete

Our three new HI-MAC colors from the Strato Collection, Terra, Creme and Slate, are perfect for healthcare environments. As a seamless and non-porous material, HI-MACS offers multiple hygienic benefits, as well as an exceptional ease of maintenance. See our recent coverage in Healthcare Facilities Today for more!
#designinspiration #colorinspiration #solidsurface #nature #designinspo #interiordesign #lghausys #himacs #solidsurface

li-Macs is porous and mable. macsusa. n



Six new colors have been added to the Masterpiece and Musica Viatera quartz collections from **LG Hausys**. Joining the Masterpiece Collection are Mica and Umbra, while Dolce, Melody, Tenor and Basso (shown) are now part of Musica. Each color is comprised of 93 percent quartz and available in Jumbo II size slab. Circle No. 155 on Product Card

