



reddot design award

Press release

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LG Electronics – best brand in this year's Red Dot Award: Communication Design

- **New distinction: Red Dot: Brand of the Year 2015**
- **13 Red Dot awards for LG communication design**
- **Award ceremony at the Red Dot Gala on 6 November in Berlin**

The Red Dot: Brand of the Year 2015 has been chosen: LG Electronics is to receive the sought-after title of honour for its outstanding communication campaigns. The global manufacturer of consumer electronics and appliances won a total of 13 awards in the Red Dot Award: Communication Design.

Every year, there is one brand that comes up with creative solutions that are particularly attractive and wins over the Red Dot jury with not one but several entries. Awards are given for design quality and decisive brand management – regardless of whether the prize-winning communication is developed using the skills of agencies or internally. This year, that brand is South Korean global player LG Electronics.

LG: innovations for a better life

The company was founded in 1958 as a subsidiary of Lucky Chemical Industrial Co. under the name Goldstar and since 1995 has been known as LG Electronics. Every day, 83,000 employees in 119 locations around the world aim to breathe life into the corporate philosophy of "Life's Good". LG has lived up to its motto in the Red Dot Award – in 2015, the brand was more successful than any other company in using innovative designs and communication solutions with a global presence to win over the jury.

"It is a task that pushes some firms to their limits: professional branding across a large product portfolio – constantly with new creative achievements that should all match the corporate style. The brand management of LG Electronics is unparalleled in its skills in this respect. The corporate claim sums it up: Life's Good. Anyone who invests in an LG product notices immediately that his or her life is a little more attractive because of it. That is exactly how convincing brand management works".



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This is what Professor Dr Peter Zec, founder and CEO of Red Dot, had to say about the success of the Red Dot: Brand of the Year 2015.

In addition to the human-centric UX of the LG G4 and LG Watch Urbane, the noteworthy digital projects that earned a Red Dot in 2015 included "Kids Mode", an Android app that allows several users to log on to just one tablet at the same time. Parents get an account that enables them to monitor their children's online behaviour and to decide which apps the children can access. At LG Electronics, packaging design is another fixed component of a successful marketing strategy. This is where the product and the message merge to form a visual concept that again lends credibility to the brand. One good example is the AKA smartphone: its packaging is the ideal extension to the product and represents an independent identity which expresses the concept behind it intuitively.

"Being honoured by Red Dot Award is humbling and demonstrates LG's leadership in the field of design by reaffirming our ongoing commitment to both innovative design and intuitive consumer experience," said Noh Chang-ho, vice president and head of corporate design at LG Electronics. "We will continue to design and develop creative solutions that elicit a positive emotional response and deepen the relationship between our brand and consumers to live up to our motto: 'Innovations for a Better Life'."

Red Dot Gala in Berlin

On 6 November 2015, the Red Dot: Brand of the Year will be lauded on stage at the Konzerthaus Berlin in Germany. After the Red Dot Gala with more than 1,400 guests from around the world, the international design scene will celebrate this year's winners at the legendary Designers' Night in Berlin's E-Werk in the midst of the winning designs. From the day of the award ceremony, all works by LG Electronics that have won an award in the Red Dot Award: Communication Design 2015 will also be shown in the online presentation alongside all of the other winning projects.

Further information: www.red-dot.de/cd



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