

Global Branding



Global Branding campaigns brings to life LG's brand identity of
**"Stylish Design and Smart Technology in products
that fit consumer's lives"**



A GLOBAL PARTNER OF FORMULA 1™

**A Global Partner and A Technology
Partner of Formula One™**

- Multi-year global partnership from 2009
- Viewed by 588 million



International Cricket Council (ICC)

- 2002 through 2015
- Audience of 6.7 billion