

## Energy Saving Trust provide verification of LG Electronics 'hero' range

### The challenge

LG Electronics recognise that consumers choose LG products for a variety of reasons ranging from size, to specification and aesthetics.

With the launch of their 'hero' range of domestic appliances, which include their premium energy saving models, LG also wanted to focus on the energy saving potential of products, showing consumers that they could choose products that met their individual specifications, suit their lifestyle and helped to save energy. LG wanted to clearly communicate the benefits and help their customers make informed choices about efficient appliances.



The distinctive Energy Saving Trust Verified by landmark is used alongside messaging in LG Electronics' marketing campaigns to highlight the independent verification.

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### The solution

Using clear and independently verified marketing messages from the Energy Saving Trust, LG Electronics have brought the energy and monetary savings of their products to life in a dynamic and engaging way.

Working with LG Electronics, the Energy Saving Trust's verification team produced messages that appeal to a wide spectrum of consumers. Messages were created to resonate with those concerned with saving energy and money on their bills, to those inspired to purchase based on environmental considerations and who want to reduce the environmental impact of their home.

The Energy Saving Trust verified the energy performance and running costs of each LG model over one year and its projected lifetime to show how much money could be saved annually, and in the long-term, in comparison to similar but less efficient appliances.

Monetary savings are presented as everyday equivalents, such as how many "free loads" consumers would get, helping to make savings tangible, while carbon emission savings are visualised in terms of how many coke cans or balloons could be filled.

Training sessions supported their field and customer-facing teams to help them use the saving claims and messages effectively when talking about products.

It takes £23 of electricity and £33 of water per year to run an LG F14A7FDSA5 washing machine provided with payment estimates through the Domestic Renewable Heat Incentive Payment Calculator.

Different types of information helps give consumers compelling reasons to choose the energy efficient models of washing machine.

Energy efficiency information provides the opportunity for customers questions to be addressed.

### The outcome

With only a few seconds to catch attention, energy efficiency information presented in a variety of formats helps retailers offer consumers compelling reasons to choose their energy efficient models.

Feedback indicated that the training could be adapted to suit field staff's role in-store to help educate customers about the energy efficiency of their 'hero' range. It also highlighted useful and engaging information and messaging, providing the opportunity for customer questions to be answered.

**LG Electronics chose to work with the Energy Saving Trust because they are recognised by consumers for their independent energy saving advice, helping to add credibility and trust to products' energy saving claims.**



To find out more about the Energy Saving Trust's product verification services simply email [business@est.org.uk](mailto:business@est.org.uk) or call 020 7222 0101.

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