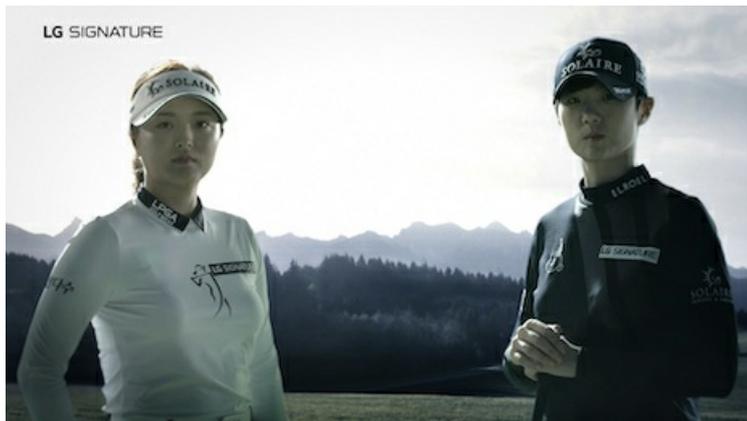


CONSUMER ELECTRONICS

LG Signature enlists masterful golfers for digital effort

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LG Signature brand ambassadors, Ko Jin-young and Park Sung-hyun. Image credit: LG Signature

By LUXURY DAILY NEWS SERVICE

Electronics and appliance maker LG Signature is highlighting the importance of dedication and expertise in a digital campaign starring two professional golfers.

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The brand's newest episode of "Master Story Series" features Ko Jin-young and Park Sung-hyun, both winners of LPGA majors. LG Signature positions its lineup of luxury electronics and appliances as having the same artistry and technique the two women possess.

"All of our LG Signature ambassadors are the best in their chosen fields, and we are thrilled to unite with them to showcase what it means to be a master of one's craft," said Kim Jin-hong, head of the global marketing center at LG, in a statement. "Reaching consumers around the globe, this digital campaign is a perfect way to communicate our brand philosophy and celebrate the skill and effort it takes to achieve true greatness."

Golf masters

During a short film, a narrator explains that both golfers combine art and technology to achieve success in the sport.

"I like to think of golf as a form of art and I believe that comes across in my style of play," Ms. Park said in a statement. "Although skill and practice are obviously important to how you perform on the greens and fairways, so is creativity, and that's where I feel I have an advantage."

Golfers Ko Jin-young and Park Sung-hyun for LG Signature

A landing page dedicated to the effort has more information about the women's career successes. Ms. Park won the 2017 U.S. Women's Open and the 2018 Women's PGA Championship, while Ms. Ko was named the 2019 LPGA Player of the year.

LG Signature, which is the official partner of the Evian Championship, is not the only luxury brand to partner with golfers to appeal to wider audiences.

In 2018, Peninsula Hotel sponsored Hong Kong LPGA golfer Tiffany Chan in an attempt to strengthen its status as a

prestigious golf brand for its many courses. Throughout her travels and competitions in 2018, Ms. Chan acted as a brand ambassador and represented Peninsula ([see story](#)).

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