LG Washes Clothes In The Desert To Promote Smart Care

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Cutting the water bill and protecting nature. LG Electronics do Brasil conducted an unprecedented experiment to promote the LG Washer & Dryer Smart Care product line, which uses a lot less water than conventional washing machines, and to encourage people to conserve natural resources. Created by the Y&R Brazil advertising agency, the initiative shows people that the LG washing machine can operate so efficiently that it can wash a load using water extracted from cactuses in the middle of the Atacama Desert in Chile. The video was launched on all of the brand's digital channels: **https://youtu.be/irCulWtPSwg**

Brazilian botanists Marlon Câmara Machado and Ricardo Cardim—who holds a master's degree from the University of São Paulo (USP) and created the "Pocket Forest" technique—assisted with the creation of the action, which marked the launch of the "Field Test" platform in Brazil. The action featured LG products facing atypical situations with different challenges. "Our goal was to bring innovative products and solutions to our customers to improve their lives, as well as introduce them to new consumption habits that would help them conserve water and power," stated Tânia Silva, Marketing Manager at LG Electronics of Brazil.

Corporate Relations Manager of WWF-Brazil, Hânia Ribeiro, thinks that this is an important action given Brazil's and the world's current situation and the need for people to change their water consumption habits. "Since 2015, LG has been supporting WWF-Brazil, encouraging people to conserve biodiversity and to use natural resources rationally."

The 1'26"-long video "Field Test LG - Washer & Dryer LG" takes place in the arid Atacama Desert and features botanist Ricardo Cardim. In the experiment, the LG Washer & Dryer washing machine is connected to cactuses using a specially-designed device that employs non-aggressive techniques guaranteed not to harm the plants. The wash cycle could be performed with such a small amount of water because the washing machine is a front-loading model, which means it can wash clothes without filling the whole drum with water. Because of this, the machine can use up to 42% * less water with each wash cycle. Additionally, the washing machine has an intelligent load sensor, which calculates how much water will be needed based on the amount of clothes put into the machine.

According to Rafael Pitanguy, Creative Vice-President at Y&R Brazil, the "Field Test" platform aims to position LG as a brand that provides knowledge, entertainment and relevant content to its consumers. "Advertising agencies can do more than just provide brand communication services to their clients. In this case, we used science and nature to draw attention to the product's differentiating factors," completed Pitanguy.

To emphasize the message about the importance of saving water and to promote the attributes of the LG Washer & Dryer washing machine, Y&R Brazil developed a strategy to implement the action through several pieces to be featured on portals and a series of content to be featured on LG communication channels.

The video was created by Daniel Groove, Felipe Pavani, Bernardo Tavares and Marcos Lee, with creative direction from Rafael Pitanguy and Victor Sant'Anna, and was produced by 7Filmes.

** Calculation based on indexes published by Inmetro comparing similar-capacity top-loading models that use the same voltage and have similar technical specifications.*

Credits
Client: LG ELETRONICS BRAZIL
Product: LG Washer & Dryer Smart Care
Title: Cactus
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ACD: Daniel Groove
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Art Director: Marcos Lee
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