



LG NATIONAL TEXTING CHAMPIONSHIP

What if we turned a product demonstration into a national contest?

To promote LG's line of QWERTY keyboard phones, Fathom conceived the LG US National Texting Championship to crown the fastest texter in the land and position LG as the leading manufacturer of texting handsets.

Since its inception, the program has become a key communications platform for LG and part of pop culture, generating hundreds of millions of online and offline PR impressions each year.

The most recent installment of the program sparked over half a million game plays, and involved MTV prime-time programming, a comprehensive SMS-based campaign, a concert tour partnership, and a unique social media plan that included a first-of-its-kind application that merged social networking and texting, two of the most popular channels of teen communication.

Fathom has also been instrumental in the production of a documentary — directed by an Academy Award-winning filmmaker — chronicling the journey of this year's event finalists.

Overall, this program has generated an annual average of over \$8 million in PR value for LG. Based on Fathom's creation and stewardship, the LG National Texting Championship has become a global platform that LG has exported to 15 international regions.

