



Life's Good.

LG MyColor Refrigerator Asset Kit

2024 LG Electronics USA

LF29S8365S

2024 LG MyColor Refrigerator - Online Retail GTM Asset Summary

PDP Content	Best Practice Recommendations
	LF29S8365S
1. Product Title	Recommended to use LG provided copy available on LG HA Content Library Matrix Site
2. Product Description	
3. Feature Bullet Points	
4. Primary Images	Download Here
5. Lifestyle Images	Download Here
6. USP Images	Download Here
7. Product Spec Sheets and Core Messaging Sheets	Download Here
8. Messaging Matrix	Download Here
9. Product Dimension Image	Download Here
10. Video (:15sec min)	Download Here
11. Syndication	Available via BlueSky
11. Reviews	Available via BazaarVoice

Model

Product Images, Lifestyle Images, Infographics, and Supporting Documents, Banners, Social Assets, and Videos

LF29S8365S

[Download Assets Here](#)



LG LF29S8365S - Product Copy Recommendation

Title

29 cu. ft. Smart InstaView® Door-in-Door® Standard-Depth MAX™ 4-Door French Door Refrigerator with MyColor™

Top Features

InstaView® Door-in-Door® (2024)

MyColor™

Full-Convert Drawer™

Soft-Closing Doors

Core Messaging Sheet

LG CORE MESSAGING LF29S8365S 29 cu. ft. Smart InstaView® Standard-Depth MAX™ 4-Door French Door Refrigerator with MyColor™ and Full-Convert Drawer™

Capacity meets style in this spacious and colorful InstaView® refrigerator with MyColor™ and Full-Convert Drawer™



This 4-door Standard-Depth MAX™ refrigerator doesn't just give you space—it allows you to make a design statement and stand out from the crowd. Knock twice on the InstaView® window to illuminate the contents within. Change the color of the InstaView® window lighting through MyColor® on your LG ThinQ® app. Convert the versatile Full-Convert Drawer™ into a fridge or freezer, or choose from five temperature settings with the touch of a button, to provide optimal storage for a range of fresh or frozen items.

- InstaView® Window**
SEE INSIDE AND KEEP YOUR COOL
- MyColor™**
MAKE A DESIGN STATEMENT WITH COLOR
- Door-in-Door® Design**
EASY ACCESS TO FAMILY FAVORITES

MAX out your space and style with the capacity you need and color that suits your kitchen design.



Available in:  ENERGY STAR

LG CORE MESSAGING LF29S8365S 29 cu. ft. Smart InstaView® Standard-Depth MAX™ 4-Door French Door Refrigerator with MyColor™ and Full-Convert Drawer™

- InstaView® Window**
SEE INSIDE AND KEEP YOUR COOL
 - Glass panel illuminates with two quick knocks, allowing you to see inside without ever opening the door
 - Keep tabs on your inventory of favorite drinks, frequently used condiments and snacks for the kids in an instant
- MyColor™**
MAKE A DESIGN STATEMENT WITH COLOR
 - MAX out your style by changing the color of the InstaView® window's interior LED lighting to complement your kitchen and lifestyle
 - Choose from 5 vibrant color options through the ThinQ® app
- Door-in-Door® Design**
EASY ACCESS TO FAMILY FAVORITES
 - Door-in-Door® provides easy access to beverages and snacks, with bonus door bins for added organization and storage
 - Quickly grab what you need and reduce cold air loss to help keep family favorite fresh
 - Door bins are removable for easy cleaning and greater flexibility

LG CORE MESSAGING LF29S8365S 29 cu. ft. Smart InstaView® Standard-Depth MAX™ 4-Door French Door Refrigerator with MyColor™ and Full-Convert Drawer™

Additional Features

- Convertible Full-Convert Drawer™**
 - MAX out your space with more room for fresh or frozen foods with the versatile Full-Convert Drawer™. Fit everything from your latest grocery run to that overabundant ice cream cake
 - Flexibility to convert from fridge to freezer and back again with just a touch
 - Choose from 3 temperature settings to create optimal storage for wine, deli items, cold drinks, meats and seafood, or frozen favorites
 - Adjustable dividers keep everything neat and organized
- Soft-Closing Doors**
 - SLAM NO MORE WITH SOFT-CLOSING HINGES
 - MAX out your fit with a dam-resistant refrigerator door
 - Soft-close hinges "kiss" the door to allow it to close softly and quietly—and keep it from slamming shut
 - Not only does it keep the peace in your kitchen, but it also protects little hands that may be searching for an afternoon snack
- Generous 29 cu. ft. Capacity**
 - STORE MORE AND TAKE ADVANTAGE OF ALL THE SPACE
 - With 29 cu. ft. of space, the LG French door refrigerator's wide open shelves keep all your favorites stored and organized
- Standard-Depth MAX™**
 - Dual Ice Maker
 - NEVER RUN OUT OF ICE
 - Dual ice makers dispense ice from the door and the freezer compartment to MAX out your fill with your choice of cubed or crushed ice on demand, so you never run out
 - This added ice storage helps ensure that you have extra ice on hand for those hot summer days or when entertaining large parties
- ThinQ® Smart Features**
 - THINK UP™ APPLIANCES EVOLVE WITH YOU!
 - ThinQ UP™ enabled smart appliances receive continual software updates for new downloadable features and enhancements sent wirelessly to the appliance
 - Choose which features you want and customize your appliance based on your lifestyle and personal preferences

Download Link:

https://lg.widen.net/s/sqzw8cjscc/lq-lf29s8365S-fridge-core-messaging-sheet-fin_lo

MyColor - Guideline

Intro & Demo Modes

LG **LF29S8365**
29 cu. ft. Smart InstaView® Standard Depth MAX™ 4-Door French Door Refrigerator with MyColor™ and Full-Convert Drawer™



MAX out your space and style with the capacity you need and color that suits your kitchen design

LG InstaView® MyColor™
MAX out your style by changing the color of the InstaView® window's interior LED lighting to complement your kitchen and lifestyle. Choose from 5 vibrant color options through the ThinQ® app*.



Get started with LG ThinQ®
Download the ThinQ® app and connect all your LG Appliances. It's as easy as 1-2-3!

Show off how InstaView® MyColor™ can add fun to any kitchen by using the instructions on the next page to start the Display Mode Demo.

ThinQ UP™
Choose which features you want and customize your appliance based on your lifestyle and personal preferences with ThinQ UP™.

*ThinQ app available by default. The color and brightness of the InstaView® LED light may vary based on the environment where the refrigerator is installed. LG USA (lgusa.com)

LG **LF29S8365**
29 cu. ft. Smart InstaView® Standard Depth MAX™ 4-Door French Door Refrigerator with MyColor™ and Full-Convert Drawer™



Ensure the LF29S8365 gets all the attention it deserves by activating the MyColor™ InstaView® Display and Demo Mode

STEP 1: Place the Refrigerator into Display Mode

1. Open the right-hand door.
2. Locate the control panel on the inside wall.
3. Hold down the Refrigerator / Water Filter button and simultaneously press the Ice Plus button 5 times.
4. Listen for a chime to sound and OFF to appear on the display. Your MyColor™ is now in display mode with the compressor off.

STEP 2: Set the MyColor™ Transition Demo Mode

1. Complete STEP 1 and close the door.
2. Re-open the right-hand InstaView® door.
3. Pull open the bottom freezer drawer twice.
4. Double knock 3 times on the InstaView® panel within a 5-second period (motion: "knock knock" / "knock knock" / "knock knock").

MyColor™ will play an animation for a duration of 1 hour. To restart the color LED rotation, knock twice on the InstaView® panel or open / close the InstaView® door to turn OFF the Display Mode. Repeat step 2 and then repeat step 3 to start over.

Scan the QR code to see a video that walks you through the steps.

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Hype Sheet

LG **LF29S8365**
29 cu. ft. Smart InstaView® Standard Depth MAX™ 4-Door French Door Refrigerator with MyColor™ and Full-Convert Drawer™



MAX out your space and style with the capacity you need and color that suits your kitchen design

InstaView® Door-in-Door®
Bringing innovation and distinctive design together, InstaView® Door-in-Door® will enhance even the most beautifully crafted kitchen.

Full-Convert Drawer™
The Full-Convert Drawer™ lets you choose from 5 temperature settings to create optimal storage for wine, deli items, cold drinks, meats and seafood, or frozen favorites.

Dual Ice Makers
Dual ice makers dispense ice from the door and the freezer compartment to MAX out your chill, with your choice of cubed or crushed ice on demand, so you never run out.

ThinQ UP™
Choose which features you want and customize your appliance based on your lifestyle and personal preferences with ThinQ UP™.

LG InstaView® MyColor™
MAX out your style by changing the color of the InstaView® window's interior LED lighting to complement your kitchen and lifestyle. Choose from 5 vibrant color options through the ThinQ® app*.



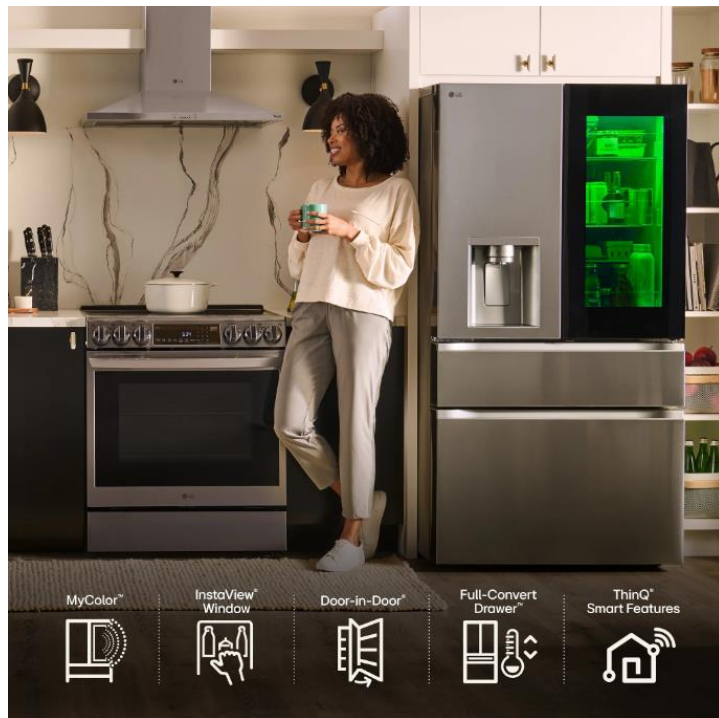
Get started with LG ThinQ®
Download the ThinQ® app and connect all your LG Appliances. It's as easy as 1-2-3!

*ThinQ app available by default. The color and brightness of the InstaView® LED light may vary based on the environment where the refrigerator is installed. LG USA (lgusa.com)

Download Here: <https://we.tl/t-XSjcgp9mOD>

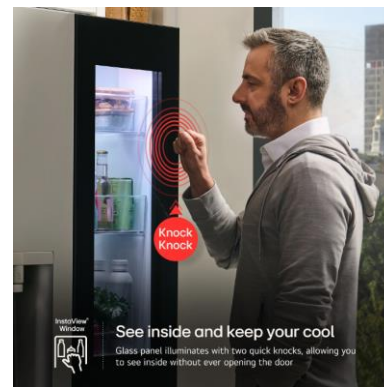
Download Here: <https://we.tl/t-hjcCAcF1FJ>

MyColor - Infographics



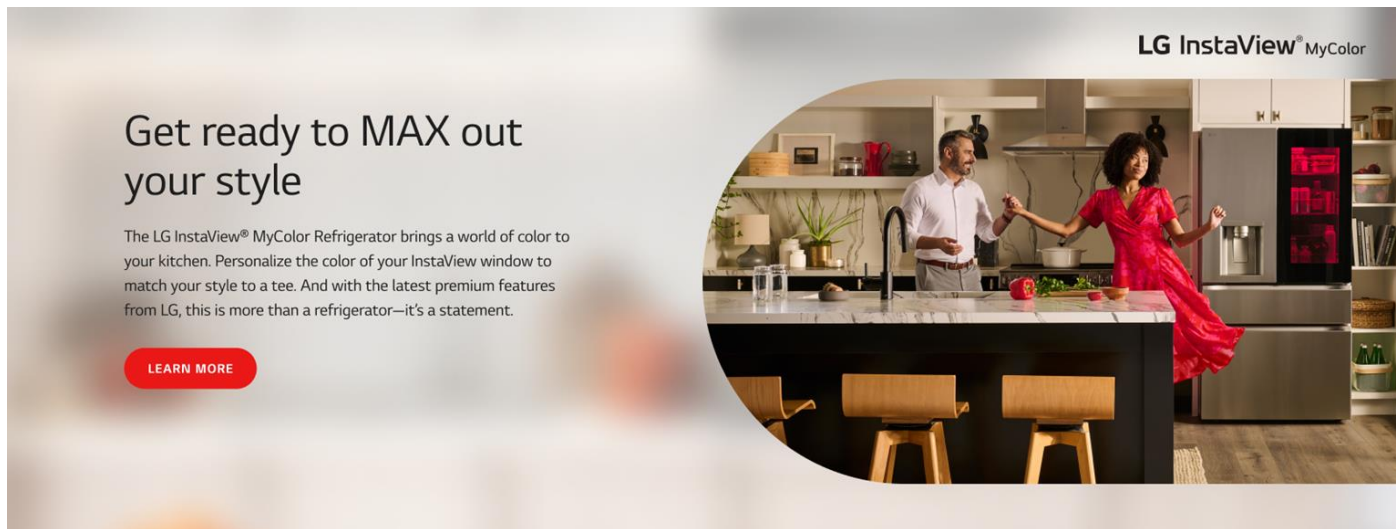
5000x5000

Download Here: <https://www.lgcontentlibrary.com/c/ahelrm4p>



MyColor - Banner

Hero Banner

The hero banner features a large, rounded rectangular image of a modern kitchen. A man and a woman are standing at a kitchen island, holding hands and smiling. The woman is wearing a vibrant red dress. In the background, a large refrigerator is visible, with its InstaView window glowing red. The text "LG InstaView® MyColor" is in the top right corner of the image area. On the left side of the banner, there is a headline, a descriptive paragraph, and a red "LEARN MORE" button.

Get ready to MAX out your style

The LG InstaView® MyColor Refrigerator brings a world of color to your kitchen. Personalize the color of your InstaView window to match your style to a tee. And with the latest premium features from LG, this is more than a refrigerator—it's a statement.

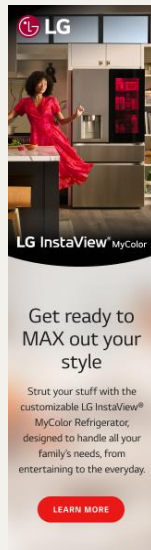
LEARN MORE

1600x600

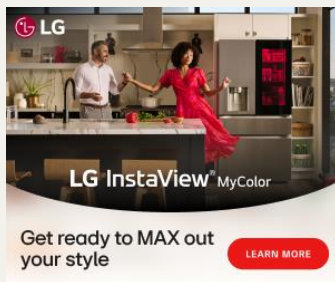
Download Here: <https://we.tl/t-yYQAqi7PEF> *Social Assets Coming Soon

MyColor Social Assets

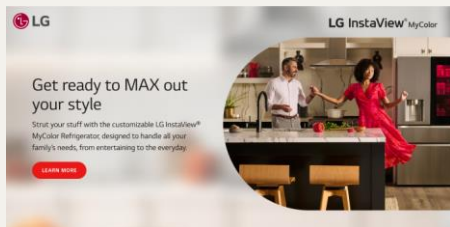
Standard Banners



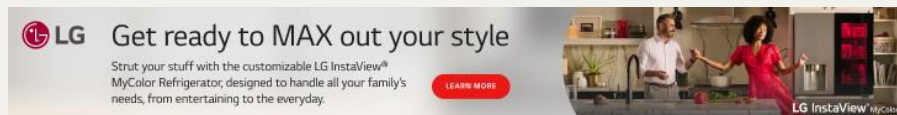
160x600



300x250



700x325



728x90

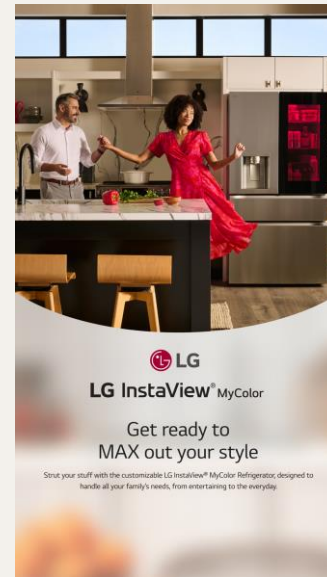
Socials



1080x1080



1200x1200



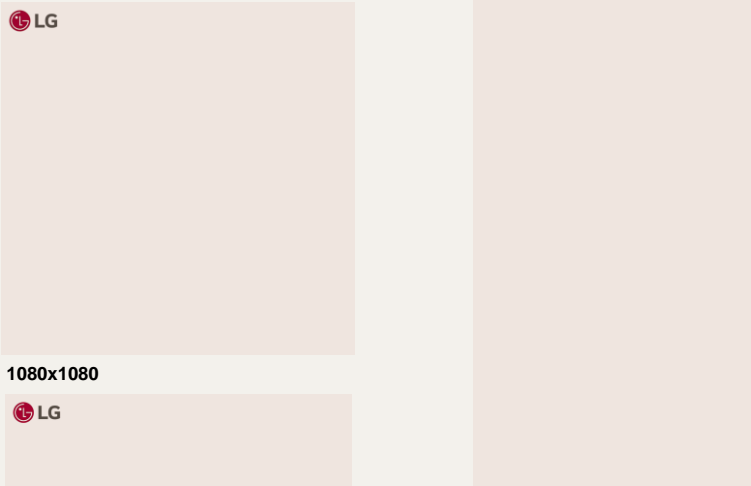
1080x1920

Assets can be downloaded here: <https://we.tl/t-oB3vPJRCj9>

*Sizes shown for example only. Additional custom assets are available upon request

MyColor Social Animations

GIFs



1080x1080

1200x1200

1080x1920

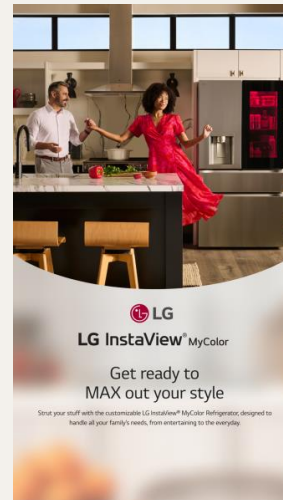
MP4s



1080x1080



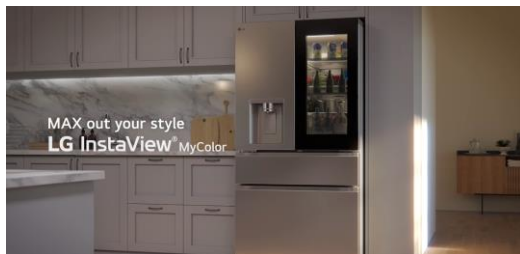
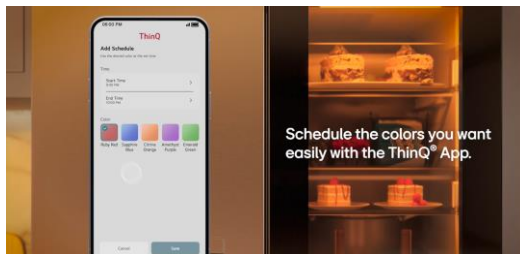
1200x1200



1080x1920

MyColor - Product Videos

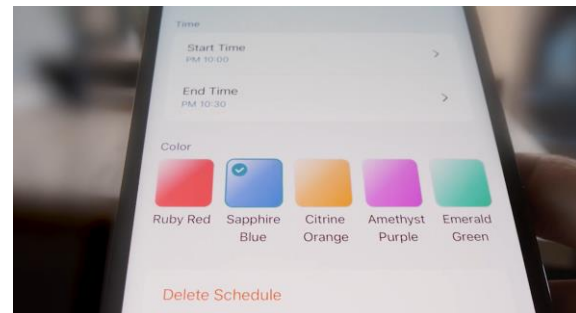
Feature Based Product Videos



Usage: Onsite & Product Pages*

Download Link: <https://www.lgcontentlibrary.com/c/xmlvhp64>

Offsite Videos – :15 & :30 Versions Are Available



Video Usage Terms: OTT/CTV
Usage Terms: 5 Years. Unlimited organic global web. Paid media, including paid social and stream OTR. No broadcast. No outdoor/OOH. Non-Exclusive.

Download Link: <https://www.lgcontentlibrary.com/c/zrhvvs4j>

Options for tagging available*
 *reach out to Channel Marketing for any questions/customizations

MyColor - Gifts



Download Link:

https://lg.widen.net/s/jxpmwm82fs/lf29s8365s_lf29h8565s_lifestyle_video_mycolor_hero

LG LF29S8365S Refrigerator - Product Carousel, Recommended Content - Example

Product Images

Should take up about 30% of images in the PDP Carousel



USP Cards

Should take up about 45% of images in the PDP Carousel



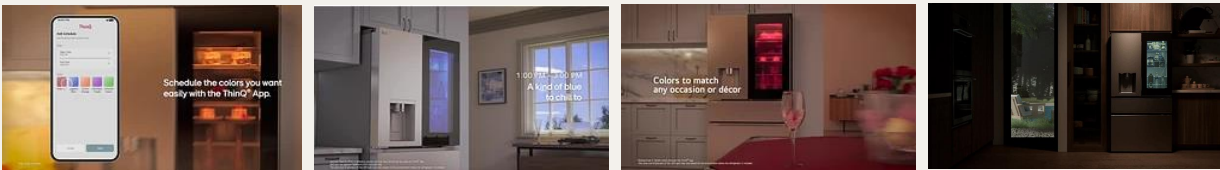
Lifestyle Images

Should take up about 20% of images in the PDP Carousel



Feature Videos

Should take up about 5% of images in the PDP Carousel



Supporting Documents
(Spec Sheets, Core Messaging,
Energy Guides, Owner's
Manual)



There should be at least 7 images in the image carousel (include a video if applicable)

Best In Class KPI Optimizations

LG has created a KPI dashboard which we use to optimize product detail pages so they are **Best In Class**.

These optimization include:

Hero Image: Front Facing with Infographic

Image 2: USP Card

Image 3: USP Card

Image 4: USP Card

Image 5: Product feature image

Image 6: Product feature image

Image 7: Product feature image

Image 8: Product feature image

Image 9: Lifestyle image

Image 10: Clean front facing image

Image 11: Right facing image

Image 12: Back image

Image 13: Dimension image

Image 14: Energy Guide

Video

Home / Refrigerators / French Door / LF29S8365S

LF29S8365S



LF29S8365S

29 cu. ft. Smart InstaView® Door-in-Door® Standard-Depth MAX™ 4-Door French Door Refrigerator with MyColor™

★★★★★ (0) [Write a review](#)

1 rebate up to \$75

Key Features

[All Specs](#)

- ThinQ Offer: Get a free extra year limited warranty (up to \$185 value) through 7/10/24. Terms apply
- InstaView® with Door-in-Door®
- MyColor™
- Full-Convert Drawer™
- Soft-Closing Doors
- 29 cu.ft. Large Capacity lets you stock up on more of your favorites
- Store all your favorite foods while getting the ice you need through the SpacePlus® Ice System





Thank You