



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	
2. Product Description	Recommended to use LG provided copy available on LG HA Content Library Matrix Site
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](#)



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



Download Link:

https://lg.widen.net/s/sqwz8cjssc/lg-lf29s8365-fridge-core-messaging-sheet-fin_lo

Core Messaging Sheet



MyColor - Guideline

Intro & Demo Modes



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

This color is available by default. The color and brightness of the MyColor™ LED light may vary based on the environment where the refrigerator is installed.

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

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

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 cubes 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®.

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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 display panel on the inside wall.
3. Hold down the Refrigerator's Water Filter button and simultaneously press the Ice Plus button 3 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.
4. Double knock 3 times on the InstaView® panel within a 5-second period (knock - "Knock knock" - "Knock knock" - "Knock knock").

MyColor™ will stay on for a duration of 1 hour. To restart the color LED lighting, 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 1 in that order.

ThinQ™ UP®
Scan the QR code to see a video that walks you through the steps.

This color is available by default. The color and brightness of the MyColor™ LED light may vary based on the environment where the refrigerator is installed.

Hype Sheet



LG

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

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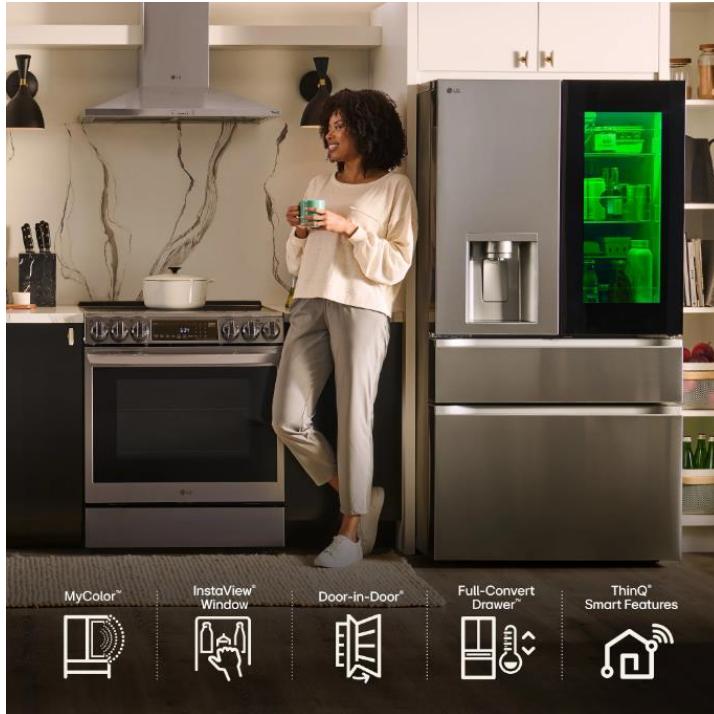
This color is available by default. The color and brightness of the MyColor™ LED light may vary based on the environment where the refrigerator is installed.

132241.mg/7234

Download Here: <https://we.tl/t-XSjcp9mOD>

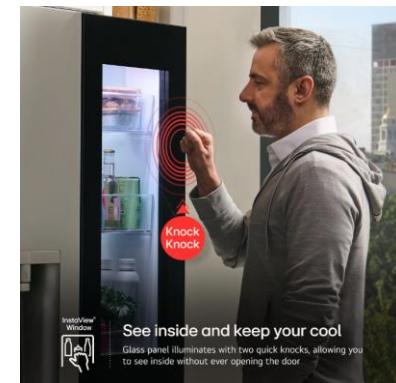
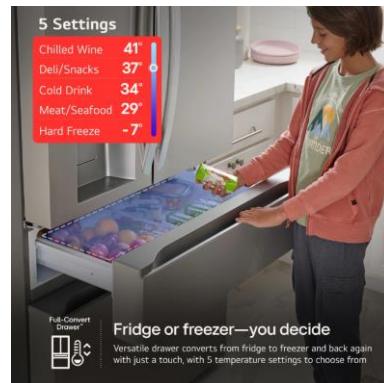
Download Here: <https://we.tl/t-hjcCACF1FJ>

MyColor - Infographics



5000x5000

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



MyColor - Banner

Hero Banner

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](#)



LG InstaView® MyColor

1600x600

Download Here: <https://we.tl/t-yYQAqj7PEF> *Social Assets Coming Soon

MyColor Social Assets

Standard Banners



Get ready to
MAX out your
style

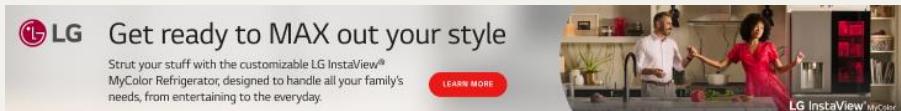
Strut your stuff with the
customizable LG InstaView®
MyColor Refrigerator, designed
to handle all your family's
needs, from entertaining to the everyday.

[LEARN MORE](#)

Get ready to MAX out
your style

[LEARN MORE](#)**300x250**

Get ready to MAX out
your style

[LEARN MORE](#)**160x600****700x325****728x90**

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

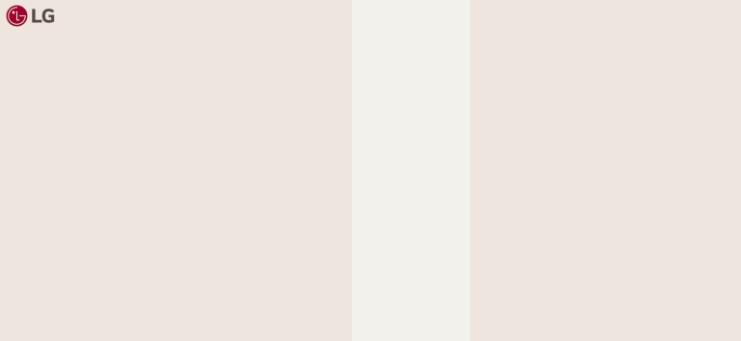
⁸ *Sizes shown for example only. Additional custom assets are available upon request

Socials

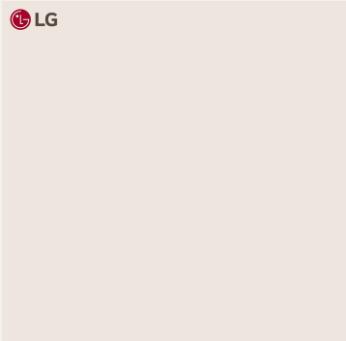
**1080x1080****1200x1200****1080x1920**

MyColor Social Animations

GIFs



1080x1080



1200x1200

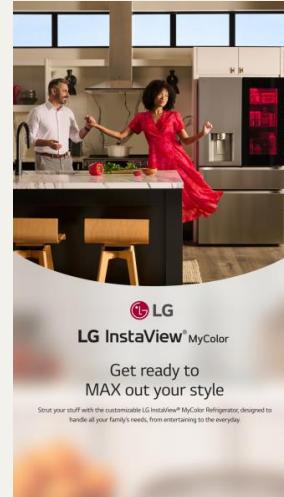
MP4s



1080x1080



1200x1200



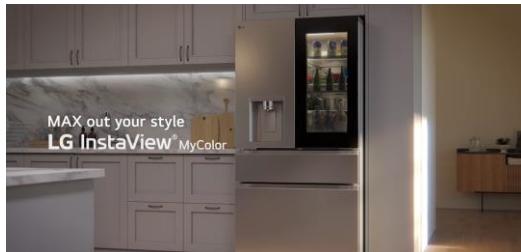
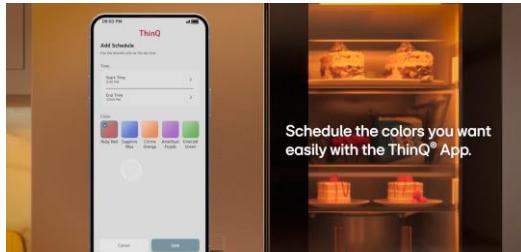
1080x1920

⁹ Assets can be downloaded here: <https://we.tl/t-w2rThTAIPK>

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

MyColor - Product Videos

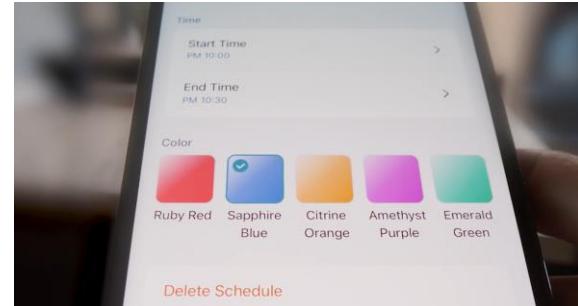
Feature Based Product Videos



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>

Internal Use only

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

MyColor - Gifs



Download Link:

https://lg.widen.net/s/ixpmwm82fs/lf29s8365s_lf29h8565s_lifestyle_video_mycolor_hero

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)



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



LF29S8365S

Home / Refrigerators / French Door / 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