

LG Hopes "It's All Possible"

Written by Marco Attard
06. 08. 2013

"It's All Possible" the latest LG Electronics brand identity says, a theme said to "consolidate LG's brand affinity, which has become increasingly important in today's highly competitive global marketplace."



"LG seeks to delight customers with its unique, consumer-centric products and draws its inspiration from actual consumers, listening to their needs and desires to create value-added solutions that enhance their everyday lives," the company press release continues.

The new slogan will complement (not replace) the famous "Life's Good" slogan, and will appear on the LG Times Square billboard and website from 1 August 2013.

The first LG product to use the tagline is the LG G2 smartphone launching at a 7 August event.

"In order to create value-added solutions which bring greater convenience and enjoyment to everyday life, LG draws its inspiration from real consumers around the world," executive VP Ki-wan Kim says. "'It's All Possible' will serve to reinforce our strong reputation as a people-centric company that can make customers smile."

Go [LG Introduces New Brand Identity](#)