



## BACKGROUND

LG MCV 904 is a Mini System that has a new feature called **Voice Remover**, which removes the vocals from the songs, so you can sing as if you were in a karaoke.

## CHALLENGE

Reach the consumer with this new feature in a effective way with low budget.

## SOLUTION

We chose hundreds of original CDs and put a little convex mirror in the position of the lead singers. So the consumers could see themselves in the mirror.



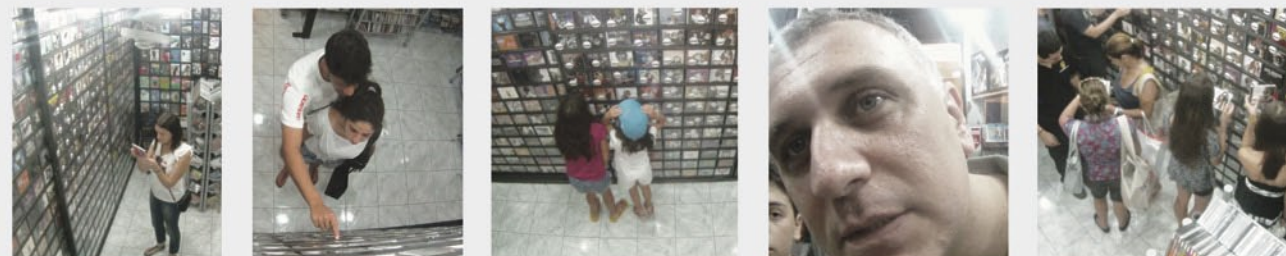
## RESULTS

- 7 days • 6 CD shops
- Approx. **25,000** people impacted
- Total cost: **\$ 550** • Only **2 cents** per impact

With this low-cost idea, we made the audience feel like the lead singers of their favorite bands and highlighted the main feature of the product.



## Hidden cameras



NEW LG MCV 904  
MINI SYSTEM WITH  
VOICE REMOVER FUNCTION.  
NOW YOU ARE THE LEAD SINGER.

