

# Powering brand credibility with executive advocacy



Location: Seoul, Korea | Employees: 201-500 | Industry: Research Services

## OBJECTIVE

- Showcase and drive awareness of LG AI Research's latest AI innovations: EXAONE 3.0 and 3.5, outperforming foundation models.
- Leverage executive advocacy to strengthen the brand's authority and credibility in the AI space
- Grow the executive's LinkedIn followers for sustained engagement

## SOLUTION

- Launched a Thought Leader Ad campaign to promote posts by LG AI Research's President Kyunghoon Bae
- Developed bilingual posts in English and Korean that spoke about EXAONE 3.0 and 3.5's global competitiveness and open-source accessibility
- Served the ads to a target audience of AI researchers, enterprise tech leaders and decision makers

## RESULTS

3x

higher engagement rate  
vs Single Image Ad

7%

growth in targeted followers  
for President Bae

