

## **LG G Flex is “Most Human Phone Ever” in Creepiest Ad Ever**

Ben Munson

LG is promoting its curved G Flex in a new ad as the “most human phone ever.” The ad itself vies for the title of creepiest ever.

Depicting a low-key birthday celebration at a restaurant, the two-minute spot quickly descends into bizarre territory. The G Flex is depicted as a hand with a human ear, mouth and goatee. A pinch from a crab claw demonstrates the G Flex’s self-healing back. A person feeds cake to the G Flex hand. And then things get really weird.

The G Flex [is a fine phone with a truly unique design](#) [1]. But an ad just going over functions and features wouldn’t have garnered near the response this ad is getting.

Video of The Most Human Phone Ever -- LG G Flex #gflex

**Source URL (retrieved on 01/30/2015 - 4:40pm):**

<http://www.wirelessweek.com/news/2014/03/lg-g-flex-%E2%80%9Cmost-human-phone-ever%E2%80%9D-creepiest-ad-ever>

**Links:**

[1] <http://www.wirelessweek.com/articles/2014/02/review-lg-g-flex>