

# **Brand Advocate Program Menu**

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# Interactive PDP Map

Click the **red** links to learn more about the Brand Advocate program offerings

Get it fast

Store Pickup at **Richfield** and nearby stores

☐ Same-day pickup

Shipping to **55105**

☐ Same-day shipping ⓘ

Availability

☐ Exclude Out of Stock Items (21)

Category

TVs

All Flat-Screen TVs

TV Screen Size ⓘ

☐ 32" and Under (8)

☐ 33" - 44" (6)

☐ 45" - 54" (3)

☐ 55" - 64" (4)

☐ 65" - 74" (4)

Price

to

☐ \$75 - \$99.99 (1)

☐ \$100 - \$149.99 (3)

☐ \$150 - \$199.99 (5)

☐ \$200 - \$249.99 (3)

☐ \$250 - \$499.99 (2)

☐ \$500 - \$749.99 (4)

Resolution ⓘ

☐ HD (720p) (7)

☐ Full HD (1080p) (5)

☐ 4K (2160p) (13)


Brand

☐ Best Buy Brands (25)

☐ Insignia™ (25)

Best Buy ▸ TV & Home Theater ▸ TVs ▸ All Flat-Screen TVs

Explore the Insignia Fire TV 50" Options | Compare Models




Insignia™ - 50" Class F50 Series QLED 4K UHD Smart Fire TV

★★★★★ (547)

~~\$599.99~~

\$399.99



Insignia™ - 50" Class F30 Series LED 4K UHD Smart Fire TV

★★★★★ (4,194)

~~\$449.99~~

\$349.99

You're viewing


Insignia™ - 43" Class F30 Series LED 4K UHD Smart Fire TV

Model: NS-43F301NA22 SKU: 6448758

★★★★★ 4.5 (250 Reviews) ⓘ 46 Answered Questions

Highly rated by customers for: Picture, Price, Set up ⓘ

A BEST BUY Brand



Home Live Your Videos Movies TV Shows Apps Settings

INSIGNIA | fire tv edition

RECENT

house of cards

the flash

shameless

your apps & channels





NETFLIX

prime video


YouTube

hulu


Disney+



+ 9 images







3 Videos




3D


Interactive Tour and documents: 1 | 2



+ 9 images



3 Videos



3D

Compare

Save

Vendor Series

Product Variations

Feature Facet

Sync Ratings & Reviews

Images


Documents/Manuals

Videos

Story Xpress

Compare Experience

Our experts recommend



★★★★★ (250)

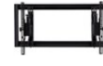
~~\$269.99~~

\$249.99

Currently viewing

Offer disclaimer

+




★★★★★ (1,223)

\$169.99

Description

✓

+




★★★★★ (2,131)

\$99.99

Description

✓

+



★★★★★ (39,330)

\$59.99

Description

✓

Package Savings: \$80.00

Package Total: \$599.96

Add 4 Items to Cart

Build your own package

Overview

PDP Copy

Complete Your Purchase (CYP)

Description

We've built a TV for TV lovers. Amazon Fire TV 4-Series brings 4K Ultra HD entertainment, vivid picture quality, access to more than 1 million movies and TV episodes, and the magic of Alexa to your living room. Just press and ask Alexa to watch what you want, when you want.

Features

**Brilliant 4K entertainment**  
Bring movies and shows to life with support for vivid 4K Ultra HD, HDR 10, HLG, and Dolby Digital Plus.

**Scenes that leap off the screen**  
4K Ultra HD, HDR 10, and HLG deliver a clearer and more vibrant picture with brighter colors compared to 1080p Full HD.

**Fire TV Alexa Voice Remote**  
Press and ask to find favorite apps, movies, and shows, plus check the weather, sports scores, and more.

**Watch what you want**  
Stream over 1 million movies and TV episodes. Watch favorites with subscriptions to Netflix, Prime Video, Disney+, and more.

**One stop entertainment**  
Watch live and free TV, play video games, and stream music.

**SmartTV**  
Fire TV adds new Alexa skills, features, smart home capabilities, and voice functionality all the time.

**Connect all your devices**  
Use the 3 HDMI inputs to connect to cable or satellite and video game consoles. The HDMI eARC lets you add audio equipment for enhanced sound.

Specifications

PDP Specifications




Key Specs

Display Type	LED
Resolution ⓘ	4K (2160p)
Screen Size Class ⓘ	55 inches
High Dynamic Range (HDR) ⓘ	Yes
High Dynamic Range Format ⓘ	HDR 10





Product Content Attribute Values

PDP Preview

## Table

 See more images	You viewed  See more images	 See more images
Apple - 11-inch iPad Pro (Latest Model) with Wi-Fi - 128GB - Silver	Apple - 10.9-inch iPad Air - Latest Model - 64th Generation with Wi-Fi - 64GB - Space Gray	Apple - 10.2-inch iPad (Latest Model) with Wi-Fi - 64GB - Space Gray
Model: M11072LL/A SKU: A28907 ★★★★★ (538)	Model: M11072LL/A SKU: A28907 ★★★★★ (538)	Model: M11072LL/A SKU: A28907 ★★★★★ (175)
\$799.99	\$599.99	\$329.99
<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>
<a href="#">Save</a>	<a href="#">Save</a>	<a href="#">Save</a>
<b>All Specs</b>		
<input type="checkbox"/> Highlight differences		
<b>Key Specs</b>		
<b>Screen Size</b> ⓘ		
11 inches	10.9 inches	10.2 inches
<b>Screen Resolution</b> ⓘ		
2388 x 1668	2360 x 1640	2160 x 1620
<b>Processor Model</b> ⓘ		
Apple M1 chip, 16-core Neural Engine	A14 Bionic chip with Neural Engine	A13 Bionic chip with 64-bit architecture, Neural Engine
<b>Total Storage Capacity</b>		
128 gigabytes	64 gigabytes	64 gigabytes

## Bullets

Explore the LG 65" options			
 <b>75 Series</b> NanoCell 75 series ★★★★★ (53) Starting at \$729.99	 <b>90 Series</b> NanoCell 90 series ★★★★★ (172) Starting at \$1,099.99	 <b>QNED 99 Series</b> QNED MiniLED 99 series ★★★★★ (11) Starting at \$2,499.99	 <b>A1 Series</b> OLED A1 series ★★★★★ (126) Starting at \$1,499.99
<ul style="list-style-type: none"><li>NanoCell 4K Display</li><li>Quad Core Processor 4K</li><li>Active HDR (HDR10, HLG)</li><li>LG ThinQ AI, Built-in Google Assistant &amp; Alexa + Magic Remote</li><li>Game Optimizer, HGIG, ALLM, eARC</li></ul>	<ul style="list-style-type: none"><li>NanoCell 4K Display w/Full Array Dimming Pro</li><li>Q7 Gen4 AI Processor 4K</li><li>Cinema HDR (Dolby Vision, HDR10, HLG), Dolby Vision IQ + Dolby Atmos</li><li>LG ThinQ AI, Built-in Google Assistant &amp; Alexa + Magic Remote</li><li>Game Optimizer, HGIG, ALLM, eARC, VRR, AMD FreeSync Premium, Latest HDMI (2)</li></ul>	<ul style="list-style-type: none"><li>QNED MiniLED 8K Display w/Full Array Dimming Pro</li><li>Q9 Gen4 AI Processor 8K</li><li>Cinema HDR (Dolby Vision, HDR10, HLG), Dolby Vision IQ + Dolby Atmos</li><li>LG ThinQ AI, Built-in Google Assistant &amp; Alexa + Magic Remote w/Magic Tap &amp; Hands Free Voice Control</li><li>Game Optimizer, HGIG, ALLM, eARC, Latest HDMI (4)</li></ul>	<ul style="list-style-type: none"><li>OLED 4K Display</li><li>Q7 Gen4 AI Processor 4K</li><li>Cinema HDR (Dolby Vision, HDR10, HLG), Dolby Vision IQ + Dolby Atmos</li><li>LG ThinQ AI, Built-in Google Assistant &amp; Alexa + Magic Remote</li><li>Game Optimizer, HGIG, ALLM, eARC</li></ul>

# Vendor Series

## Purpose

Help customers discover and compare products within a family or collection.

## Brand Advocate Role

Recommend Vendor Series format (table & bullets) and work with the vendor to determine SKUs and product features. Seek category alignment on recommendations prior to implementation.

## Timing to Implement

10-15 Business Days

## KPI Measurement

PDP Engagement Vendor Series  
PDP Views



# Images

## Purpose

Provides customers with a visual of an item.

## Brand Advocate Role

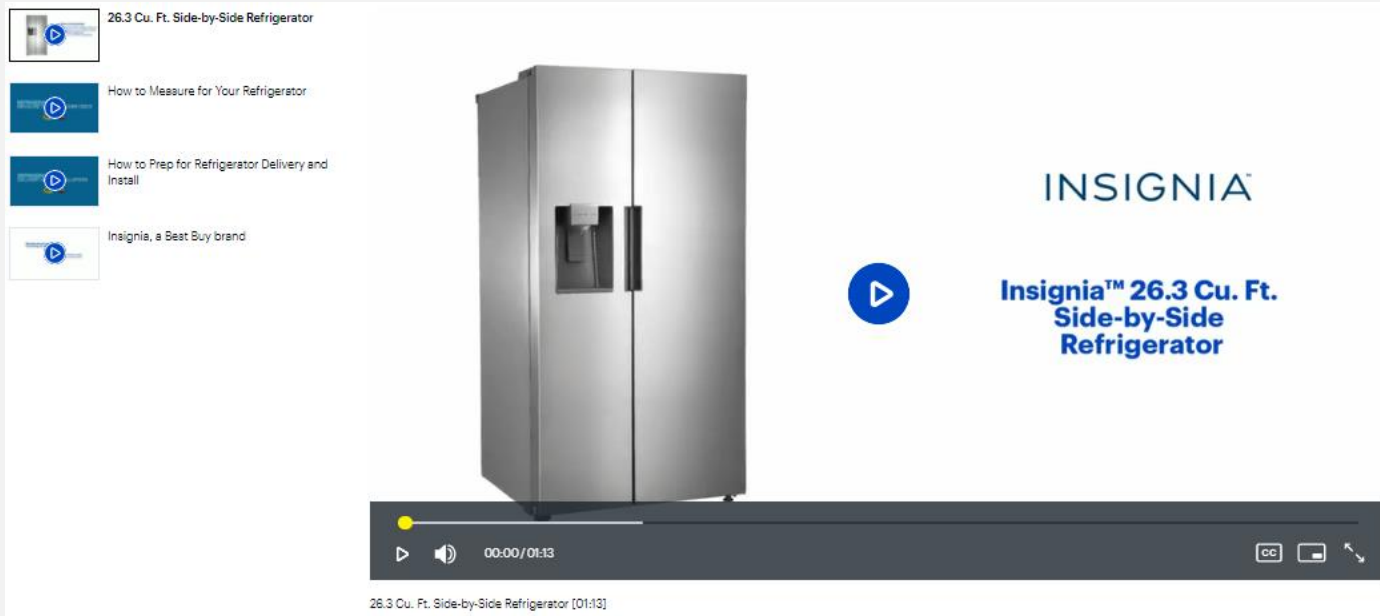
Recommend PDP image opportunities. Ensure images follow data standards and go live on the site.

## Timing to Implement

10-20 Business Days

## KPI Measurement

Brand Average Image Count  
PDP Engagement Image Links



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# Videos

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## Purpose

Provides customers with a video visual to explain and demonstrate the benefits and features of an item.

## Brand Advocate Role

Recommend PDP video opportunities. Ensure video follows data standards, includes closed captioning/transcript files, and goes live on the site.

## Timing to Implement

3 Business Days

## KPI Measurement

Video Engagement  
PDP Engagement Video Links  
Brand PDP Video Coverage  
Brand Average Video Count



## EnergyGuide

PDF

[View](#) | [Download](#)



PDF, 71 KB



## SpecSheet

PDF

[View](#) | [Download](#)



PDF, 752 KB



## User Manual

ENGLISH, FRENCH, SPANISH

[View](#) | [Download](#)



PDF, 33 MB

# Documents/Manuals

## Purpose

Provide product specification information, installation, and warranty documents to explain and demonstrate the benefits of an item for pre & post purchase use.

## Brand Advocate Role

Recommend PDP document opportunities. Ensure documents follow data standards and go live on the site.

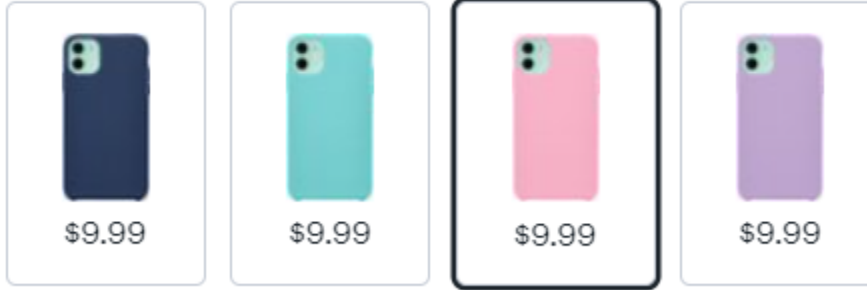
## Timing to Implement

2 Business Days

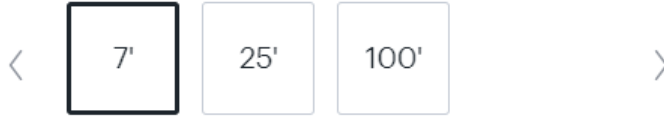
## KPI Measurement

Brand Average Document Count  
PDP Engagement Documents/Manuals

**Color:** Pink



**Cable Length:** 7'



**Series:**

F50 Series

[What's the difference?](#)

**Resolution:**

Full HD (1080p)

[What's the difference in TV resolution?](#)

**Screen Size Class:**

58"

[Which TV size is best?](#)

# Product Variations (Wrangler)

## Purpose

Helps customers understand product variation options.

## Brand Advocate Role

Audit PDP to ensure variations are setup correctly.

## Timing to Implement

2 Business Days

## KPI Measurement

PDP Engagement Product Variations  
Content Optimized

[Return to PDP Map](#)

Description	<p>Only at Best Buy</p> <p>Grab a midnight snack from this Insignia freezer and refrigerator combo. The shelves adjust to accommodate tall items, and the self-levelling legs make installation easy. This Insignia freezer and refrigerator combo is 30 inches wide and has a full 18 cubic feet of space, so there's plenty of room for produce, meats and leftovers.</p>
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Features	<p><b>Frost Free</b> Offers exceptional frost maintenance with no need for manual defrosting</p> <p><b>Humidity-controlled crispers</b> Helps to extend the freshness of produce (only for 18cf/21cf TMF)</p> <p><b>Move door racks around for flexible storage</b> The racks move side to side for convenient storage options</p> <p><b>Ice-maker ready</b> Accessorize with an optional automatic ice maker in the freezer compartment (ice maker model NS-IMK20WH7 is sold separately).</p> <p><b>LED lighting</b> Bright lights to illuminate interior.</p> <p><b>Reversible door hinges</b> Versatile placement in your kitchen</p> <p><b>ENERGY STAR® Qualified</b></p>
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# PDP Copy

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## Purpose

Provide customers with description and features of an item.

## Brand Advocate Role

Audit PDP copy to ensure it follows data standards, make any new or necessary changes, and ensure updated copy goes live on the site.

## Timing to Implement

2 Business Days

## KPI Measurement

Content Optimized  
PDP Engagement Overview Tab



## Category

Televisions

## Attribute

Refresh Rate

Resolution

Display Type

## Value

1440 x  
900

4K

8K

Full HD

HD

# Product Content Attribute Values (Taxonomy)

## Purpose

Ensure we are capturing new product attributes, values, and specifications to enable customers to make an informed buying decision.

## Brand Advocate Role

Evaluate new product values compared to existing values.


## Timing to Implement

5 Business Days – on Wednesday's

## KPI Measurement

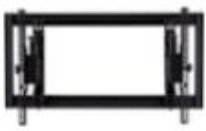
Fill Rate

Our experts recommend




★★★★☆ (282)  
**\$369.99**  
~~\$649.99~~  
Currently viewing  
☒  
[Offer disclaimer](#)

+




★★★★★ (841)  
**\$169.99**  
Description ▾  
☒

+



★★★★★ (2,088)  
**\$99.99**  
Description ▾  
☒

+



★★★★★ (39,043)  
**\$19.99**  
~~\$29.99~~  
Description ▾  
☒

Package Savings: \$290.00  
**Package Total: \$659.96**

 **Add 4 Items to Cart**

[Build your own package >](#)

# Complete Your Purchase (CYP)

## Purpose

Showcases up to three SKUs that offer the customer a quick reference to suggested and necessary add-on items.

## Brand Advocate Role

Recommend use of CYP and help to determine add-on items.

## Timing to Implement

10-15 Business Days

## KPI Measurement

PDP Engagement Frequently Bought Together/CYP



INSIGNIA™  
**70" Class F30 Series  
LED 4K UHD  
Smart Fire TV**

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# StoryXpress

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## Purpose

Web-based tool to creates videos. Platform is cost-effective and provides an easy way to tell a complex story by utilizing existing images and text.

## Brand Advocate Role

Recommend use of StoryXpress.

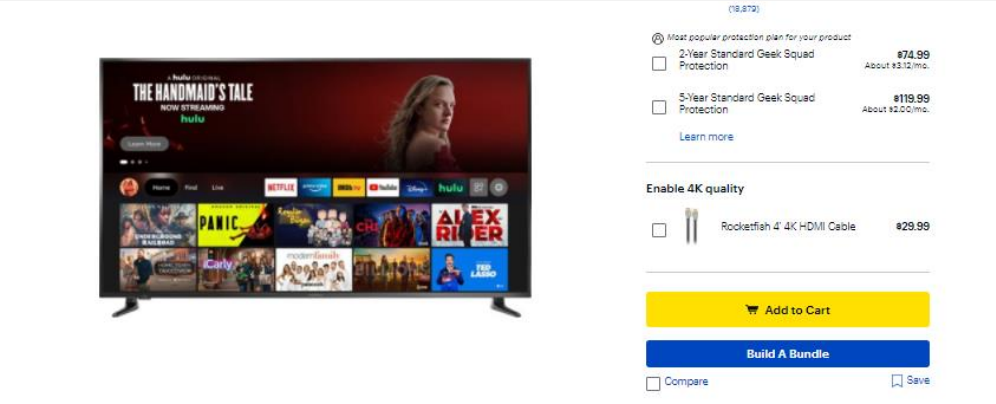
## Timing to Implement

5 Business Days

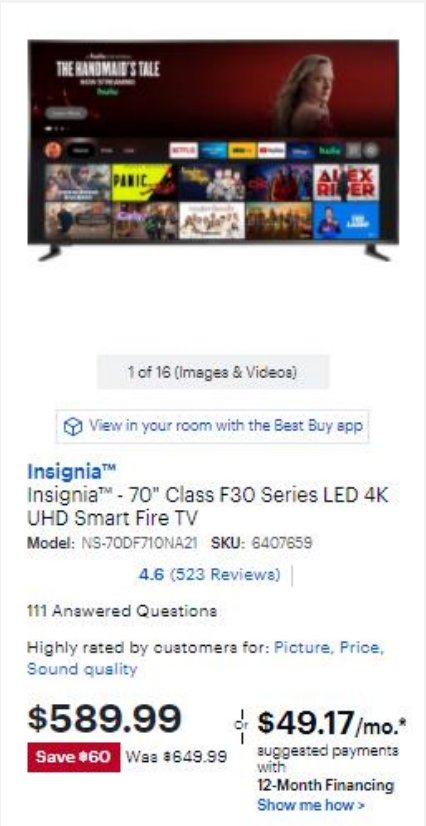
## KPI Measurement

PDP Engagement Video Links  
Brand PDP Video Coverage  
Brand Average Video Count

Large  
View  
(Desktop)



Small  
View  
(Phone)



# PDP Preview

## Purpose

Provides both large and small view visual of the PDP to ensure accuracy prior to it going live on the site.

## Brand Advocate Role

Complete PDP preview to view, audit, and correct information prior to the PDP going live.

## Timing to Implement

Prior to Site Display Date (upon submission of item & content)

## KPI Measurement

Product Launches

Specifications

Key Specs	Display Type	LED
	Resolution ⓘ	4K (2160p)
	Screen Size Class ⓘ	43 inches
	High Dynamic Range (HDR) ⓘ	Yes
	High Dynamic Range Format ⓘ	HDR 10

Compare

Convertible Temperature Zone ⓘ		
—	No	No
Sabbath Mode ⓘ		
No	No	No
Temperature Control Type		
Electronic	—	—
Defrost Type ⓘ		
Frost free	Frost free	Frost free

If you see a dash (—) in place of a specification, it means we don't have that information in our system. It doesn't necessarily mean that the item doesn't have that particular feature.

Feature Facet

TV Screen Size ⓘ

☐ 32" and Under (9)

☐ 33" - 44" (8)

☐ 45" - 54" (3)

☐ 55" - 64" (5)

☐ 65" - 74" (4)

Features

☐ Digital Tuner (27)

☐ Headphone Jack (27)

☐ Built-In Speakers (24)

☐ Smart Capable (21)

☐ Text-To-Speech (19)

☐ High Dynamic Range (HDR) (14)

☐ Closed Captioning (11)

Resolution ⓘ

☐ HD (720p) (7)

☒ Full HD (1080p) (6)

☐ 4K (2160p) (14)

PDP Specifications

Purpose

Provide customers with product specifications to help educate and drive purchasing decisions.

Brand Advocate Role

Audit PDP specifications to ensure accurate and complete information and upload any new or necessary changes. Connect with Taxonomy team to identify any new product content attribute values needed.

Timing to Implement

2 Business Days

KPI Measurement

Spec Fill Rate (total/key/required)  
PDP Engagement Specifications Tab  
PDP Engagement Step Up/Compare Models links



# Sync Ratings and Reviews

## Purpose

Provide customers with robust review information by syncing reviews for like products.

## Brand Advocate Role

Ensure reviews are synced together for like products.

## Timing to Implement

3 Business Days (after SKUs go live)

## KPI Measurement

PDP Engagement Customer Review Links  
Brand Average Rating

**Thank you.**