

A long-exposure photograph of a rocky coastline at dusk or dawn. The sky is a deep, dark blue, and the water is blurred into a soft, ethereal glow. Large, dark rocks are scattered across the foreground and middle ground. The word "LEGION" is overlaid in the center in a glowing, blue neon font. The letter 'O' is replaced by a stylized logo consisting of a circle with a vertical line and two curved lines extending from the top, resembling a 'Y' or a similar symbol.

LEGION

Lenovo™ **LEGION**

BRAND CAMPAIGN

11.23.2020

W COLLECTIVE



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A Unique Value Proposition

Today, we have an opportunity to change the gaming laptop narrative. Lenovo Legion's elevated style and smarter technology appeals to an untapped demographic which demands greater versatility, sophistication and power.

THE COMPETITION

Competitors

These companies target tech-savvy young generations, and communities, with creative abilities for gaming.

ASU

MSI

GS66 Stealth
thin

Performance

Focuses on its high performance to help gamers visually feel a part of their game. Their reinvented technology showcases a more realistic feel to gaming.

ACER

Predator Triton
300

Affordability

ACER focuses on the affordability of the laptops as it aims for younger gaming generations.

ALIENWARE

m15 R3

Durability

Alienware is known for its durability. It's long lasting battery life and ability to multitask, helps gamers access more and be able to do more.

ROG Strix G15

Design and Style

ASUS presents their laptops with a variety of styles. From different colors to flexibility of the screen, ASUS has reinvented its style to make it easier for gamers.

OUR AUDIENCE

The Avid Gamer – What You Told Us



25-34 Year
Old Gamer



Young
Professional



Growing
Responsibility



Passion For
Gaming

3 Key Strategies

We employed 3 key strategies to understand our audience.

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.



DEEP DIVE

Sought qualitative insights through 1-on-1 conversations with the gamer community.



SURVEY

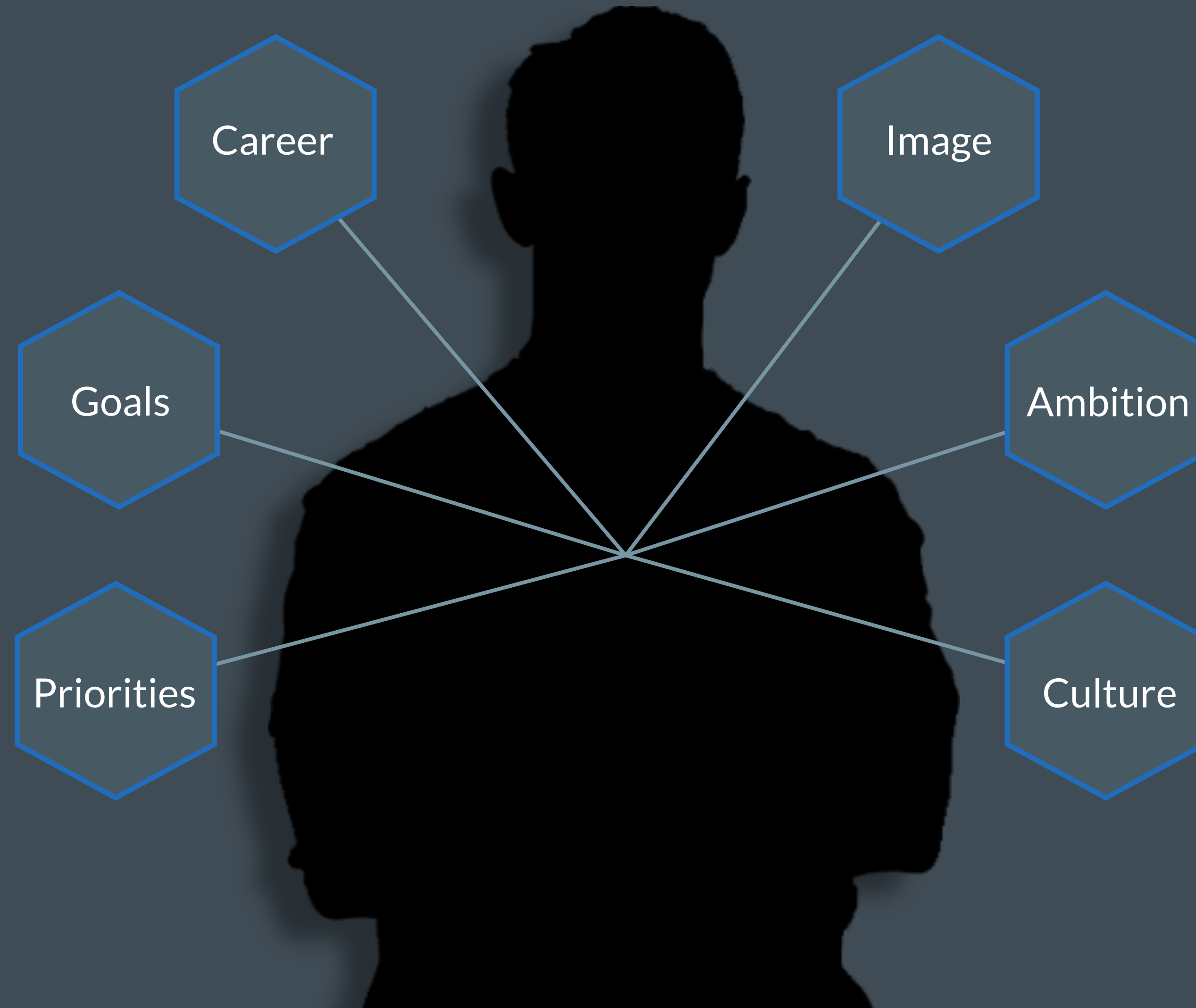
Conducted quantitative survey to identify general attitudes within the gaming community.



RESEARCH

Sought additional insights in published studies, industry articles, social media posts and related comments.

The Multiple Dimensions of the Avid Gamer





Career & Image

As a young professional, the Avid Gamer's career is an important part of their life. Their laptop is their most important work tool and it must have the power to handle a variety of uses.

A sharp and stylish dresser, their outside image reflects competence and success.

To this end, the Avid Gamer is willing to invest in wardrobe, accessories, personal care, fitness.



Goals & Ambition

Looking for advancement opportunities both within and outside of their organization.

Entrepreneurial spirit; considers starting their own business.

Networking is important, LinkedIn.



Priorities

Growing responsibilities both in their personal and professional life; this could include relationships and family.

Shops regularly at Sprouts and Whole Foods and is always looking for a good deal online.

Drawn to brands with a strong digital presence, optimized online shopping experience.

Convenience is key.





Culture

Live for the finer things in life, wining and dining, weekend getaways, and living life to the full.

They enjoy arts & entertainments, eSports, live sports and streaming tv show at home.

Care about issues and tend to be loyal to brands that demonstrate a genuine interest in causes such as sustainability, education, and social justice.

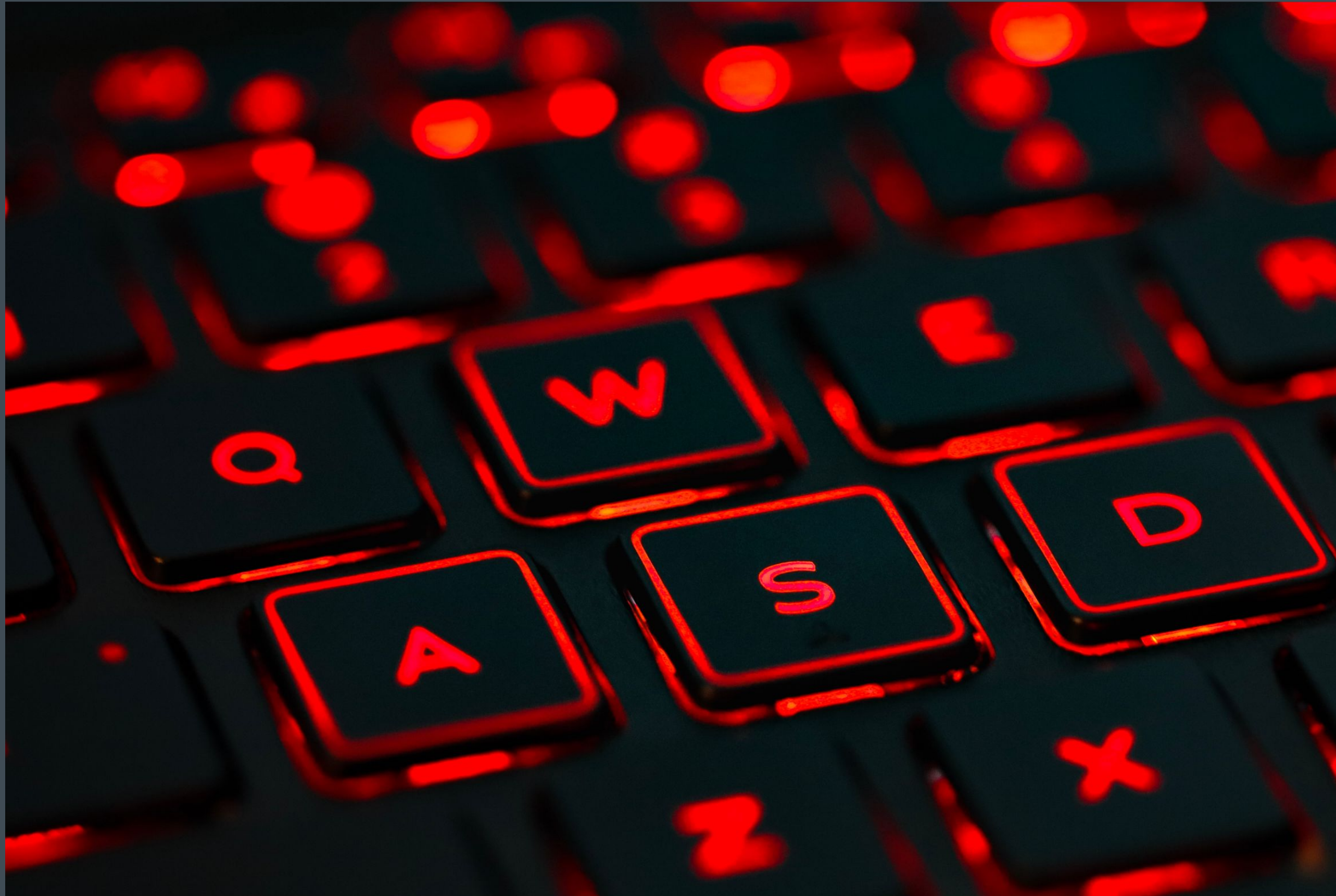
THE BRIEF



To Avid Gamers, Lenovo Legion is the gaming laptop that elevates their game play and their lifestyle to new heights. Lenovo is the only laptop with the style, sophistication and performance that multidimensional gamers seek.



Today we will present you with a first-rate brand campaign that will introduce the world to Lenovo's "Stylish & Savage" Legion gaming laptop.



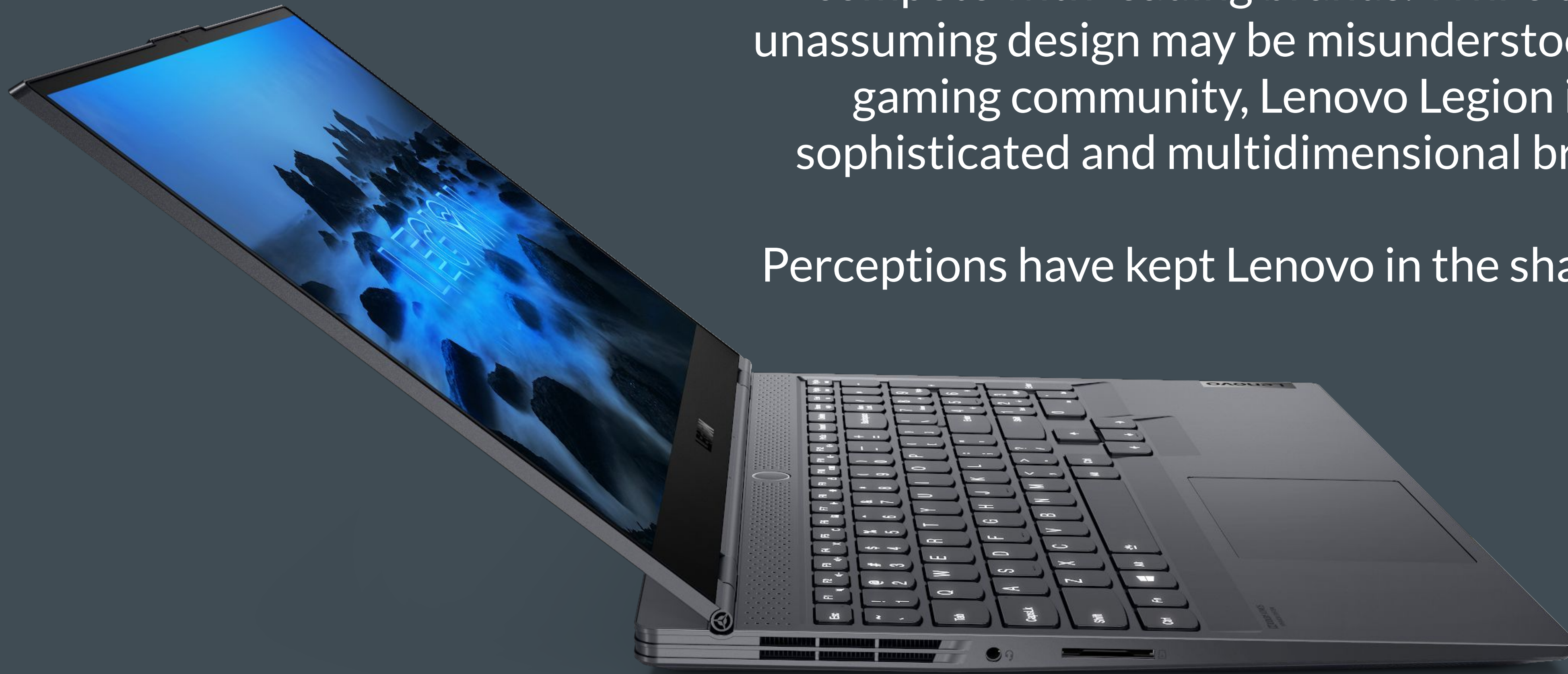
The Situation

The gaming PC category is increasingly competitive. Multiple brands offer flashy one-size-fits-all products for hard-core gamers.

Lenovo is perceived as an adequate product instead of as the “go-to” brand for gamers and is therefore trailing in worldwide sales and acceptance in the category.

Lenovo's newest line of Legion laptops is ready to compete with leading brands. While their sleek and unassuming design may be misunderstood by the general gaming community, Lenovo Legion is for a more sophisticated and multidimensional breed of gamers.

Perceptions have kept Lenovo in the shadows, until now.





Not all gamers are created equal. Their ambitions and aspirations vary and they don't all desire to share the same image or stigma attached to most gamers.

While the hardcore gamer may embrace the stereotypes, the Avid Gamer preserves an image of professionalism and success that sets them apart.

For the first time, a gaming brand, is offering a product that mirrors the sophistication of this emerging demographic, thus complementing their users, not defining them.



For Avid Gamers who dominate at life,
there's Lenovo Legion.

CREATIVE



Work hard. Game harder.

Some gamers dominate at life. You're one of them and you wouldn't have it any other way. Winning is your life; winning at work, winning at gaming, winning at life.

You're ambitious, giving life everything you've got because life's too short to be a slacker.

Therefore, you dominate in the fast-paced professional world by day, shedding your power suit at night in exchange for the one weapon in your arsenal you can count on to help you demolish your competition. Lenovo gives you the edge you need to work hard, and game harder!

Why?

Why “Work Hard. Game Harder” Works.





“The Basement Dweller” - 30 second spot

Starts with a close up shot of the back of a male gamer’s head.

Camera zooms out on a family basement while showing slacker tendencies strewn about.

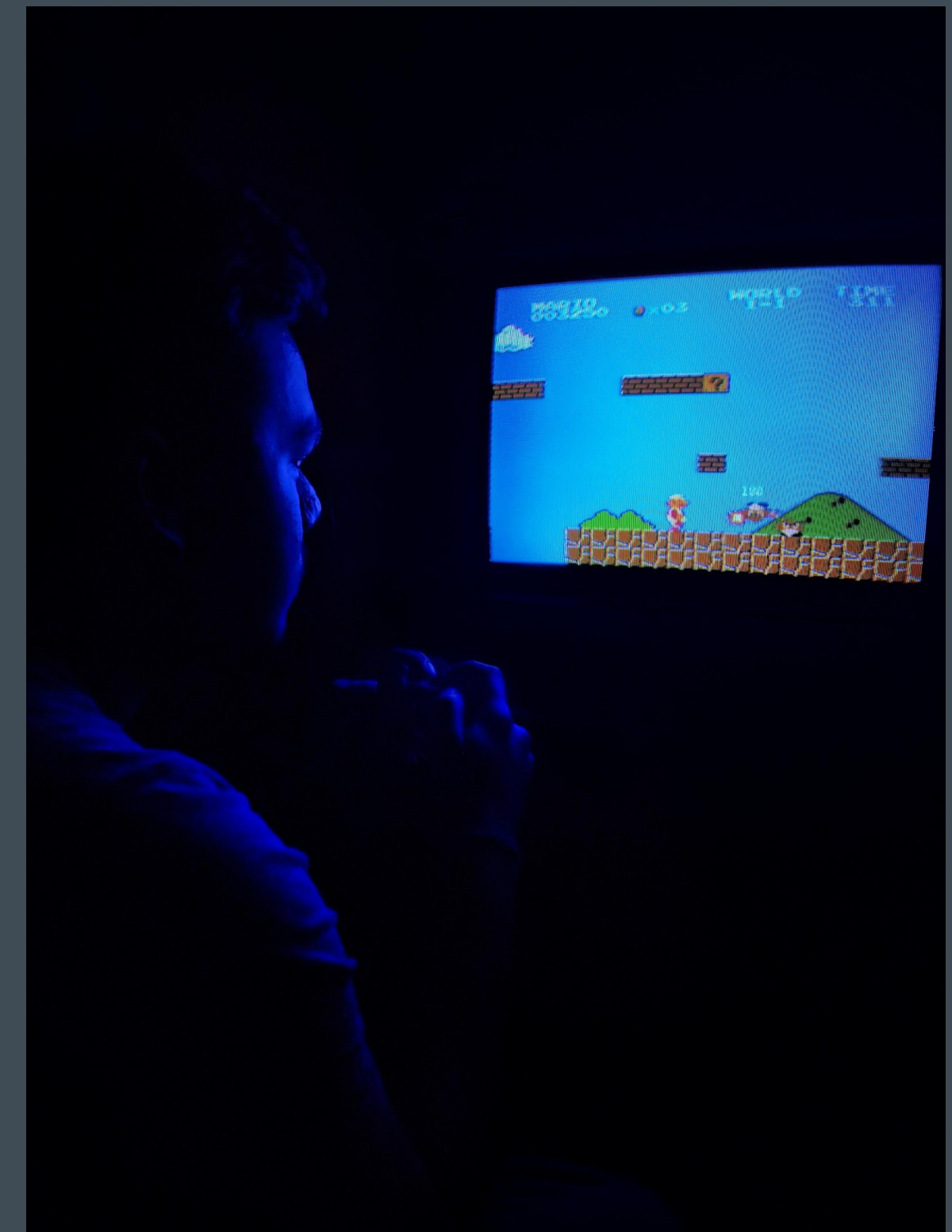
The little flashing lights and sound effects from the game intensify and the camera returns to the gamer.

The scene’s concentration is abruptly interrupted by a loud knock on the basement door.

Mom: *Johnny, sweetie! It’s late, are you still playing your games down there?*

John (the son): “Mom!!!”

- screams in angst as he loses the game



SLACKERS NEED NOT APPLY

Split screen into two realities

Left: gamer continues in his old ways

Right: new ambitious and professional owner of our laptop

The right side of the screen slides to overtake the left

WORK HARD, GAME HARDER



LEGION

Lenovo™

“Family Dinner” - 15 second spot

The family is having dinner together. The food is being served, and everybody is sitting down after a long day.

Dad is wearing his clothes from the day at work, and the son is wearing a sweatshirt with the hood up.

Dad: *Did you get out of the basement today John? Do something besides those games?* (concerned)

Son: *Am I in the basement now?* (sassy)

Dad: *Alright well, how's the job search coming along?* (Inquisitive)

Son: *DAD, I'M WORKING ON IT!* (annoyed as if he's been asked this 1 million times)

- The son gets up from the table and walks into the other room in a huff.



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WORK HARD, GAME HARDER



LEGION



“Racking Up XP” - 15 second spot

Split screen

- Young professional male going through his day at the office
- Killing it at a game on the other side

Puts on his suit and tie necktie then grabs his briefcase and LAPTOP (huge boost of +XP)

See a kill or win in their chosen game, which increases their XP

At the office (only earns XP on the big moves)

- Important presentation +XP
- Handshake +XP
- Throw paper into trash can +XP

- All throughout the day he’s using the Legion to complete tasks and rack up XP on one side as he continues to crush it in gameplay on the other

Finally, our Avid Gamer gets home and takes over the whole screen

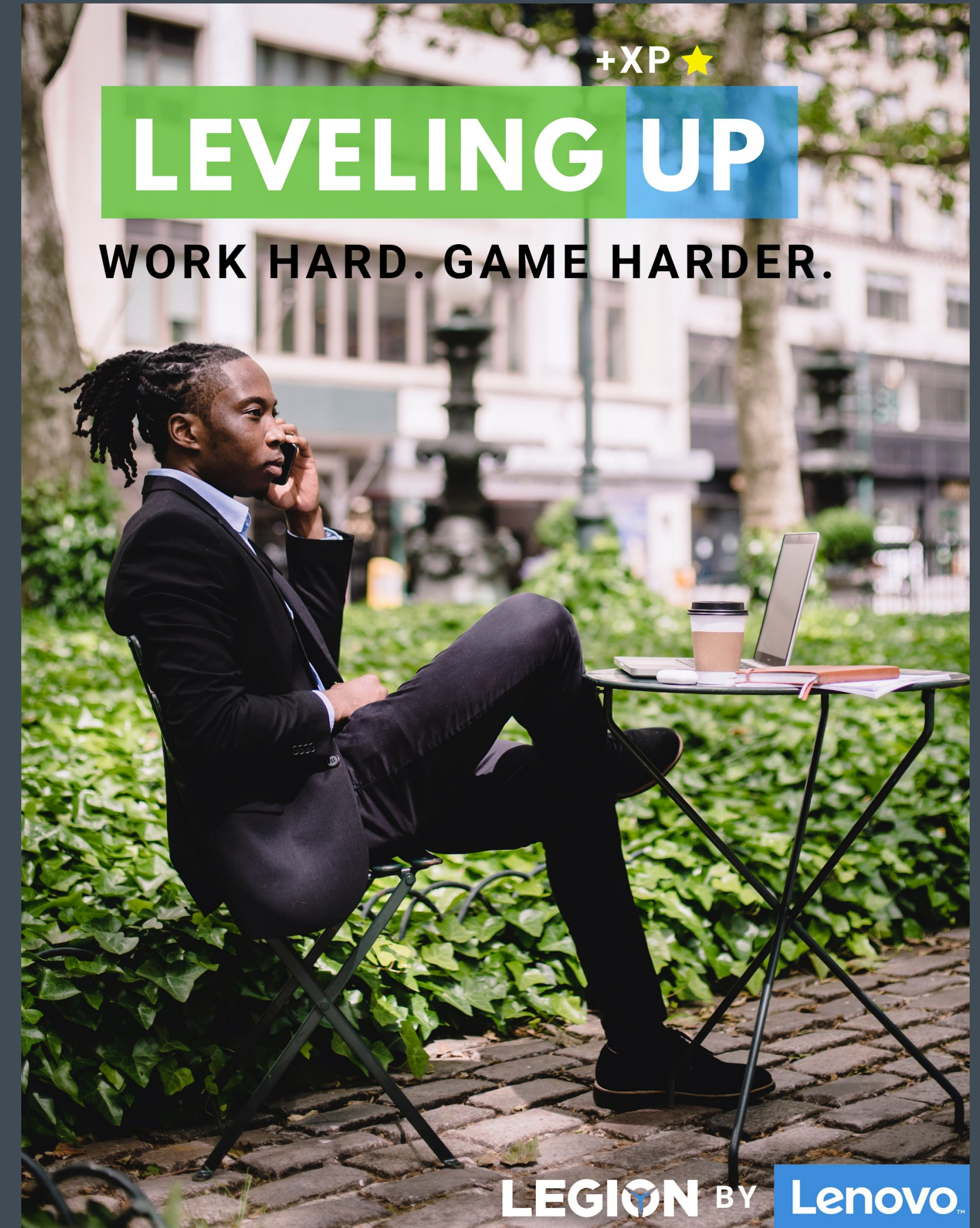
- He opens the door and throws his stuff down
- He sheds his power suit and puts on his gaming uniform: sweats
- His power racked up throughout the day by dominating it at work and
- He’s now dominating in the game as well with huge XP levels in work and play



WORK HARD, GAME HARDER



LEGION





Out of Home: Billboard



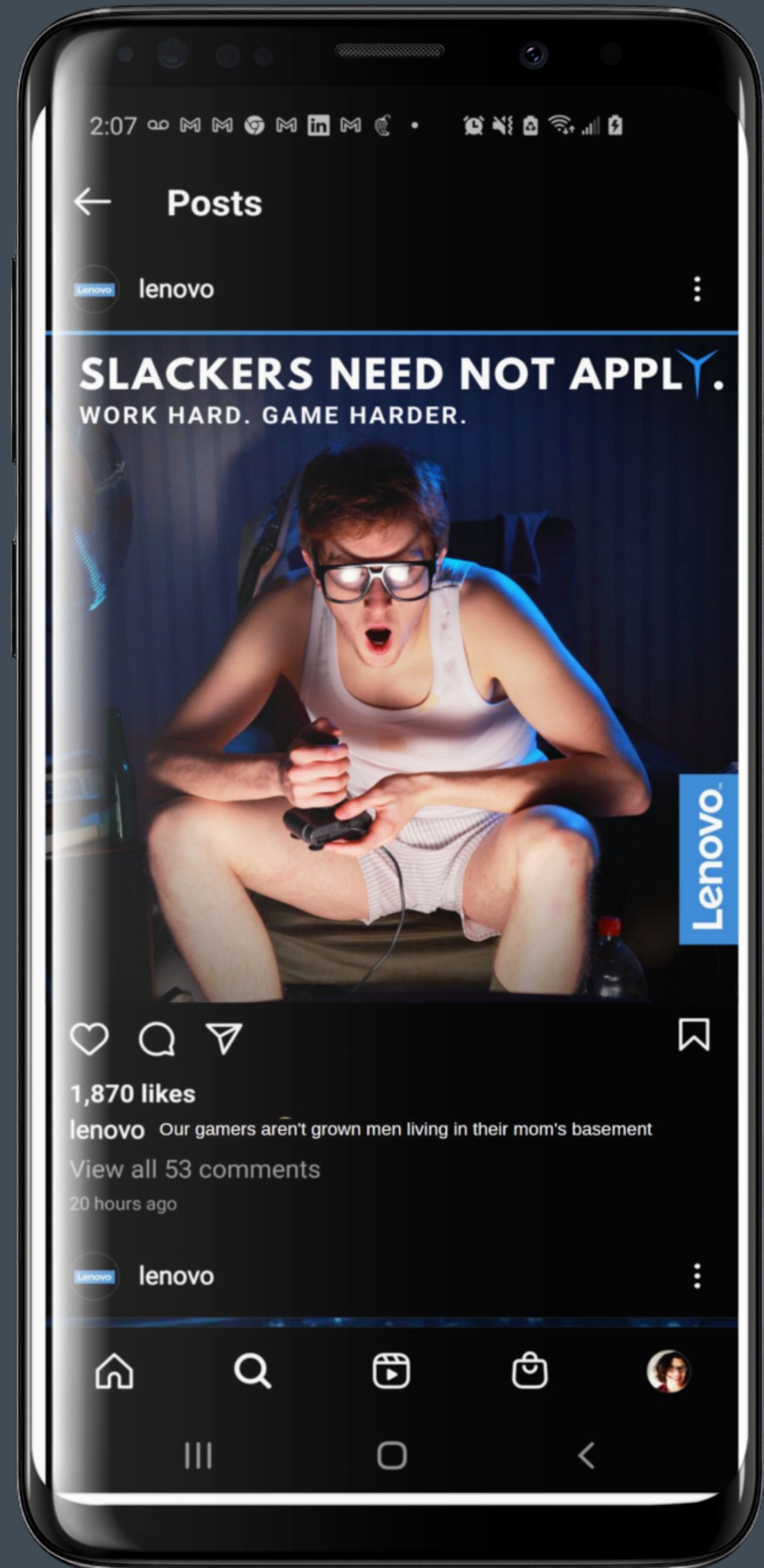
Out of Home: Billboard



Out of Home:
Billboard
- Times Square

Video Billboards:

- Malls, subway stations or bus shelters
- Seasonal installation during October for Halloween





Social Media Posts, Various
Types of Electronics Mock Ups
???? Placement



MEDIA PLAN

CABLE & SVOD
ADVERTISING



SOCIAL MEDIA



DIGITAL
PUBLICATIONS



BILLBOARD

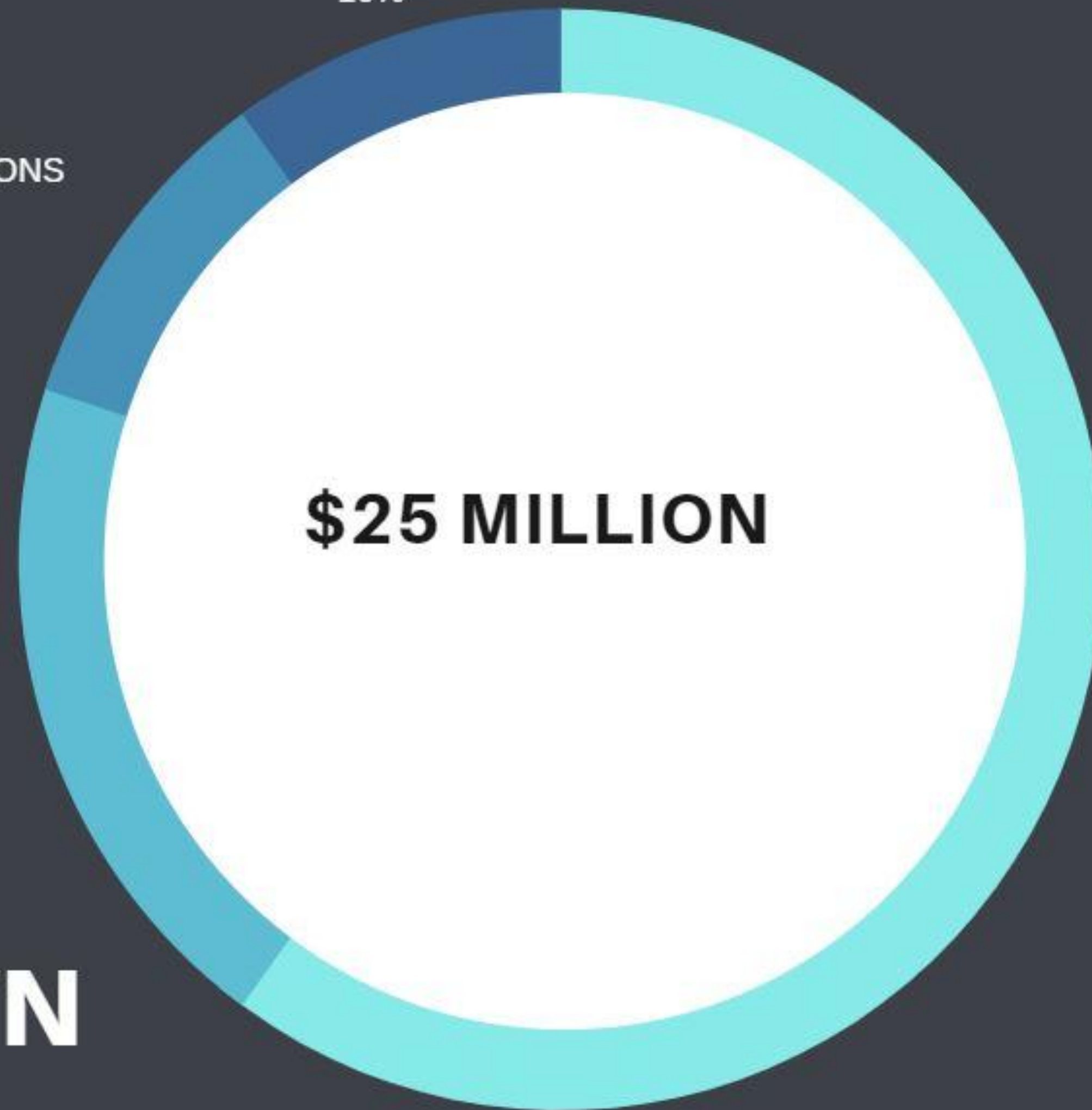


DIGITAL PUBLICATIONS
10%

SOCIAL MEDIA
20%

BILLBOARD
10%

CABLE/SVOD
60%

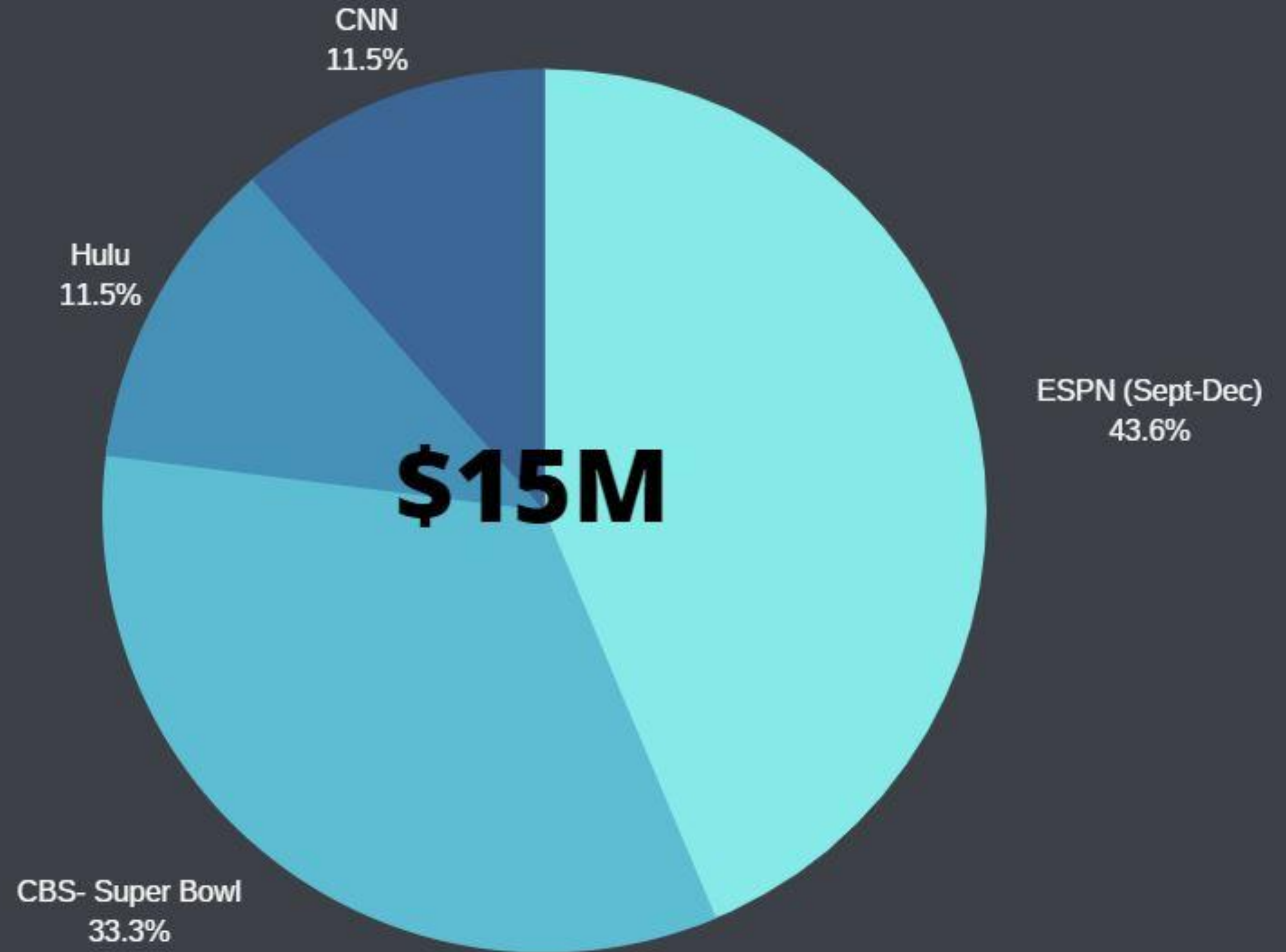


PAID MEDIA BREAKDOWN



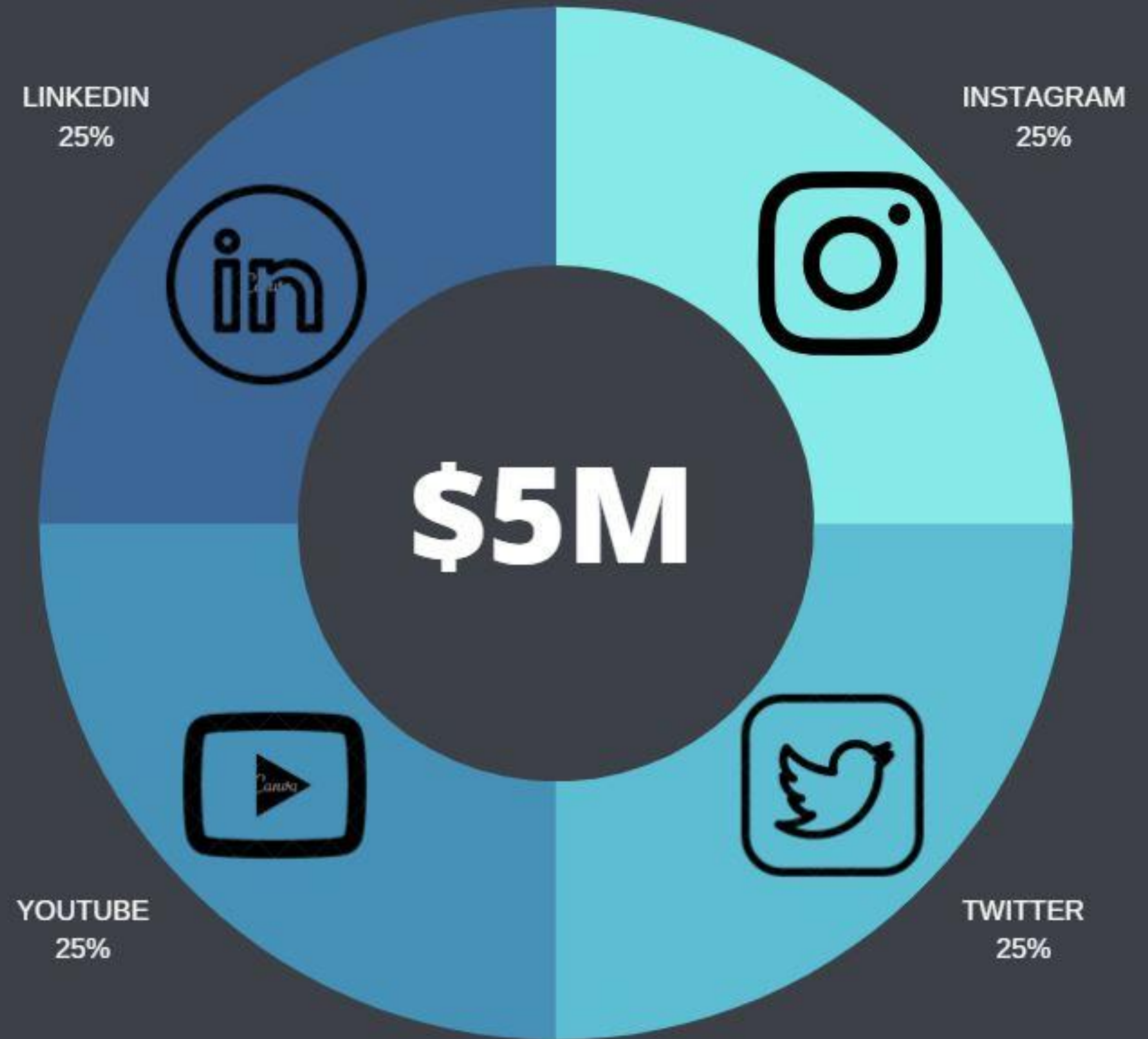
CABLE AND SVOD (60%)

- ESPN: SEPT-DEC, MONDAY NIGHT (\$6,545,000)
- CBS - SUPER BOWL (\$5,000,000)
- HULU: ESTIMATED CPM (\$1,727,500)
- CNN: FEB-DEC, ONCE A DAY (\$1,727,500)



SOCIAL MEDIA (20%)

- INSTAGRAM: 186,567 IMPRESSIONS (\$1,250,000)
- TWITTER: 6 PROMOTED TRENDS + PROMOTED TWEETS (\$1,250,000)
- YOUTUBE: 62,500,000 IMPRESSIONS (\$1,250,000)
- LINKEDIN 189,681 IMPRESSIONS (\$1,250,000)



DIGITAL PUBLICATIONS (10%)



BUSINESS INSIDER
3 FULL PAGES W/
COLOR
(\$833,333.33)



FORBES
8,333
IMPRESSIONS
(\$833,333.33)



NEW YORK TIMES
5 FULL PAGES
W/ COLOR
(\$833,333.33)



SF (80,000 PER MONTH FOR 6 MONTHS)

SF (16 x 5k)
20%

TIMES SQUARE HOLIDAY DIGITAL BILLBOARD (\$1M)

NYC (1)
40%

\$2.5M

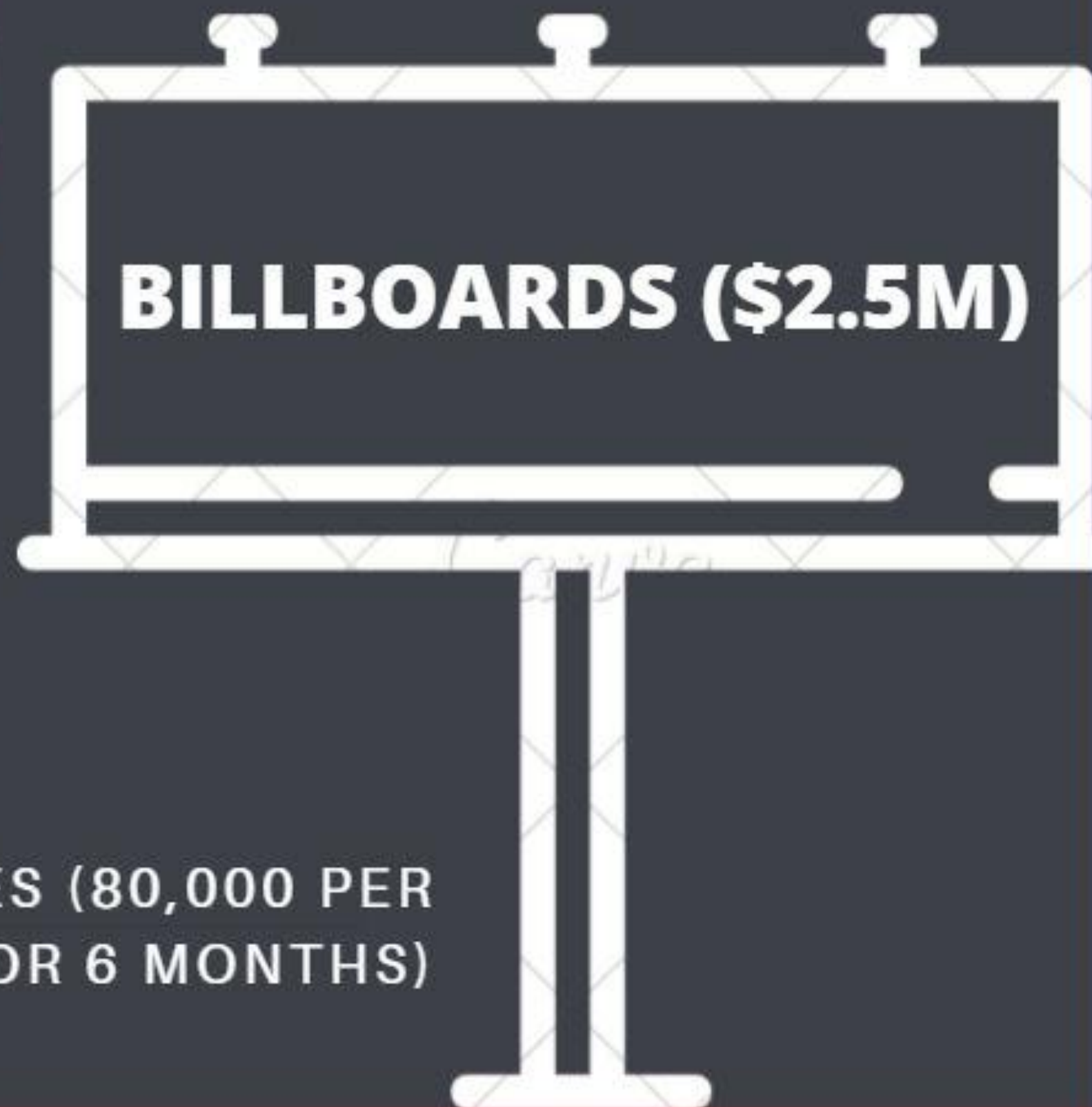
DETROIT (80,000 PER MONTH FOR 6 MONTHS)

Detroit (16 x 5k)
20%

BILLBOARDS (\$2.5M)

LA (16 x 5k)
20%

LOS ANGELES (80,000 PER MONTH FOR 6 MONTHS)



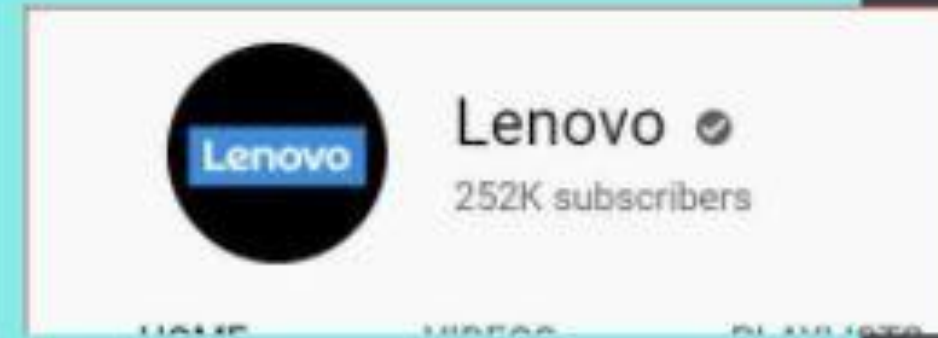
2021 Media Flighting	Feb	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Cost
Cable/SVOD									
ESPN (Monday Nights)					X	X	X	X	\$6,545,000
CNN	X	X	X	X	X	X	X	X	\$1,694,000
Hulu	X	X	X	X	X	X	X	X	\$1,727,500
CBS (Super Bowl Night)	X								\$5,000,000
Social Media									
Instagram	X	X	X	X	X	X	X	X	\$1,250,000
LinkedIn	X	X	X	X	X	X	X	X	\$1,250,000
Twitter (6/18, 9/3, 10/20, 11/20, 12/17, 12/26)		X			X	X	X	X	\$1,250,000
YouTube	X	X	X	X	X	X	X	X	\$1,250,000
Publications									
Business Insider	X	X	X	X	X	X	X	X	\$833,333
Forbes	X	X	X	X	X	X	X	X	\$833,333
New York Times	X	X	X	X	X	X	X	X	\$833,333
Billboards									
NYC (12/23)								X	\$1,000,000
SF			X	X	X	X	X	X	\$500,000
LA			X	X	X	X	X	X	\$500,000
Detroit			X	X	X	X	X	X	\$500,000
Billable Media:									\$25,000,000

Owned Media

LENOVO INSTAGRAM



LENOVO YOUTUBE



LENOVO WEBSITE

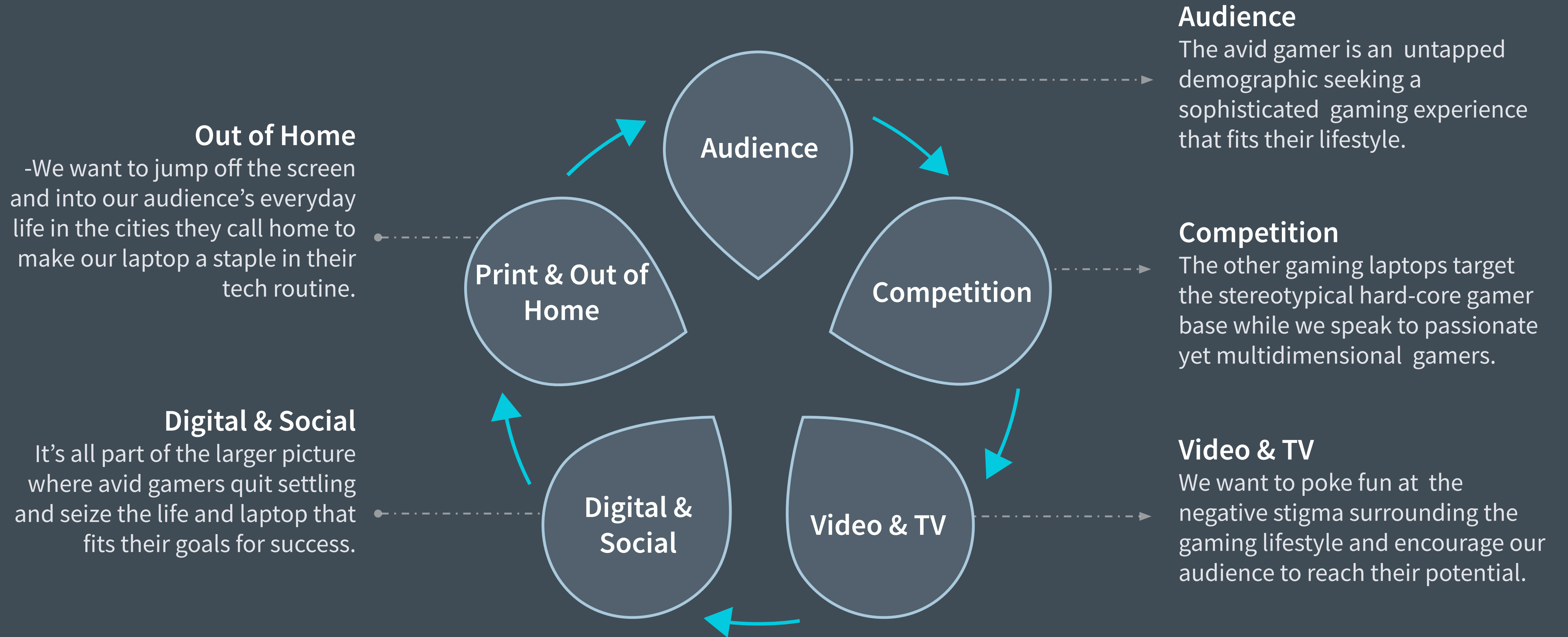


LENOVO TWITTER



Campaign In a Nutshell

Introducing Lenovo's "Stylish & Savage" Legion gaming laptop to an untapped demographic which demands greater versatility, sophistication and power.



Thank You For Your Time.

Questions?