

Lenovo

CAMPAIGN CASE STUDY

87,832

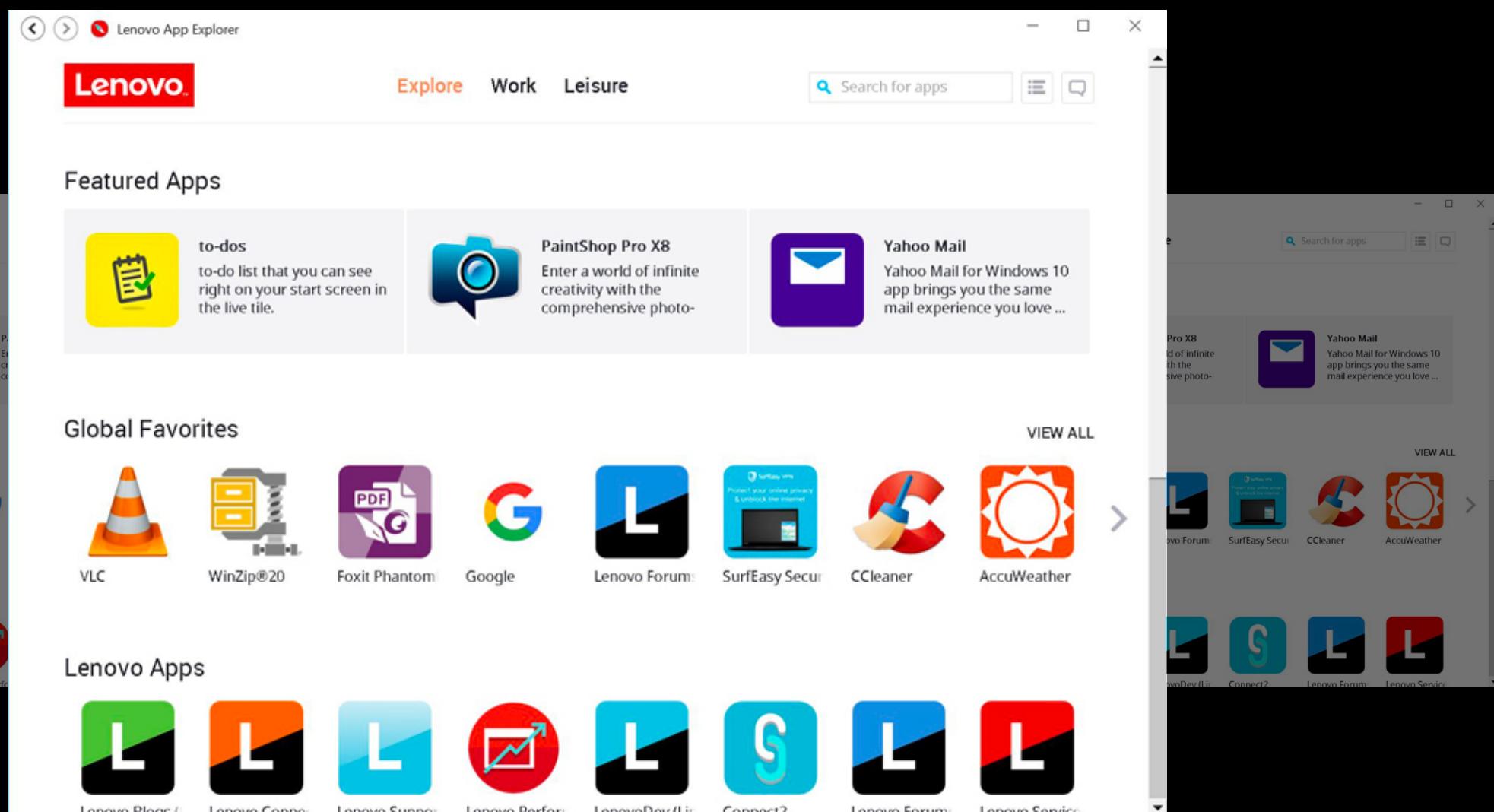
software
downloads

68%

lower CPI than
industry average
for display

93%

lower CPI than
industry average
for search



THE OPPORTUNITY

A new app store from a high profile brand

It's not every day that we get to pitch ad concepts with dilruba-playing EDM artists and cherry-haired rocker hairdressers. That's why our whole team was thrilled to land the Lenovo account. Due to their bold brand, tech innovation and amazing campaign performance, they're one of our favorite clients to date.

We created an ad campaign to drive downloads for Lenovo's new app store, the Lenovo App Explorer (LAE). The product was created to combat bloatware stigma by giving users full control of the apps they want on their Lenovo device.

We quickly went to work, thinking through how to create compelling search and display ads to drive downloads for the LAE.



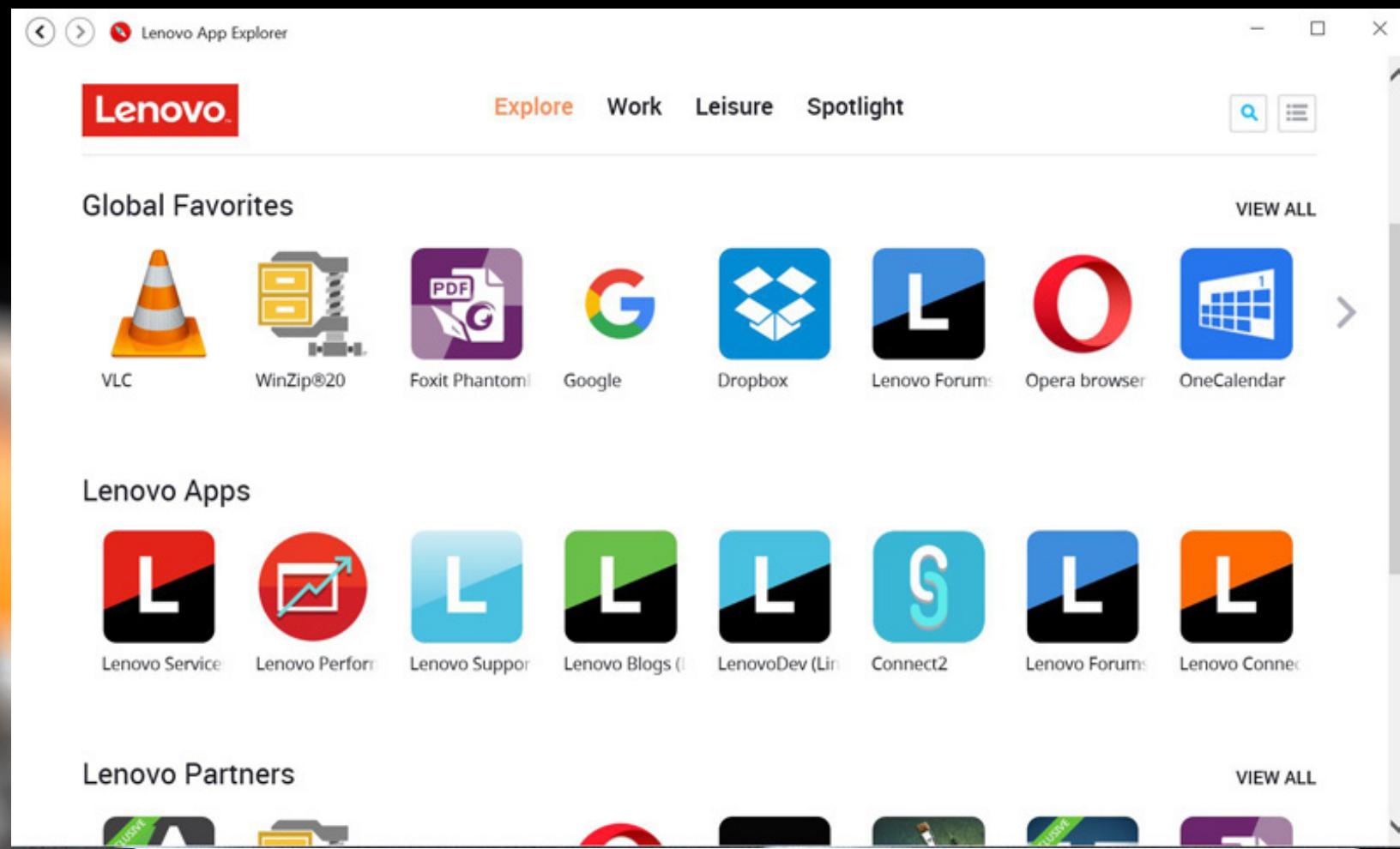


THE CHALLENGE

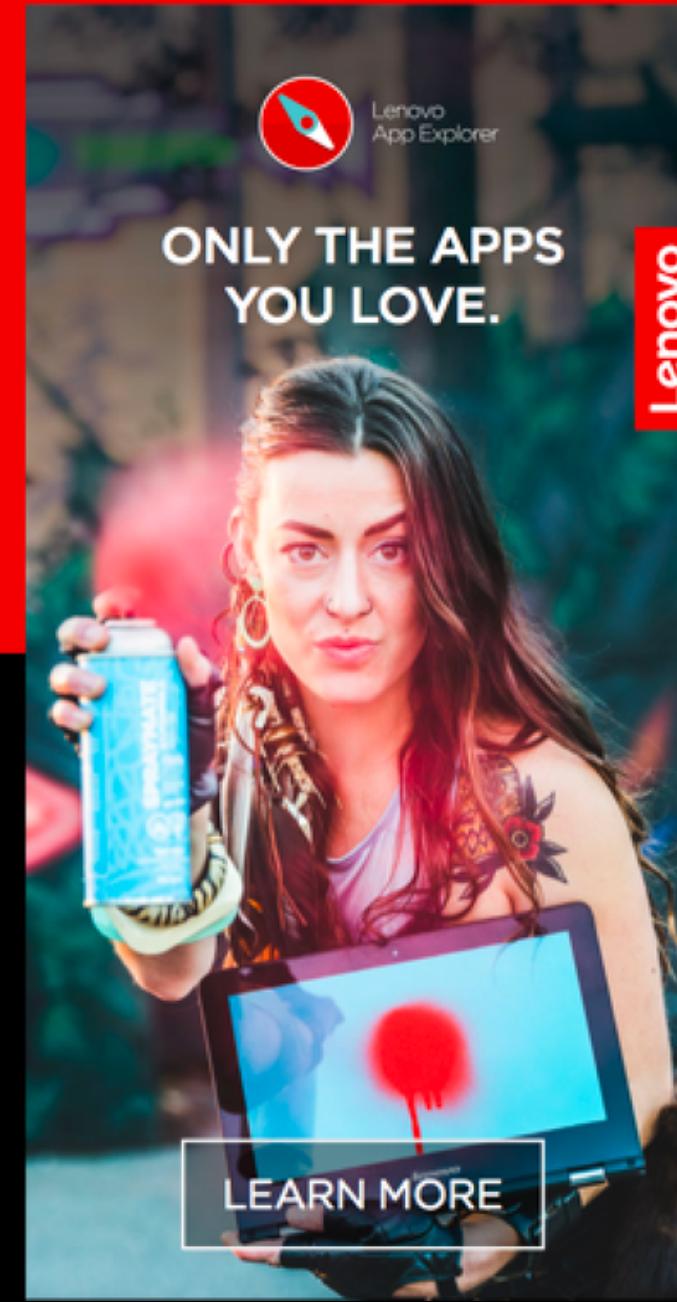
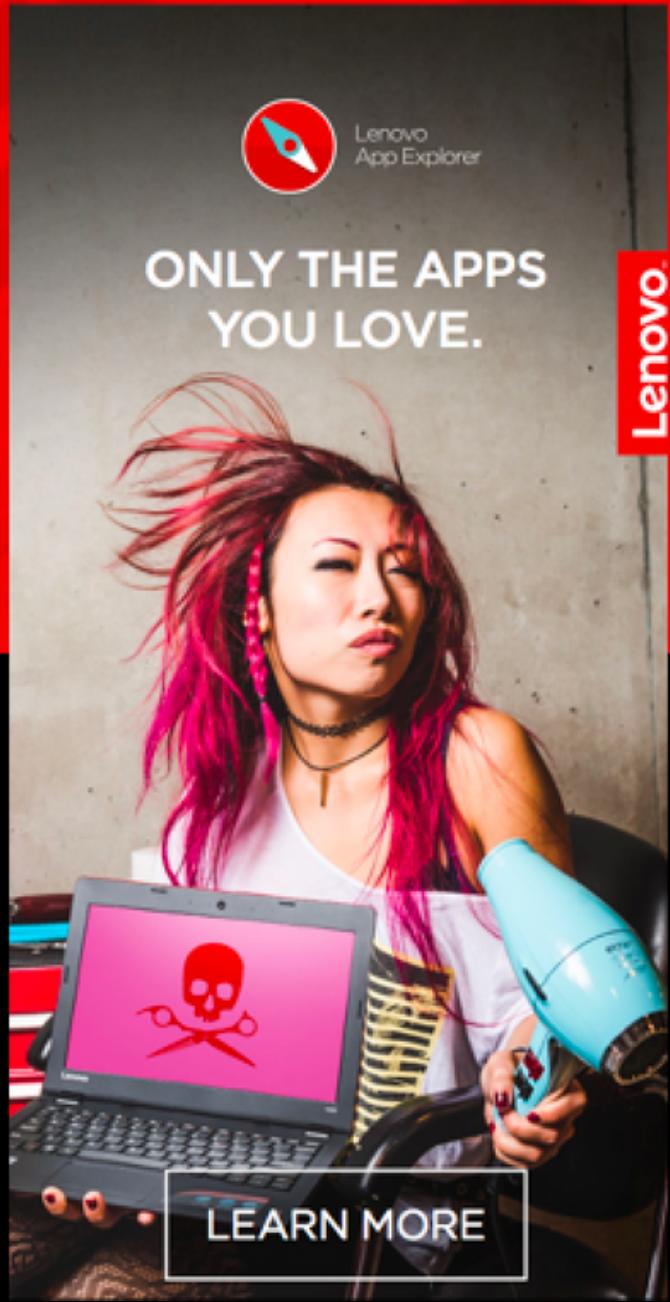
Not another app store!

Lenovo sells Windows laptops and mobile devices (tablets, smartphones, smartwatches) that run on Android. Windows users are accustomed to the Microsoft App store and Android users habitually visit Google Play to get their apps. Why introduce another interface to find apps for your new Lenovo device?

Adding to the challenge, the Lenovo App explorer was not pre-installed — it had to be downloaded from [Lenovo.com](#). We had to find marketing channels to target only users on Lenovo devices and give them a compelling reason to download an entire app store.



Our Strategy



OUR VISION

Testing limits

Of the three concepts presented, Lenovo enthusiastically selected our second concept “Only the apps you love”. This concept focused on the outcome of easy customization — a computer that is just how you want it to be. No bloatware. Only the apps you need and love. After all, your computer is an extension of you.

Each ad features someone being entirely authentic and true to their own unique style to mirror how LAE allows for this level of app customization.

Our agency always favors hand drawn sketches over composite stock for concept mockups because they often communicate ideas more effectively. They expose the ‘bones’ of the idea rather than distracting with full color images that aren’t final.





THE PROCESS

Hand-picked, hand-staged, purposeful

For Lenovo, individual expression is central to their brand, so custom photography was even more critical for a successful ad campaign—especially since the ad campaign concept was to communicate laptop customization based on the user's unique personality and app preferences.

Each cast member, Eriko, Manj and Ebonnie, are lively, unexpected and bold leaders in their fields — not models. We insisted on this detail. The challenge for this photoshoot was to capture their vibrant energy and progressive mindsets to promote LAE while staying in line with Lenovo's brand guidelines.





Eriko is our cherry-haired rocker hairdresser. While cutting sleek new hairstyles for various clients, she dabbles as a hardcore rock drummer and singer songwriter on the side. The skull and scissor crossbones on the computer represent how, as a hairdresser, the Lenovo machine has been customized for her unique progressive mindset. This is how the image sells the product — it shows LAE can be customized just for you.



Manj is known for his reactive lighting designs and unique Indian music compositions on the dilruba — his favorite instrument. The Lenovo brand speaks to unexpected technology that allows people to progress in interesting ways. Manj's reactive lights in the background and the corresponding image on his computer speak to moving forward in this creative way — also reflecting the way Manj has customized his computer to become an extension of himself. This sells LAE.



Our last ad cast member, Ebonnie, is a talented taxidermy artist and dance performer with a progressive mindset. She's not afraid to do the unconventional and forge ahead. The spray paint captured in the photo allowed us to align Ebonnie's vibrant energy with the Lenovo's attitude of never standing still in an interesting way. Again, this ad sells the product by conveying the power of individual customization to match her unique personality and style.

THE MEDIA PLAN

Long tail for installs

First we tackled awareness (demand generation). With beautiful ad creative and a six-figure budgets, we went to work setting up display campaigns targeting users on Lenovo devices. Campaigns were set up in Google Ads, Facebook Ads (now Meta Ads), Microsoft Ads and programmatic. We also created retargeting segments to deliver specific creative to users who started, but abandoned, the LAE install process.

Next we tackled activation (demand capture) with search ads. This one was tough because users on Google, Bing and Baidu (yes we had Chinese campaigns) were searching Lenovo branded terms to purchase laptops and devices — they certainly weren't looking for an app store to install. Branded searches were out, so we had to get crafty. We focused on long tail keywords related to names of the apps in the LAE — a strategy similar to Napster if you read that [case study](#).

This proved to be the right approach that not only drove LAE downloads at a super low CPI, but also boosted installs for third party apps. A huge win for Lenovo and their app publishers including Disney, Trip Advisor, Netflix, Adobe, Twitter and The Weather Channel!





WINNING CUSTOMERS

Here's how the campaign performed

Display

0.5% CTR

vs. 0.4% industry average

Search

2.1% CTR

vs. 0.84% industry avg.)

6% CR

vs. 1.04% industry average

11.5% CR

vs. 2.55% industry average

68%

lower CPI vs. industry average

93%

lower CPI vs. industry average



THE MORAL OF THE STORY

Always be optimizing

The heavy lifting was done, but we didn't stop there. Any successful ad campaign is constantly reviewed and optimized over time to ensure maximum performance. Our dedicated media buyers and copywriters regularly monitored the campaign to improve results.

As for those ideas that didn't make it past the concepting stage, those boneyard mockups can be found proudly displayed on our kitchen fridge—a constant reminder to remain energized about generating unique ideas for our clients.





One vision that nets results

"I appreciate the high-quality work that you've done, and I will not hesitate to find ways to work with you in the future."

Neil Lancia, Integrated Digital Marketing Manager

Let's talk

