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Rebranded

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***Emily Fuesler***

# Table of Contents

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## Project Introduction:

- ..... Design Breif ----- pg. 2
- ..... Audience Analysis ----- pg. 3
- ..... Competing Brand Analysis ----- pg. 4-5

## Brand Dimensions:

- ..... Entertainment ----- pg. 6-7
- ..... Technology // Programs ----- pg. 8
- ..... Careers ----- pg. 9

..... Case Studies: pg. 10-11

..... Moodboard: pg. 12-13

## Deliverables:

- ..... Magazine Ad ----- pg. 14-15
- ..... Wild Posters ----- pg. 16
- ..... Instagram Ad ----- pg. 17
- ..... Billboard ----- pg. 18-19

# Design Brief:

## The Challenge:

Rebrand Lenovo, a device company which sells high-performance business, design, and gaming laptops, as well as tablets, and phones. Make the company more appealing to a younger and more hip generation to compete with companies like Apple.

## Key Messages:

Lenovo laptops are powerful and can compete with more popular brands like Apple, Microsoft, and HP. They have laptops perfect for everyone from college students writing essays, to hardcore gamers, programmers, and graphic designers.

## Inspiration:

My inspiration is Apple. Similar brands aesthetics include Tesla, Nike, and Vogue. They're all bold and fairly minimalist. It's almost to say that they're so well known they don't need flashy design to sell their products or brand. That confidence is what I am attempting to create through the Lenovo rebranding.

## Objectives:

Lenovo as is isn't a very well-known company, especially amongst the younger generation. For those who do know the company, they often associate it with older generations and solely business, when they also sell other high-performance laptops fit for anyone. The goals of this project are to:

- Create more awareness of the existence of the company
- Rebrand it to appeal to a younger generation, separating the brand from its association with business and gearing it more towards the everyday high-school or college student
- Use the design and aesthetics to bring in the audience and then highlight the great features of Lenovo laptops to keep the audience.

# Audience Analysis:

Current Audience: The current Lenovo audience tends to be older, often business associated people as it used to be the standard laptop for many businesses and technology firms.

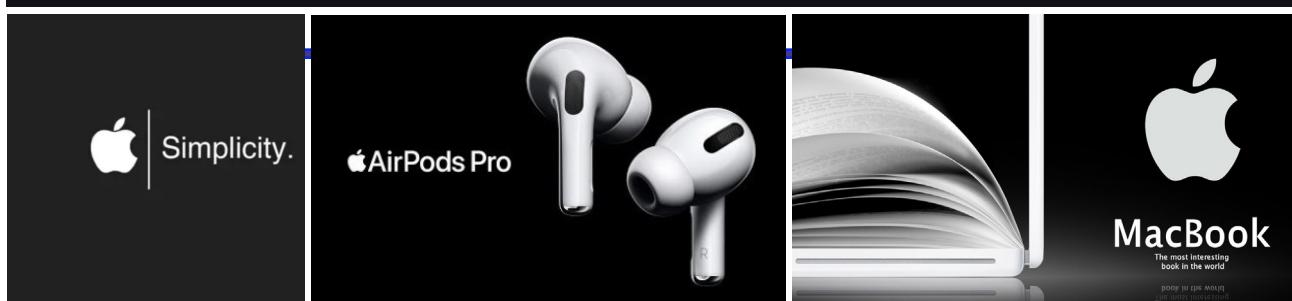
Outside of this, other Lenovo users are often people who already know a lot about technology. They understand the superior RAM, storage, processing power, and graphics of the devices. They were ever named the #1 laptop brand by bestlaptops.com in 2018. In 2019 they ranked #4 only falling behind other unpopular brands like Alienware, HP, and Asus. They ranked 7 ranks above Apple, which is by far the most popular technology brand right now. In terms of competition, they fell far behind in the category of design.

Target audience: Lenovo needs to market to a more casual audience. An audience that either doesn't have the knowledge, or doesn't really care about the tech specs Lenovo has to offer. If branding relied solely on quality, these laptops would be far more popular. But, they lack the appeal of companies like Apple, who made their way to the top by appealing to a casual audience. They use sleek design, minimalism, and bandwagon ad campaigns to attract the audience.

Now that they've built their own name and a constant brand identity, they can sell almost anything without even trying. The target audience is younger people who need more digestible advertising in terms of the appeal of technology and high performance power. People who do not yet know that the amount they're paying for MacBooks could be getting them so much more.

How to appeal to this audience: Make technology sexy. There's certain camera angles, lighting, and imagery associated with pornography that is often used to appeal to audiences who otherwise may not be interested in the product. Carl's junior dripping sauce, food Instagrams slowly pulling apart grilled cheeses, HGTV zooming and tilt shifting features of decor and housing. We can appeal to an audience by making tech specs like processing speed and especially graphics appealing to the eye. The book, "Photography: A Critical Introduction," discussed how advertisers use shortcuts, after glow effects, and subtle pornographic imagery to, "attempt to eroticize commodities" (Wells 206). People fetishize commodities, so how do we make them fetishize Lenovo?

# Competing Brand Analysis:



Most brands associated with this audience are brands that live because of their name despite their inferior quality to the competition. Brands like Apple, who fall short to Asus, Alienware, HP, and even Google Chromebooks. Apple is by far the greatest competitor. Their minimalist and sleek design appeals to a younger generation, but they also have a name to fall back on that Lenovo will have to make up for in their rebranding.

**FUN** Sleek  
sexy

versatile

**High Tech**

futuristic

Young

**NEW**

# Brand Dimensions:



# Entertain

Blade Runner

James Cameron's Avatar

Overwatch

Brock Hampton

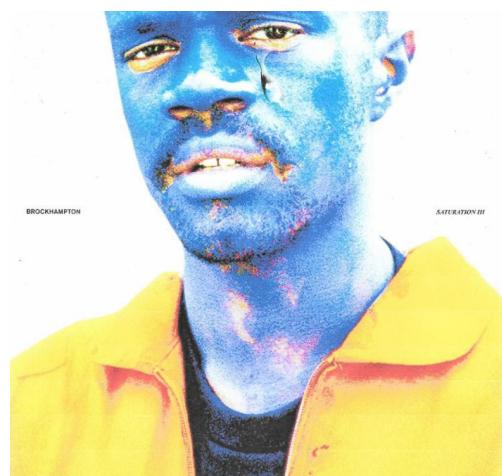
Post Malone

HBO's Euphoria

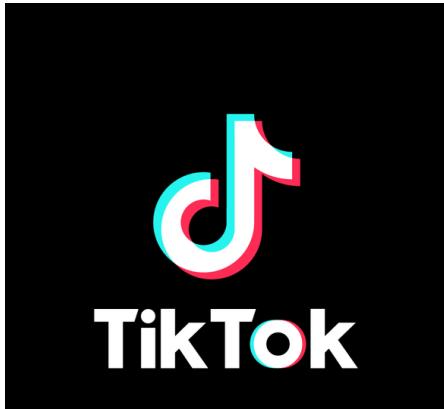
Black Mirror



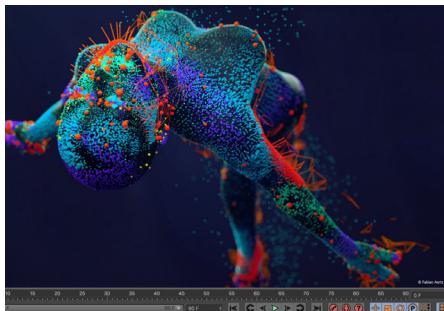
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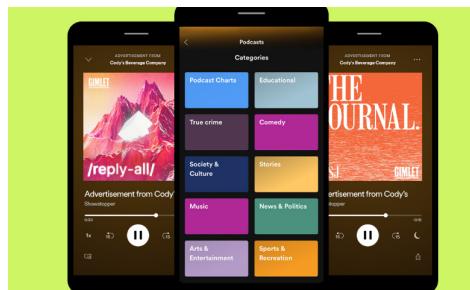
# Technology and Programs



Tik Tok  
Instagram/  
Snapchat  
filters



Cinema 4D  
P5.js



Adobe  
Creative  
Suite  
Spotify



Netflix

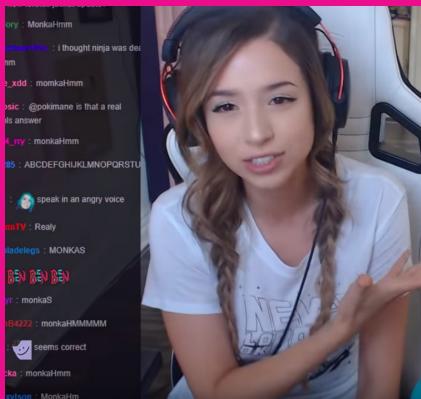
# Career Paths



Twitch  
streamer



Photographer



Computer  
Programmer



Graphic  
designer



Social Media  
Influencer

# Case Studies:

**Clair Spade:** 17 year old aspiring graphic designer. Frequently uses programs like Maya and the Adobe Creative Suite, so she would like a laptop with a great graphics card and high RAM. Budget \$1200



**AJ Raesh:** 23 year employee at Deloitte Needs high processing speed, durability, and good battery to last with him through his busy schedule. He also enjoys gaming in his free time. Budget \$2500.



**Melissa Greene:** 20 year old college student who need a reliable computer on a budget. Is looking for something with good battery life, light to carry around, and that can handle her research for under \$800.





### Claire's ideal laptop: Yoga 730

Touch screen 4-in-one. 11 hr battery life. Intel i10 core processor with turbo boost for high processing power and an NVIDIA G-Force graphics card for quick screen reaction and high graphics quality. Also very light weight for easy portability from class to class. Cost: \$1189.99



### AJ's ideal laptop: ThinkPad

#### X1 Extreme: Custom V2:

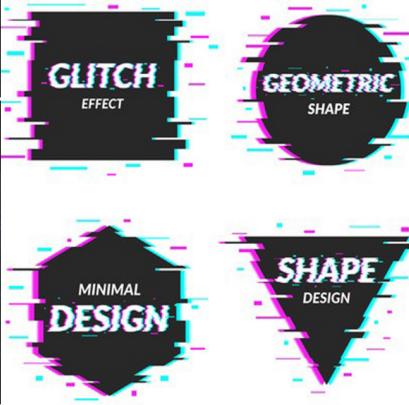
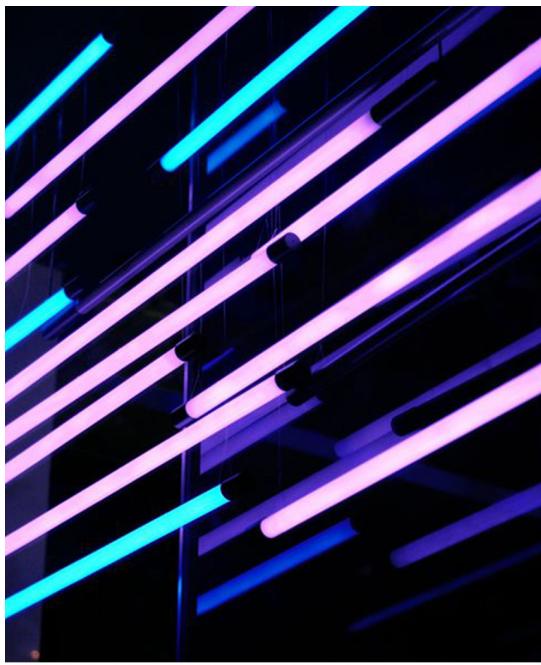
9Th gen Intel 7i processor for high processing speed. Windows 10 Pro for business. Anti-reflection screen, fingerprint scanner, and high security feautres. Lightweight with 14+ hours of battery life and an NVIDIA 4GB graphics card to support his casual gaming. Price: \$2435.30

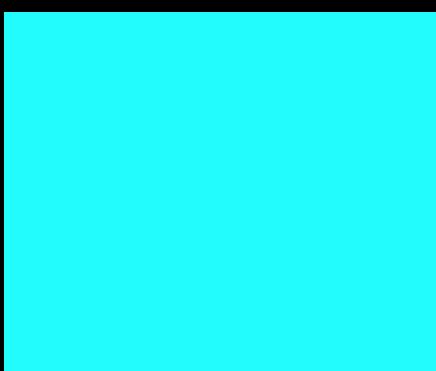
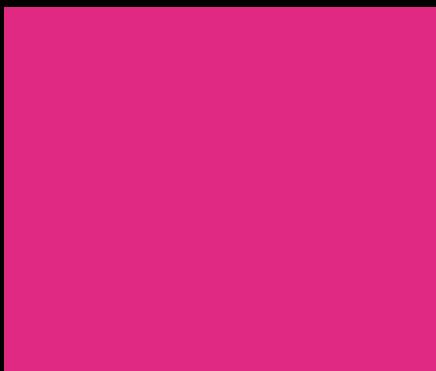
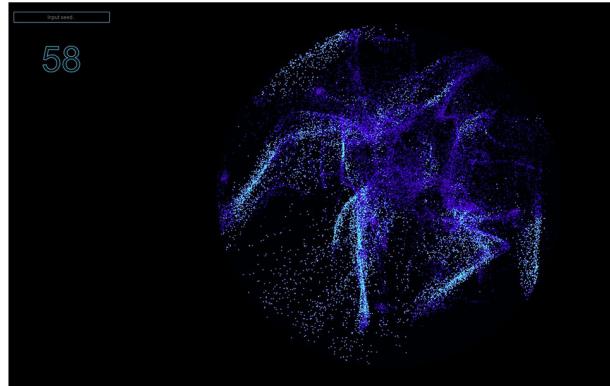


### Melissa's ideal laptop:Ideapad

#### 730 OS:

Intel i7 processor with turbo boost and 6MB of RAM. Super lightweight with 10 hours of battery life and ultra fast charging speed. Price: \$689.99.





# You're smart

## Stop buying rotten products

*Lenovo was rated as the #1 laptop company by laptopmag, 6 ranks above Apple*

Lenovo has a well-deserved reputation as the king of productivity. With their focus on long battery life and great usability, Lenovo's best laptops, especially its ThinkPads, take away some of the annoying friction that prevents you from completing your tasks. Using one is like upgrading your hands and brain from a Core i5 to a Core i7.

Take for example, the ThinkPad X1 Carbon (6th Gen), the only laptop to earn a perfect 5-star score from Laptop Mag in the past year. The X1 Carbon's best-in-class, responsive keyboard makes it feel like you've got a partner pushing your weary fingers back up as you type. If you're like me (and still love pointing sticks), you can use the TrackPoint to navigate around the desktop, without lifting your hands off of the keyboard in order to tap the touchpad.

You don't have to waste time whipping out dongles either as the X1 Carbon is one of the few super-thin laptops that still has full-size USB ports.

And, with over 11 hours of endurance and fast-charging, you don't need to waste time sitting by the outlet, or money on something the laptop should come with.

# THINK SMARTER

On the other end of the spectrum from Lenovo, Apple continues dropping in the ranks because the MacBook-maker seems to have stopped caring about notebook usability. With the exception of the very-outdated MacBook Air, all of Apple's current laptops have flat butterfly-style keyboards and Thunderbolt 3 / USB Type-C connectors as their only ports. So, in order to use a modern-day MacBook (Air excluded), you have to be willing to pay well over \$1,000 in

**Lenovo**

# THINKPAD



**THINK UNIQUE**



**THINKPAD**

**Lenovo**

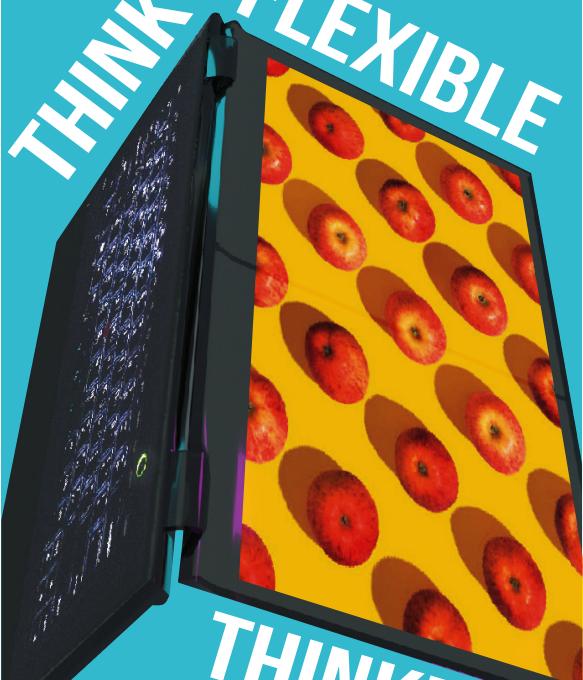
**THINK NEW**



**THINKPAD**

**Lenovo**

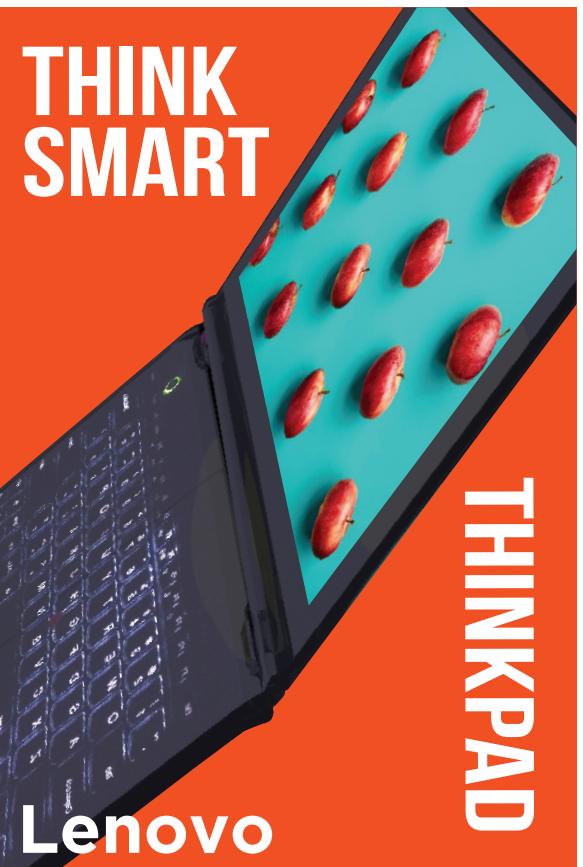
**THINK FLEXIBLE**



**THINKPAD**

**Lenovo**

**THINK SMART**



**THINKPAD**

**Lenovo**

# THINK SMART THINKPAD

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efrainm26 and jasondiaz like this

# THINK SMART THINKPAD

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