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AFK Agency Presents

"DESIGNED FOR DUALITY"

For Lenovo Legion

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MEET AFK AGENCY

03

Meet the minds behind Lenovo Legion's Marketing Campaign



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INTRODUCTION

*—Situational Analysis, Vision for Future, &
Objectives*

SITUATIONAL ANALYSIS

– Legion lacks brand awareness in North America -> best way to reach avid gamers is to touch on pop culture they love

"At some point we all have to choose between what the world wants us to be and who we are."

BUT by choosing Legion, you don't have to compromise.

OUR VISION FOR THE FUTURE

–This is where we would like to see Legion positioned within the near future:

Legion at the forefront of both the gaming **mind** and **market**.

OBJECTIVES

—How are we going to accomplish our Vision for the Future?

- **Reposition** Legion as a gaming laptop that is designed for both work and play
- **Establish** brand salience among our target audience
- **Make** Legion our target audience's unequivocal gaming PC choice

STRATEGY

–Target Audience, Research, Competitive Intel, Positioning Statement, & Creative Brief

WHO IS THE AVID GAMER?

TARGET AUDIENCE

—Professionals who are established or establishing themselves in their careers; Age 25-34

Young Professionals (25-29)
and
Seasoned Professionals (30-34)

TARGET AUDIENCE (CONT.)

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—YOUNG PROFESSIONALS who are establishing themselves in their careers; Age 25-29

- Don't want to be known as a gamer in the workplace
- After work, they spend their free time gaming
 - Don't have the disposable income to buy a work laptop and gaming laptop; need one device that can do both
- Spend ~11 hours gaming every week
 - Also watch streams on Twitch, YouTube, etc.



TARGET AUDIENCE (CONT.)

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—SEASONED PROFESSIONALS who have established themselves in their careers; Age 30-34

- Higher-level jobs (i.e. not entry-level)
 - Well-respected, definitely do not want to be known as a gamer
- Responsibilities at both work and home
 - Less time to game: they have to make it count!
- Disposable income to spend on a gaming laptop
 - Willing to pay for better gaming equipment



RESEARCH

—We conducted interviews with 15+ avid gamers

- Brand sponsorships do not affect perception on products
- Care more about specs/performance than looks
 - Graphics card, CPU, battery life, vents, etc.
- Like traditional rather than “gimmicky” looks
- Prefer slim design, portability, and utility
- Alienware is Legion’s direct competitor in terms of appearance



KEY INSIGHT

—They are proud to identify as gamers, but as professionals, they don't want that “gamer identity” to affect how they are perceived in the workplace. Therefore, they prefer their gaming laptop to look more “traditional.”

- They **don't want to risk looking unprofessional** and make a bad impression
- **Negative stereotypes** of gamers (e.g. living in your mom's basement, socially awkward, immature, unhealthy, lazy, no aspirations or goals, etc.)

COMPETITORS: DELL

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—Top 3 major players



- “A great all-rounder gaming laptop at a very competitive price point.”
 - Alienware - Subsidiary of Dell, makes laptops that have the RGB look that gamers want

COMPETITORS: RAZER

–Top 3 major players



- The company tends to make as good of a product as possible while also giving them that gamer aesthetic and feel

COMPETITORS: HP

–Top 3 major players



- Built for the best mobile gaming experience, but are also great at multitasking while you're studying or working.

POSITIONING STATEMENT

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To young professionals, Legion is the gaming laptop that allows you to get the best of both worlds. That's because Legion looks like a traditional PC, but hides the power and performance of a gaming PC beneath its sleek and stylish exterior.



CREATIVE BRIEF

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Assignment

Create a new brand campaign to reposition Legion laptops as the unequivocal choice for avid gamers who want to appear professional at work.

Situation

Legion's laptop sales are lagging outside of the PRC, and Lenovo isn't getting its fair share of the market as a result. Gamers seem to be generally unaware of the Legion brand, favoring more well-established brands such as Razer, Alienware, Asus, etc. instead. Also, Legion doesn't have a standout feature that really sets it apart from the competition —however, we might be able to turn this perceived weakness into this brand's greatest strength.

Marketing Problem

Awareness of Legion is very low, even within circles of avid gamers. So even though Legion laptops have specs that are comparable, if not better than those of their competitors, people aren't going to buy their products because they don't know they exist. Legion needs to find a target market where its marketing efforts can be used efficiently. We aim to pinpoint a differentiating factor from competitors that feature gimmicky lights and clunky designs.

Target Audience

Dedicated gamers aged 25-34, who are already established or in the process of establishing themselves and/or their careers.

Key Insight/ Knowledge

Our target audience has the knowledge and desire to game at the highest level, while also presenting themselves as professionals. They are proud to identify as gamers, but also don't want that identity to affect how they're perceived in the workplace.

CREATIVE BRIEF (CONT.)

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Takeaway

"Designed for Duality"

Support

- Appearances can be deceiving; sleek and low-key on the outside, but savage on the inside
- Design allows you to continue being a gamer without “looking like one” at the workplace
- Specs shows that they’re serious about catering to the needs of gamers (graphics card, processor, vents for cooling, battery life)
- Price is mid-range in the market; performance is good for the price you’re paying for

Tone Brand/ Character

- Sleek and serious—reflects the fact that gamers can have fun while gaming, and be studious when working
- Tech-forward—demonstrates the modern technology and designs used by Legion
- Understanding/Empathetic—we know what you need not only as a gamer, but as a person too

BIG IDEA

—What is our campaign's big idea? Why is it perfect for Legion?



BIG IDEA



*SAVY BY DAY,
SAVAGE BY NIGHT*

With its unassuming exterior, you'd never guess that a Legion laptop could run a AAA title at 1080p60--and yet, it can. It's almost like how people assume that Clark Kent can't possibly be Superman just because he wears glasses...

PARTNERSHIPS

—We feel there are no two better characters to bring "Designed for Duality" to life than Henry Cavill and Scarlett Johansson who fully embody what it means to be "Savvy by day, Savage at night."



Henry Cavill

Clark Kent versus Superman

Scarlett Johansson

Natasha Romanova versus Black Widow

CREATIVE CAMPAIGN

—Scripts/ Storyboard, Print based concepts, Billboards, Social media content

SCRIPT/ STORYBOARD

— Video Ad: Henry Cavill vs. Scarlett Johansson

"Henry vs Scarlett"

Open with a split-screen shot of HENRY and SCARLETT walking to work. On the right, we see a glasses-wearing HENRY walk down a crowded NYC street and into the New York Times building. On the left, we see a sharply-dressed SCARLETT walking towards the CIA headquarters, and then over the iconic CIA crest on the floor.

Cut to a brief montage of HENRY at work, doing activities that involve his Legion laptop. He leads a presentation, conducts interviews, etc., while the people around him listen intently, quickly write notes, and seem almost intimidated by him. We can tell that he's a leader/authority figure in the office. When he finally takes a break, he sits down at his desk, opens his laptop, and types out a message that reads "We still on for tonight?" and sends it.

Cut to SCARLETT at work—she's sitting at the head of a briefing/war room table with her Legion laptop open and appears to be wrapping up her own presentation. We can see the CIA crest behind her, and American flags off to the side. As she finishes speaking and people begin to file out of the room, her phone buzzes, and she checks it—the message from HENRY appears. She smiles, quickly replies with "Obviously, just gotta get some practice in first," puts her phone away, gathers up her stuff and walks out of the room.



SCRIPT/ STORYBOARD (CONT.)

– Video Ad; *Henry Cavill vs. Scarlett Johansson*

Cut to SCARLETT shooting a handgun at a firing range—she's in a CIA jacket so we can assume it's part of her training. As she shoots the last rounds from her gun, the camera follows them as they head towards the target. But when they reach their destination, we see someone getting headshot, and then a "GAME OVER" screen appears.

SCARLETT celebrates her victory by standing up and cheering—she's now in a black hoodie, sweats, and gaming headphones. We can see that she's gaming at home on her Legion laptop. As she celebrates, the screen splits in 2 again, and we see a frustrated/dejected HENRY on the right side sitting behind his Legion laptop in a T-shirt and gaming headphones. He's sitting in a gaming chair at his bedroom desk.

SCARLETT: Haha yes! Take that!

HENRY: No no no, that doesn't count. C'mon, best of three—I'll kick your ass for sure!

As they go back to gaming, we can hear their taunting and witty banter continue on in the background.

Cut to card.

VO: Savvy by day, savage by night. Legion--designed for duality.

"Savvy by Day" and "Savage by Night" appear on opposite sides of the card. A Legion laptop sits in the middle. On the "savvy" side, the screen displays emails, presentations, etc. On the "savage" side, it displays gameplay footage.



PRINT BASED CONCEPTS



DESIGNED FOR DUALITY.



LEGION
by **Lenovo**



DESIGNED FOR DUALITY.



LEGION
by **Lenovo**



DESIGNED FOR DUALITY.

LEGION
by Lenovo



DESIGNED FOR DUALITY.

LEGION
by Lenovo

EXPERIENTIAL MARKETING: SUPERHERO SHOWDOWN

—Henry and Scarlett take their gaming rivalry to PAX West to support Extra Life, a charity that partners with gamers across the globe to raise funds for Children's Miracle Network Hospitals.

- Play a variety of games to showcase the capabilities of Legion laptops
- Increase views and donations by livestreaming on Twitch
- Invite other superhero celebrities to join Team Henry or Team Scarlett
 - Ben Affleck (Batman)
 - Ryan Reynolds (Deadpool)
 - Hugh Jackman (Wolverine)

MEDIA PLAN

–Media Strategy, Media Type, Timing, Specific Outlets, Amount of Money Spent by each Medium

DIGITAL STREAMING PLATFORMS

–Our research found that only a little over half of our target age group has cable or satellite. So we believe an emphasis on digital streaming services, will prove to be more beneficial.



ORGANIC SOCIAL MEDIA

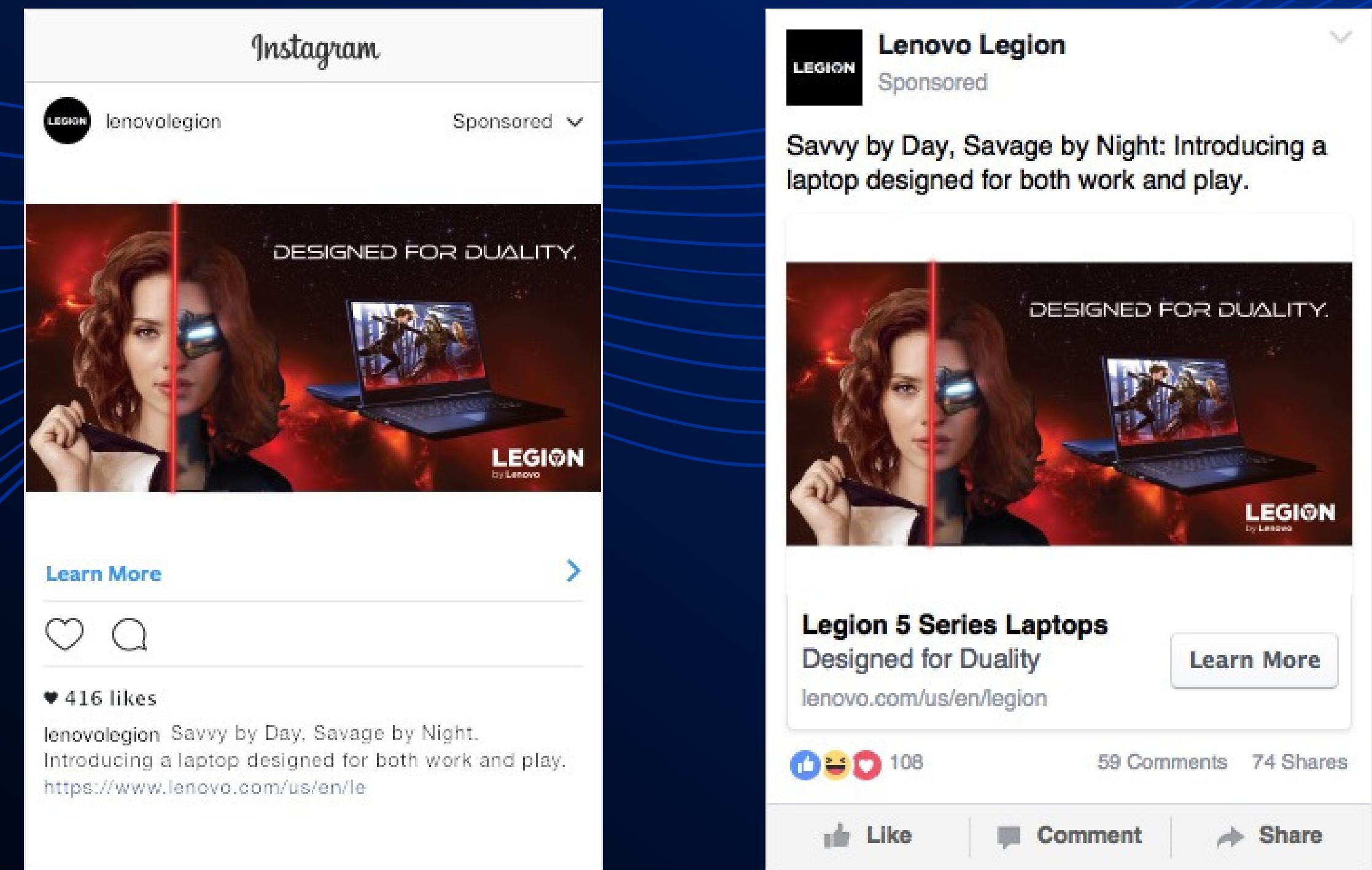
STRATEGY

- Appear and connect with your audience
- Create content that resonates with your target demographic
- Engage with your followers and respond to comments



PAID SOCIAL MEDIA STRATEGY

—Facebook and Instagram



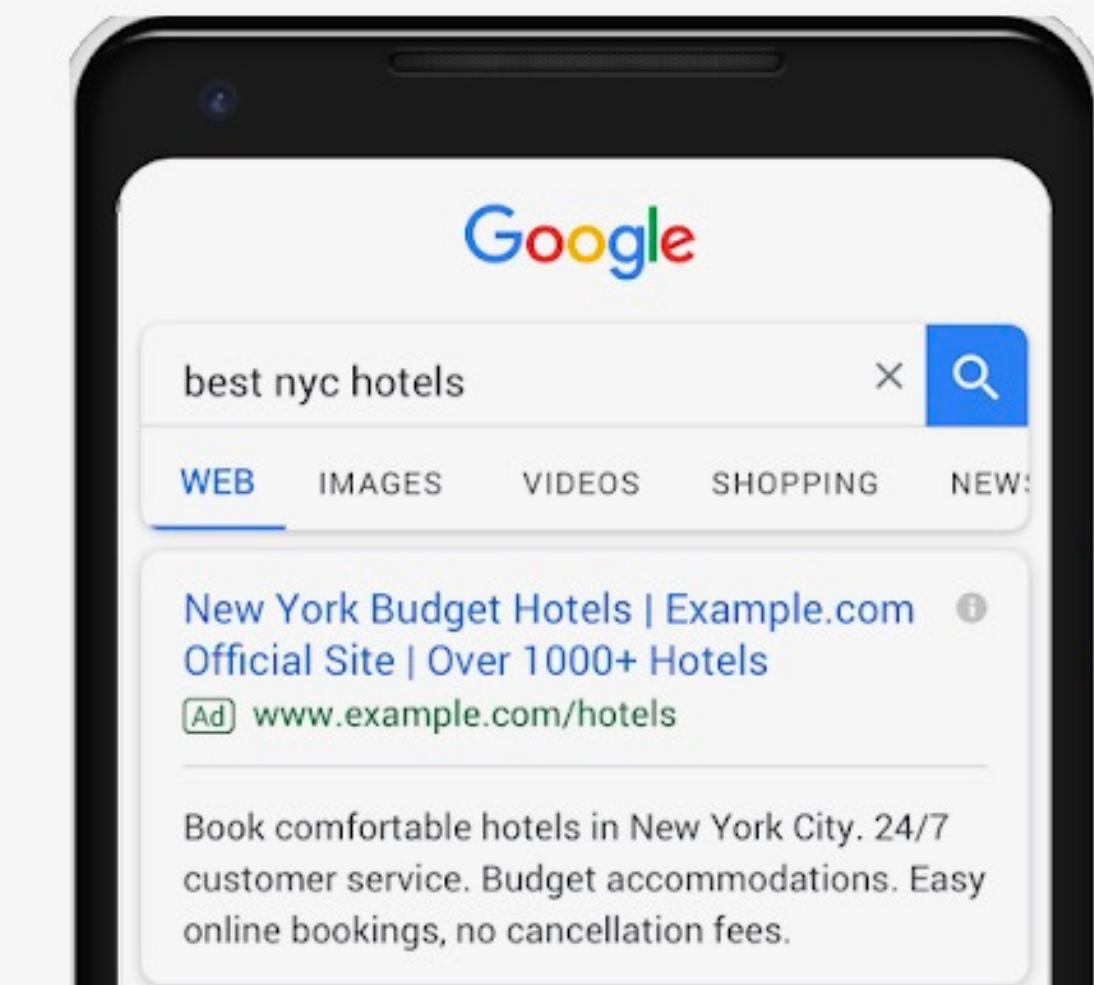
SEARCH ADS

—Google

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Google Ads



OUT OF HOME

—Billboards

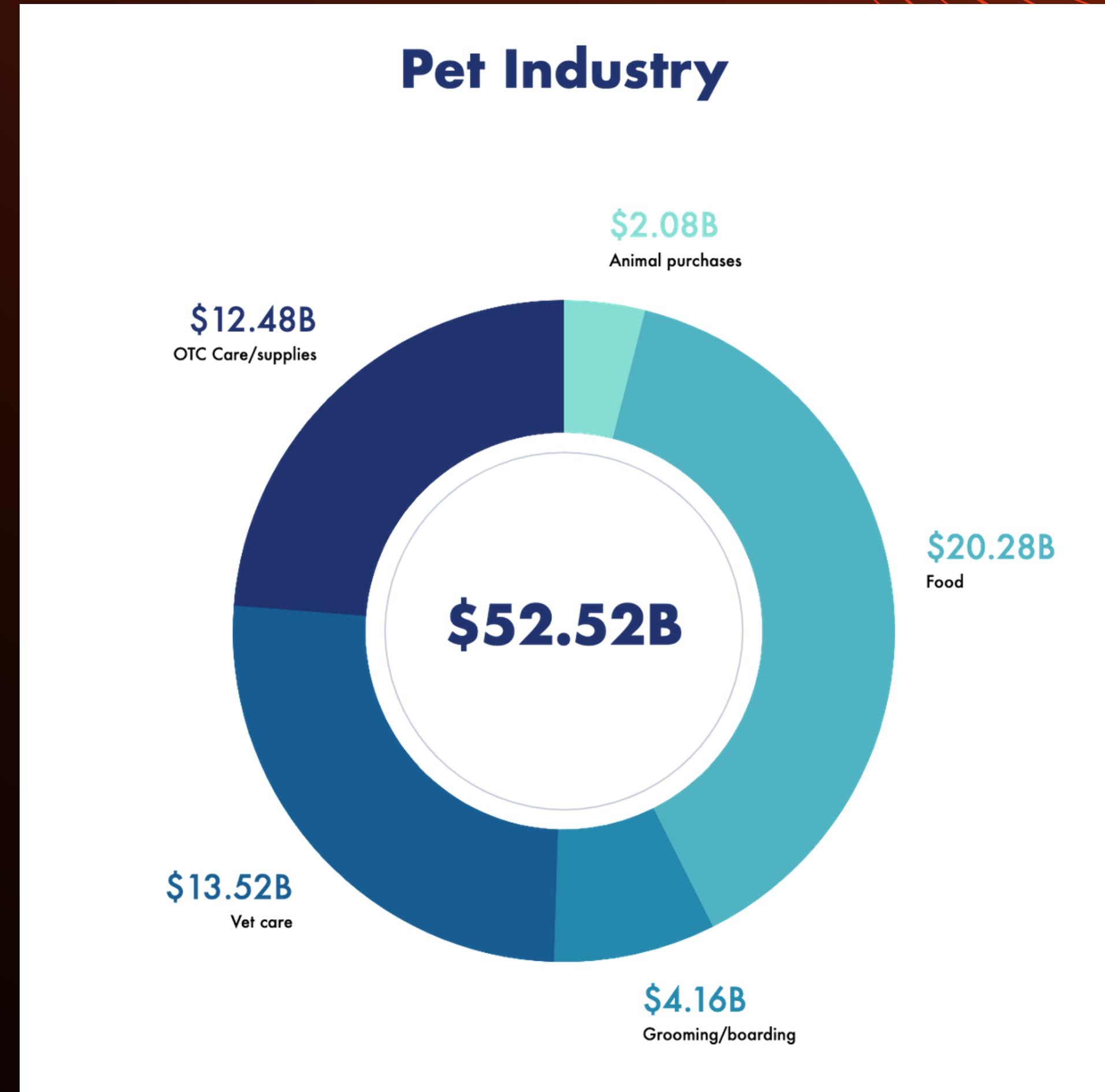
- Appear high and low on the skyline
- Design for gamers, workplayers
- Specs suitable for catering to gamers (graphics, cooling)
- Price is performance you're paying for



BUDGET BREAKDOWN

—Where is our money going?

Campaign type	Goals	Target Aud.	Medium	Content	Running time	Measurements	Projected Costs	Schedule
Television - Digital streaming	Awareness and Consideration	Dedicated gamers aged 24-34, who are already established or in the process of establishing themselves and/or their careers.	Hulu, Youtube, Twitch	Commercial Video	1 year	CPM, Sessions generated, Reach	\$13M	Flighting; emphasis surrounding release of <i>Black Widow</i>
Campaign type	Goals	TA	Medium	Content	Running time	Measurements	Projected Costs	Schedule
Social Media	Awareness, Community Building/Engagement	Dedicated gamers aged 24-34, who are already established or in the process of establishing themselves and/or their careers.	Facebook, Instagram	Banner and Story Ads	1 year	Engagement Rate (per impression), Follower Growth, and comments received.	\$2.5M	Continuous
Campaign type	Goals	TA	Medium	Content	Running time	Measurements	Projected Costs	Schedule
Out of Home	Awareness	Dedicated gamers aged 24-34, who are already established or in the process of establishing themselves and/or their careers.	Billboard	Billboard Display	1 year	Impressions	\$1M	Flighting; surrounded around major conventions in the host city
Campaign type	Goals	TA	Medium	Content	Running time	Measurements	Projected Costs	Schedule
Search Ads	Awareness and Consideration	Dedicated gamers aged 24-34, who are already established or in the process of establishing themselves and/or their	Google	Ad combination optimized by machine learning	1 year	Session Generated	\$2.5M	Continuous



SPIDER CHART

—Let's go over what we covered

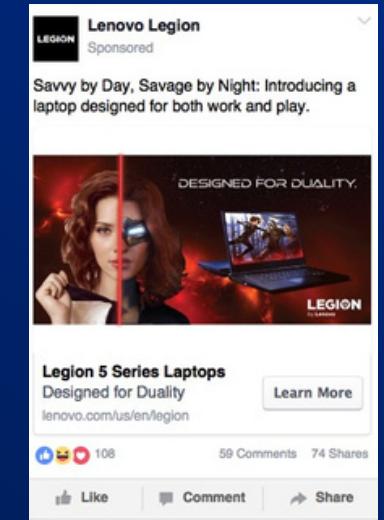
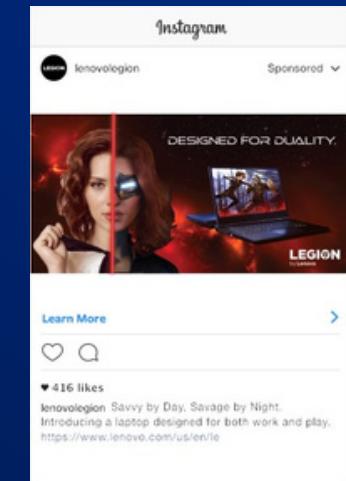
Media Plan



"SAVVY BY DAY,
SAVAGE BY NIGHT"

Partnerships
Social Media
Media Plan
Earned Media
Promotion
Social Media Hashtag
Campaign

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Advertisement
Video Ad



ARE YOU READY TO BE AT THE
FOREFRONT OF THE GAMING
MIND?

ANY QUESTIONS?

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