

Lenovo


Brand campaign concept

The target market comprises youngsters who are not considered mature enough to take their own decisions. Large part of this demographic craves for independence, freedom and wants to break away from nagging. They want to be considered as grown ups who can take care of themselves.

MANIFESTO

We're the youth; Agile but not fragile. We've read the rules but are about to challenge them. We learnt the game but it's time to make some new moves. We saw your ways but we're on crossroads to find our own. You've taken care of us long enough. Now, relax.

JUST IGNORE.



DON'T GIVE
ME A PILLOW
TO CRY.

We're the youth; Young and agile
but not fragile. We've read the
rules but are about to challenge
them. We learnt the game but
it's time to make some new moves.
We saw your ways but are on
crossroads to find our own.
You've taken care of us long
enough. Now, relax. **JUST IGNORE.**

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WHEN I PLAY,
WATCH MY GAME.
**DON'T WATCH
ME.**

We're the youth; Young and agile
but not fragile. We've read the
rules but are about to challenge
them. We learnt the game but
it's time to make some new moves.
We saw your ways but are on
crossroads to find our own.
You've taken care of us long
enough. Now, relax.

JUST IGNORE.

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www.justignore.com

What happens on this web-space?

A series of questions will be presented.

For example :

If tomorrow, your classmate comes and tells you that they hate your hairdo, you would...

- Sulk
 - Snap back
 - Call them names
 - Just ignore
-

What happens at this web-space?

The number of **ignored** situations will determine if the person qualifies as **cool**.

A number of “**JUST IGNORE**” goodies can be then downloaded.

- T-shirts
 - Postcards
 - Caps etc.
-

Postcards

Youngsters can download or pick post cards from Lenovo outlets. These postcards will have a situation for e.g.

“If I tell your mom tomorrow that you bunk more classes than you attend, you will.....

Social media share

These postcards can be sent to friends. Friends are supposed to reply back with the answer.

The same questions can be asked/shared via facebook/twitter and other social media websites.

Call for party.*

* If you are not between 18-22 years of age, **JUST IGNORE.**

This will be a call for an “**exile**” for 10 days.

Youngsters from our target market will be invited to join this party and their whereabouts will not be revealed. In complete discretion this camp will comprise activities to innovate and create. Youngsters will get an opportunity to not only contribute with their ideas but express themselves.

Product campaign

DON'T BOTHER ME
WITH YOUR
BACKUP PLANS



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I am Lenovo ThinkPad T410s with all the advanced technology jazz. Occasionally some pests come and intrude my system. But with one key rescue and recovery, I get all my data back. I may be a Lenovo young one but I can take more than you think. So, don't look after me.

JUST IGNORE.

**COMPUTERS THAT CAN
TAKE CARE OF THEMSELVES.**

Lenovo ThinkPad T410s



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Anti-ads

As follow up ads, Lenovo can promote facts like “eco-manufacturing-process” dimensionally opposite to the campaign communication.

For example :

When it comes to our planet, we can't JUST IGNORE.

Lenovo.

A company that takes care of its computers.
