LENOVO

FLIP YOUR FLOW

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01

ANALYSIS & INSIGHTS



COMPANY & CONTEXT

Brand Purpose:

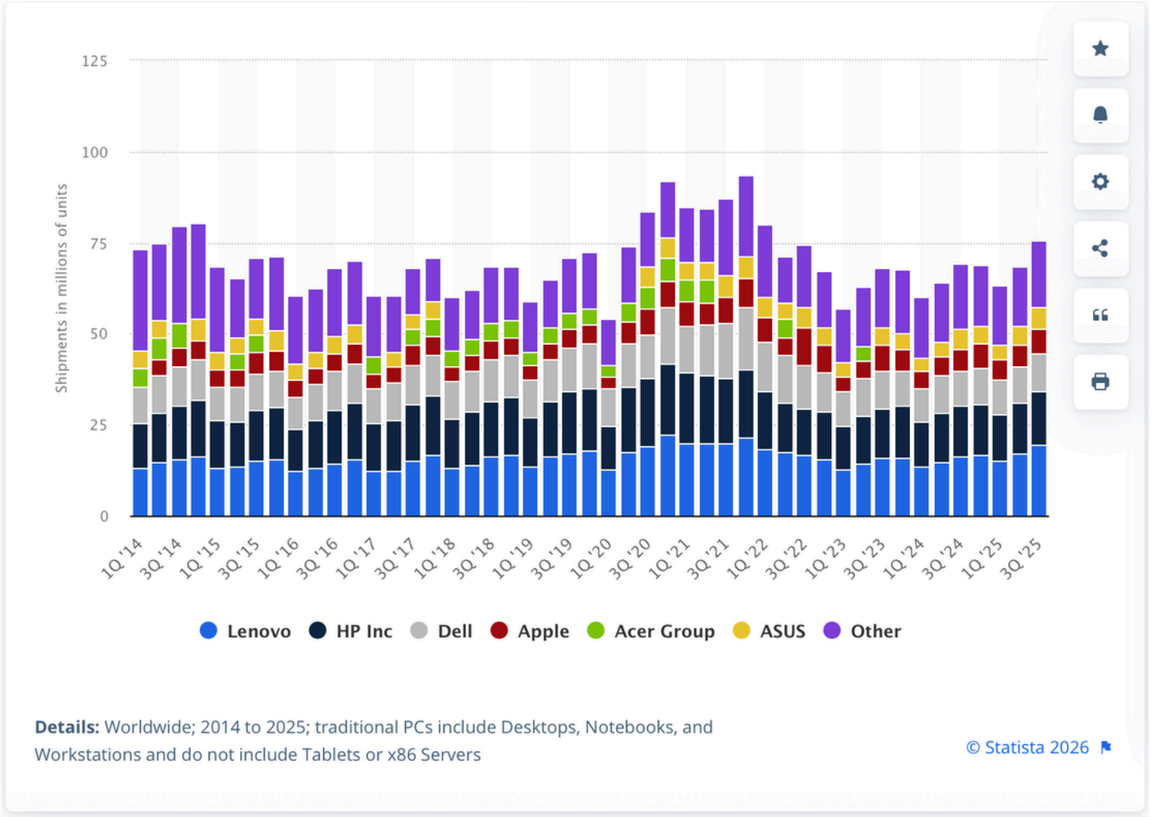
Lenovo is driven by the goal of creating a more inclusive, trustworthy, and sustainable digital society by developing technology that empowers individuals and businesses.

Key Brand Attributes:

- Bold and innovative
- Reliable and professional
- User-centric
- Sustainable and responsible

MARKETPLACE CONTEXT

Lenovo is the world’s largest PC vendor with approximately a 25% market share as of 2025



COMPETITOR ANALYSIS & MARKET INSIGHTS

1 KEY COMPETITORS

- Functional Competitors




Compete on performance, reliability, value

- Cultural Competitors



Competes on identity, creativity, ecosystem

2 MARKET OPPORTUNITIES

Lenovo's current messaging:

- Performance
- Durability
- Cutting-edge tech

Opportunity within Young Creatives:

- Lifestyle oriented
- Cultural storytelling
- Creator collaborations that build trust

TARGET AUDIENCE

YOUNG CREATIVES



Who They Are

- Ages 18 - 34 (Gen Z and young millennials)
- Digital natives with high social media usage
- 4 out of 5 actively create content
- Spend 9+ hours/week creating

What They Do

- Video editing, design, music production, & content creation
- Build personal brands online
- Blend passion projects with income streams

What Resonates

- A preference for transparency and authenticity
- Brand alignment with social values
- Seeking reliable performance & innovative features
- Choosing Lenovo should communicate creative credibility, technical sophistication, and a commitment to pushing one’s craft further



SECONDARY DATA &

RESEARCH INSIGHTS

YOUNG CREATIVES

- ⅔ of Gen Z consider themselves creators
  - Rather than just consumers
- According to Goldman Sachs, The creator economy could grow to $480 billion by 2027
- Creativity is viewed as a career path and a form of expression
  - Gen Z is more interested in this career path than any other generation

KEY
INSIGHT

Young creatives don’t follow a fixed process. Their creativity is fluid and constantly shifting across moments, environments, and tools.

02

CAMPAIGN OBJECTIVES

CAMPAIGN OBJECTIVES



Reposition the Yoga

- From a tool to a necessary creative partner
- Establish the Lenovo Yoga as the best device to maximize creativity

Conversion for Creatives

- Change brand perception:
  - Increase association with creativity & flexibility
  - Become top-of-mind for creators

Drive Brand Affinity

- Align Lenovo with young creatives fluid, dynamic creative process rather than a fixed workflow
- Highlight the forward AI technology that creates innovation

03

CAMPAIGN STRATEGY

OUR CAMPAIGN IDEA

FLIP YOUR FLOW

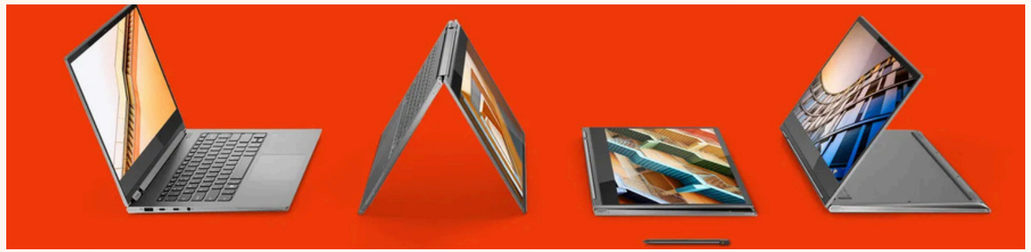
"Lenovo Yoga adapts to how you create, so your flow never gets interrupted"

- Creativity is dynamic and constantly shifting
- Your device should move with you
- No need to adjust your process

~ Lenovo enables flow, not control ~

MESSAGING STRATEGY

We want the tone of our messaging to be authentic & creator-first, focusing more on the process over perfection



Most competitors sell an ideal state → Lenovo is selling a dynamic process

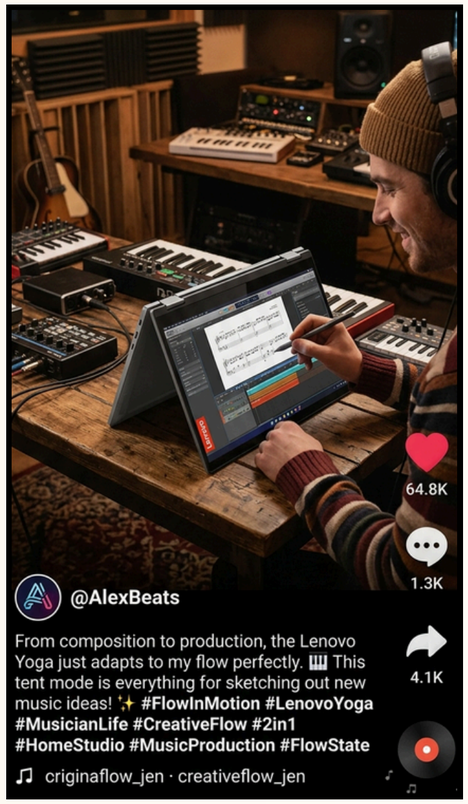
- **“Flip your flow.”**
  - The Lenovo Yoga adapts to however you create, so your flow never gets interrupted.
- **“Be as flexible as your Lenovo.”**
  - Channeling the dynamic nature of our audience
  - Editing → laptop mode
  - Sketching → tablet mode
  - Watching inspo → tent mode
  - Presenting → stand mode



PROMOTIONAL **TACTICS**

Social & Content





Drive awareness and participation through creator-led, short-form content

Social Media Campaign

- “What’s Your Flow?” Campaign
  - Encouraging users to share how Lenovo Yoga fits into *THEIR* lifestyle
    - Emphasis on real, unpolished workflows
- Example Hashtags:
  - #FlowInMotion (fitness)
  - #FlowInSound (music)
  - #FlowInDesign (creativity)

PROMOTIONAL TACTICS *EXPERIENCES & PURPOSE*



Create real-world and emotional connections with the brand

“Flow Fund” Initiative

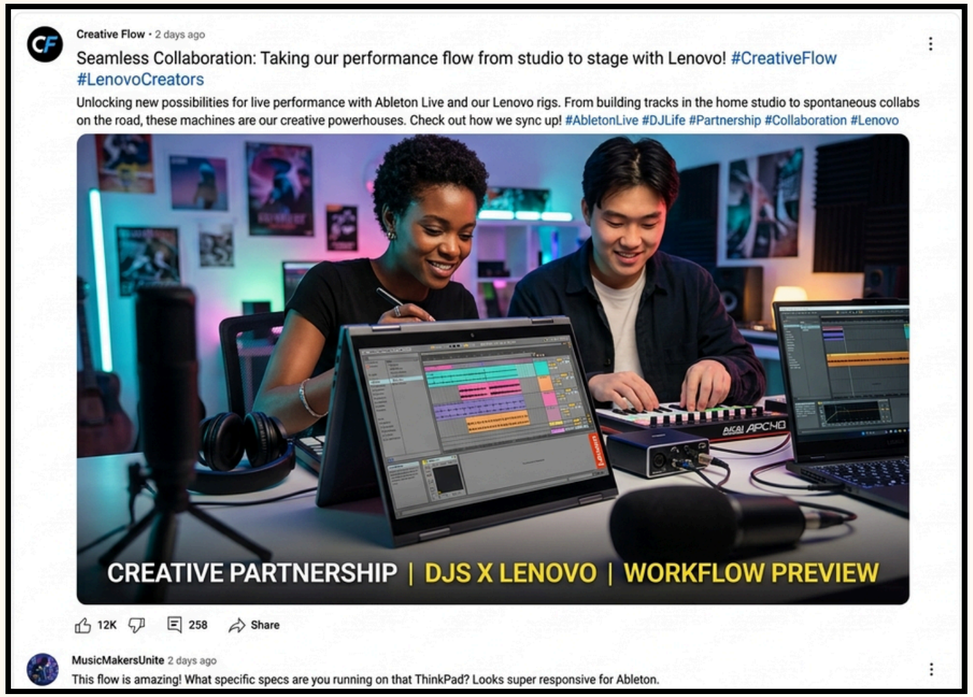
- Supports young creatives’ mental wellness
- Focused on burnout prevention and sustainable routines
- Connects Lenovo Yoga to balance, mindfulness, and creator wellbeing

Events & Experiences

- Exclusive CorePower Yoga community classes for Lenovo Yoga customers
- Wellness pop-ups and creator events
- Flexible “work from anywhere” activations highlighting Yoga’s portability
- Experiential spaces focused on creativity, movement, and mindfulness

PROMOTIONAL TACTICS

Creators & Culture



Build credibility through real creators and authentic workflows

Creator Partnerships

- Partner with producers, DJs, and digital creators
- Showcase performance flow using creative software platforms like Ableton Live
  - Highlight creators working seamlessly from different environments
  - Example Partnership: Popular DJs such as Disco Lines
- Show how creators use Lenovo as a creative tool
- Diverse representation across creator types

MEASURES OF SUCCESS

1 BRAND PERCEPTION SHIFT



- Increase association with creativity & flexibility
- Pre/post brand survey lift
- Social sentiment tracking

2 CAMPAIGN ENGAGEMENT



- Audience interaction with campaign content
- Engagement rate (likes, shares, comments)
- Video completion + hashtag usage

3 CONSIDERATION & PURCHASE INTENT



- Interest in Lenovo Yoga products
- Product page visits + time on site
- Click-through + add-to-cart rate

4 CREATOR & COMMUNITY IMPACT



- Success of creator partnerships
- Content views + engagement
- Flow Fund participation & sentiment

LENOVO VS. APPLE NEO



Apple Neo

- Polished, minimal experience
- Designed for simplicity and ease
- Ideal for entry-level / casual creators
- Static form factor (one way to create)

Lenovo “Flip Your Flow”

- Built for dynamic, real workflows
- Supports creators at every stage
- Flexible form factor (laptop → tablet → tent → stand)
- Focus on the creative process

Creativity isn’t a linear process, and unlike the Apple Neo, the Lenovo Yoga embraces that fact and supports numerous creators and young creatives across every stage, environment, and mode of their creative journey.

THANK YOU

Any Questions?