

THINKPAD XI FOLD

10/11 Creative Pitch

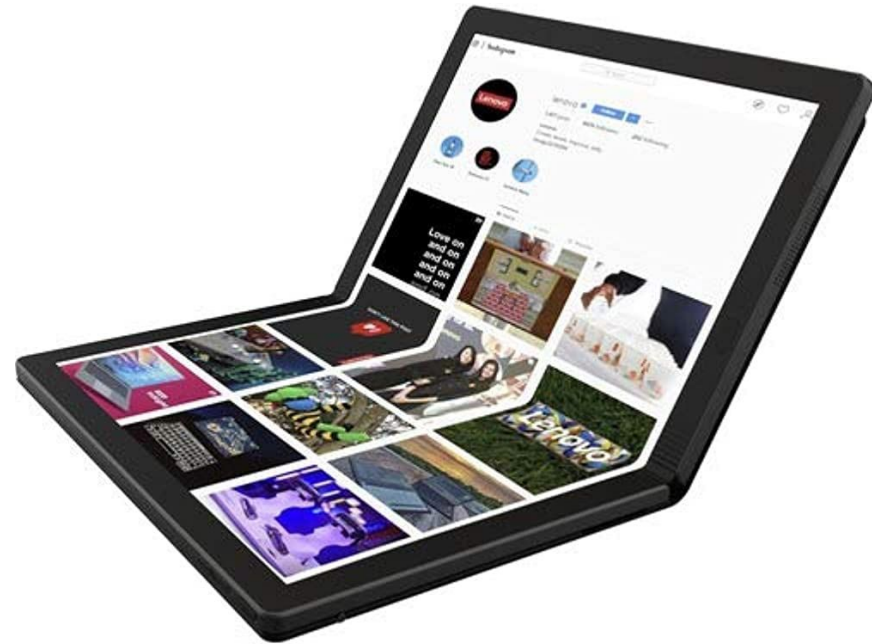
Ellen, Anna, Eliza, Sanvi



THE PROBLEM

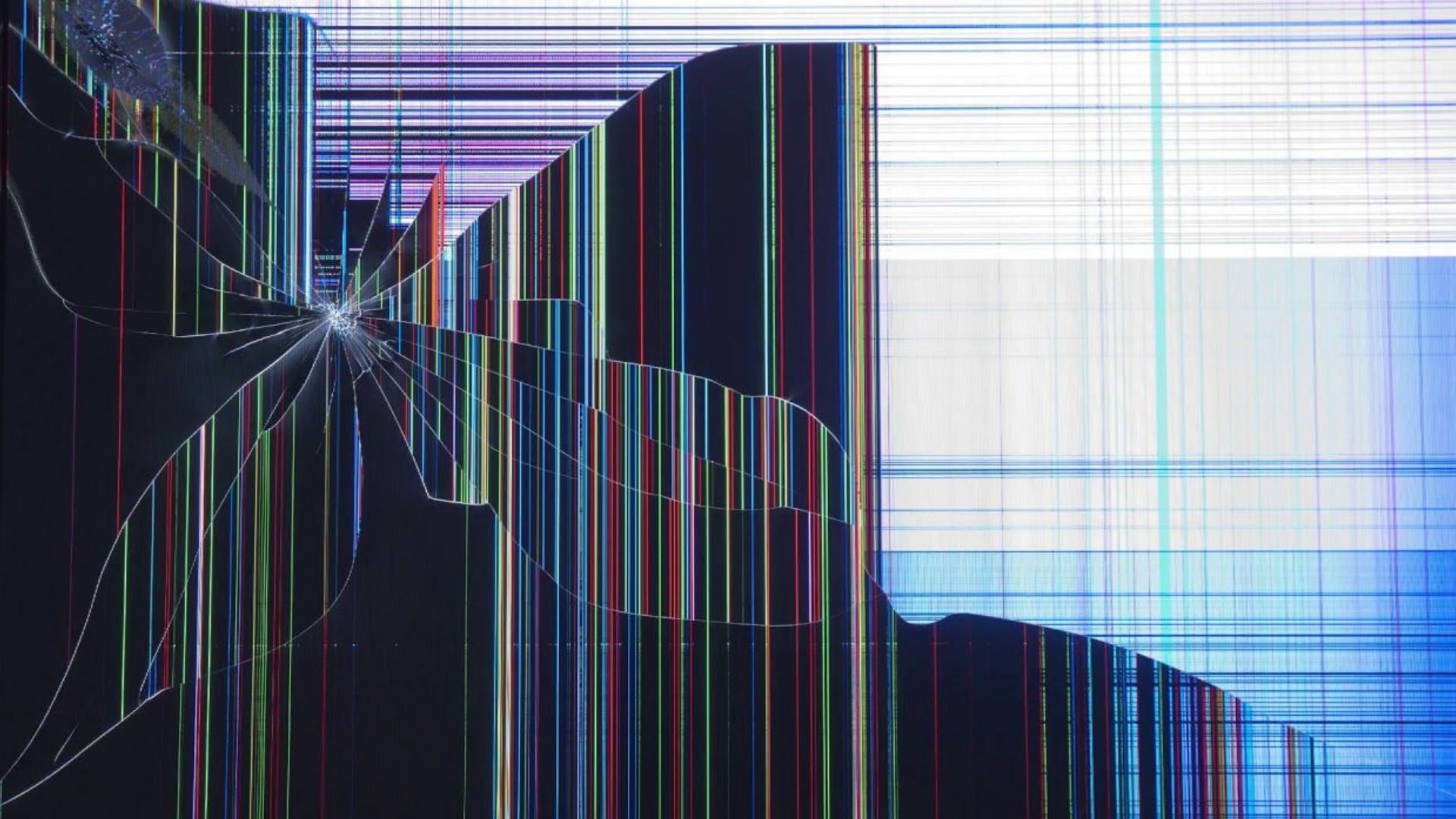
HOW DO WE MARKET TO TECHNOLOGICALLY DRIVEN PEOPLE?

Lenovo's wants to target those who have a desire to have the newest technology before everyone else. The ThinkPad X1 Fold is the first of its kind, with the main feature being the folding screen.

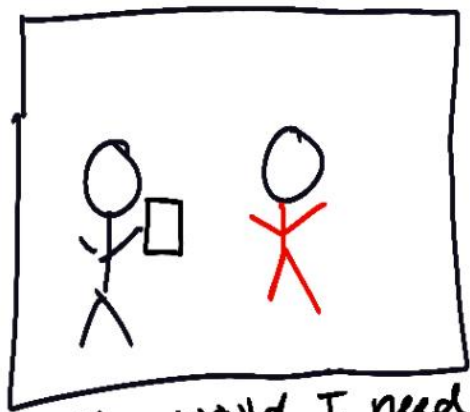


OTHER PCS DON'T FOLD

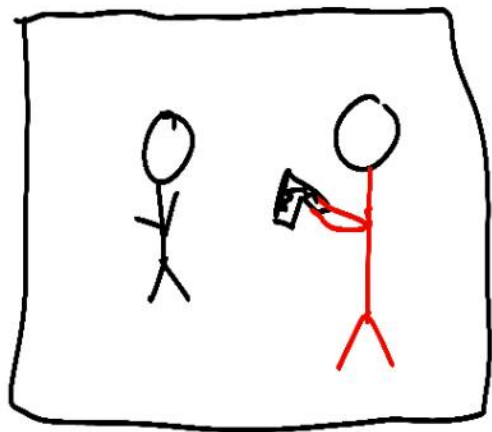
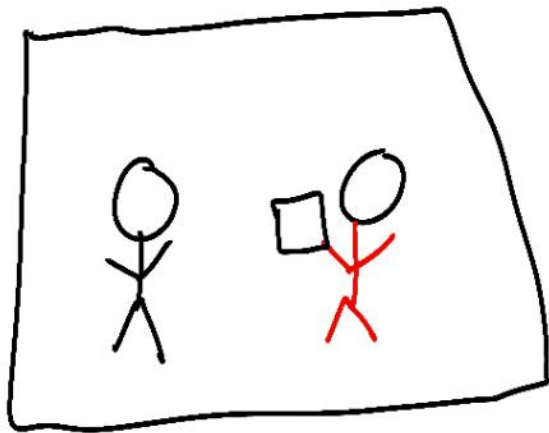
**BUT WHY WOULD YOU NEED
ONE?**



TV SPOT



"Why would I need
a folding PC?"



**Smarter
technology
for all**

Lenovo

SPIN-OFF COMMERCIALS

- Going into a college lecture and folding someone's macbook all the way back
- Going to a twitch streamer and folding their monitor in half
- A businessman getting off work and he folds his non foldable pc screen in half as he walks out the door

SOCIAL: YOU VS.

YOU VS. THE GUY SHE TOLD YOU NOT TO WORRY ABOUT



EVENT: BREAK FREE

- ▶ Gather people who are willing to break their current laptops in exchange for a new ThinkPad X1 Fold
- ▶ “Break free from the shackles of Apple”



THANK YOU