

Berlin Launch and IFA: David Roman & Marketing

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Lenovo™



+ Twitter Objectives - @iamdavidroman

- **Objectives**

- Reveal new products
- Promote #GoodWeird and marketing campaigns
- Capture energy & human side of event and attendees
- Show scenes from the Lenovo booth at IFA

- **Shareable Moments (Pictures and Video taken by EMEA Comms staff)**

- Scenes from Launch Event and IFA: people & products in exciting settings
- Brand design, #HackTheLogo, #Goodweird, social wall and Lenovo Insiders
- Special Guests: Gamers Paul Boyer & Marcel Feldkamp

- **Hashtags**

- #LenovoLaunch #LenovoIFA #Goodweird #HackTheLogo #iamlenovo

- **Retweets**

- Execs & Employees, Insiders, Gamers, Partners (MS, Intel, Netflix, Qualcomm)

+ Twitter Schedule - @iamdavidroman

Date/Time	Content	Picture
Sept 2, PM	At the @Lenovo launch event in Berlin. Looking forward to sharing with you what's new from our world. #iamlenovo	Picture of event
Sept 2, PM	Talking with @(Gamer) here at the @Lenovo launch event in Berlin. Talking all things pro gaming and the our new Y Series! #iamlenovo	Picture of David with Gamer
Sept 3, AM	Great night last night at our product launch event here in Berlin. Looking forward to the new YOGA 3 Tablet and the other great products we announced. #iamlenovo	Picture of event from previous night
Sept 3, PM	**retweet and @ for tweets from last night	--
Sept 4, PM	At #IFA2015 in Berlin with @Lenovo. Excited to share our new products and innovations with our fans here in Europe and across the globe.	Picture of David at Lenovo booth at IFA
Sept 5, PM	**Tweet about the Social Wall at IFA	Picture of the Social Pillar at IFA
Sept 6, PM	**Motorola tweet	Picture of David with Motorola product
Sept 7. AM	#HacktheLogo tweet	Picture of a #HackTheLogo visualization at the booth
Sept 7, PM	TBD	
Sept 8, PM	TBD	
Sept 9, PM	**IFA wrapup tweet	Picture of event/Lenovo booth

+ Marketing Report Video

- Video will be filmed at the launch event on Sept. 2nd

Agenda for video

- Intro by David Roman
- Interview with League of Legend gamers
- Dilip Bhatia on Y Series, ThinkPad YOGA
- Jeff Meredith on YOGA Tab 3 & Phablet
- Kouji Koderu on Moto 360

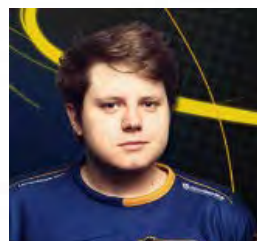


+ Interview with League of Legends Gamers

- Filmed at launch event on Sept. 2nd
- Conversation between David and one of the pro gamers, with a Y-Series angle
- Video will be used in the Marketing Report video and a stand-alone Lenovo TV

Questions/Topics for Interview

- For those who don't know, what is League of Legends?
- What is it like to be a pro gamer? What does your day-to-day look like?
- When it comes to PCs/Laptops, what things are important to you as a gamer? What about when you're travelling?
- What types of accessories are essential for the pro gamer? (headsets, mice, etc.)
- What kind of advice would you give to young people who want to get into gaming, and maybe doing it professionally?



Marcel "Dexter" Feldkamp

League of Legends Professional player

- Qualified to the Season 3 World Championship with his team Lemondogs
- Joined Counter Logic Gaming in January 2014
- Nationality: German

+ WW Marketing Note Following Launch

- Eric Cador will send note on Sept. 2, 12 p.m. GMT
 - Introduce launch events and IFA
 - #GoodWeird and link to video/content on Lenovo Central
 - LC Lite / Periscope for live content from the day's events
- David Roman note on Sept. 3, 12 p.m. GMT
 - Wrap-up of events, successes
 - Hero products
 - YOGA Tab 3
 - Moto 360
 - Y Series
 - Link to social moments, photos, videos, etc. on Lenovo Central

+ Teaser Image 1: Wed Aug 26 @ 9 am ET



ONE WEEK FROM TODAY, we re-dedicate ourselves to innovation. Join us then? #LenovoLaunch #Berlin

+ Teaser Image 2: Sat Aug 29 @ 9 am ET



READY FOR A GLIMPSE of your future?
Join us this Wednesday @ 2 pm ET for a
#LenovoLaunch live from Berlin.

+ Teaser Image 3: Tue Sept 1 @ 11 pm ET



BERLIN BOUND! Lenovians from all over the globe are on their way to Germany. What will #LenovoLaunch tomorrow?

Image will be adjusted to make the main text **Berlin September 2-9** and add hashtags for **#LenovoLaunch** and **#LenovoIFA**.