global public relations

TEXT100

Case study

Launch of a Legend…

In February 2007, Lenovo planned to announce the world's thinnest, lightest, 'no comprise' business notebook PC. This would become Lenovo's flagship notebook and as such needed a launch strategy worthy of the calibre of the product. Inspired by an ancient samurai weapon, the 'Kodachi', Lenovo wanted to ensure that this product launch was like nothing the business market had ever seen.

Text 100 planned and executed simultaneous launch events, in conjunction with Intel, in Australia and New Zealand. The first event was at the Art Gallery of NSW, the home of a permanent Asian exhibition and collection of samurai swords, including a Kodachi, and the second in an up-market sushi restaurant in Auckland. The events generated significant coverage, attracting broadcast media interest, and most importantly drove demand for the new notebook PCs from the media and public.