



Comment une société se démarque-t-elle lors des Jeux Olympiques ?

Lenovo utilise le pouvoir des idées et une dose de bons produits

PEKIN, le 31 juillet 2008 — Lenovo dévoile aujourd'hui un programme marketing mis en place lors des Jeux Olympiques 2008, destiné à se faire connaître du grand public.

En tant que sponsor des Jeux Olympiques de Pékin 2008 et du Relais de la Torche Olympique, Lenovo fournit plus de 30.000 matériels informatiques et implique 600 ingénieurs et techniciens dans la réussite de la gestion de l'évènement sportif le plus complexe du monde. L'entreprise a également mis à disposition des athlètes, entraîneurs, média et autres membres de la famille Olympique des espaces Internet près des terrains de compétition.

Avec sa devise "Powering the World's Biggest Idea," Lenovo souhaite construire sa notoriété grâce à une campagne d'envergure mondiale, des programmes sur Internet et des activités sur place pendant les Jeux Olympiques.

« L'équipement informatique Lenovo et ses ingénieurs seront là quotidiennement pour assurer le bon déroulement des Jeux », a indiqué Deepak Advani, Senior Vice-Président et Directeur Marketing de Lenovo. « Notre devise Olympique – 'Powering the World's Biggest Idea' – reflète le fait que Lenovo croit profondément que les Jeux Olympiques sont une grande source d'inspiration pour de très nombreuses personnes et notre entreprise est fière de pouvoir participer à cela. Tous les éléments de notre programme marketing soulignent l'implication de Lenovo dans les Jeux et renforcent le fait que les valeurs Olympiques sont les valeurs de Lenovo, c'est-à-dire la volonté, la recherche de l'excellence et une performance accessible à tous. »

Publicité

La campagne de publicité Lenovo s'étend aux panneaux publicitaires, bus, stations de bus et autres lieux de Pékin. La publicité, essentiellement basée sur la gamme de portables « IdeaPad » souligne la capacité des ordinateurs Lenovo à soutenir et faire naître des idées de toutes parts et l'ampoule jaune, est universellement reconnue comme le symbole de l'idée. Les images des produits sont présentées sur fond bleu ou blanc et peuvent inclure l'image d'athlètes comme par exemple la chinoise Liu Xiang, spécialiste du 110 mètres haies.

Architecture

Lenovo a participé à la construction de plusieurs structures de l'Olympic Green de Pékin qui accueillera la famille Olympique et les visiteurs. Le Lenovo Showcase des Jeux Olympiques fait 1.550 m² ce qui permet une grande variété d'expériences interactives qui souligne les innovations technologiques et implique les participants. Par exemple, les visiteurs peuvent tester l'outil de reconnaissance faciale ou se faire prendre en photo en tenant la Torche Olympique. L'extérieur lisse du bâtiment est composé de matériaux légers et présente un design épuré qui évoque un oiseau en plein vol et permet d'offrir une vision optimiste de la technologie et du futur.

Sept espaces Internet Lenovo, présents au sein du centre presse principal et des Villages Olympiques à Pékin, Hong Kong et Qingdao, permettront aux athlètes, coaches, entraîneurs et journalistes d'accéder à leur messagerie électronique, de surfer sur l'Internet, de jouer, de tenir leur blog, de rester en contact avec leurs amis, famille et collègues et de regarder en temps réel les compétitions.

A propos de Lenovo

Lenovo (HKSE : 992) (ADR: LNVGY) conçoit, fabrique et commercialise dans le monde entier des produits et des services technologiques alliant fiabilité, qualité, sécurité et simplicité d'utilisation. Créé par Lenovo Group, après l'acquisition de la division micro-informatique d'IBM, l'héritage de Lenovo sur les deux marchés - émergents et développés - a abouti à la création d'une nouvelle entreprise internationale. Le « business model » de Lenovo est fondé sur le principe que les idées, les opérations et les ressources sont mobiles et sans frontières. Lenovo possède quatre principaux centres opérationnels à Pékin en Chine, à Raleigh en Caroline du Nord, à Singapour, et à Paris et plusieurs centres de recherche majeurs à Yamato au Japon, à Pékin, Shanghai et Shenzhen en Chine et à Raleigh en Caroline du Nord. Lenovo dispose également d'un centre marketing à Bangalore en Inde. Plus d'informations sur www.lenovo.com/fr.

How Does a Company Stand Out at the Olympic Games? Lenovo Uses the Power of Ideas, Clouds and a Healthy Dose of Product

BEIJING, 31 July 2008 — Lenovo today unveiled a marketing program designed to introduce the company's personal computers, people, values and involvement in the Beijing 2008 Olympic Games to a global audience.

As Worldwide Partner of the Beijing 2008 Olympic Games and the Olympic Torch Relay, Lenovo is providing more than 30,000 pieces of computing equipment and nearly 600 engineers and technicians to support the successful management of the most complex sports event in the world. The company has also created Internet lounges for athletes, trainers, media and other members of the Olympic family near competition venues.

Leading with the tagline "Powering the World's Biggest Idea," Lenovo will build brand awareness through worldwide advertising, online programs, and on-site activities at the Olympic Games.

"Lenovo computing equipment and engineers will keep the Games operational on a daily basis," said Deepak Advani, senior vice president and chief marketing officer for Lenovo. "Our Olympic tagline -- 'Powering the World's Biggest Idea' -- reflects Lenovo's belief that the Olympic Games are one of mankind's great inspirations and that Lenovo is proud to be a driving force behind them. Every element of our marketing program underscores Lenovo's integral role at the Games and reinforces the fact that Olympic values are Lenovo values -- global goodwill, the pursuit of excellence and world-class performance."

Visual elements featured in the Lenovo Olympic marketing programs include PC product images that convey the company's core mission, a stylized light bulb that embodies the current advertising campaign and the cloud motif used in the Lenovo-designed Olympic Torch, appearing in the five colors of the Olympic rings. Athletes from the Lenovo Champions ambassador program are also incorporated in the visuals.

Advertising

Lenovo advertising is pervasive in billboards, buses, bus stations and other out-of-home venues throughout Beijing. Advertising leading with the "IdeaPad" PC line highlights the ability of Lenovo PCs to support and originate ideas everywhere and includes a yellow light bulb recognized by cultures worldwide as a symbol for ideas. Product images are presented on a crisp blue or white background and sometimes incorporate athletes such as Chinese 110-meter hurdler Liu Xiang.

Architecture

Lenovo has built several structures on the Olympic Green in Beijing that will host members of the Olympic family and visitors. The Lenovo Showcase @ the Olympic Games is a 1,550-square-meter (17,000-square-foot) facility that features exciting interactive experiences that highlight technology innovations and engage participants. For example, visitors can experiment with Lenovo's facial recognition technology or create a photograph of themselves carrying the Olympic Torch. The sleek exterior of the building features light-weight materials and a bold design that evokes a bird in flight and provides an optimistic view of technology and the future.

Seven Lenovo Internet lounges in the Main Press Center and Olympic Villages in Beijing, Hong Kong and Qingdao will enable athletes, coaches, trainers and journalists to e-mail, surf the Internet, play games, maintain blogs, keep in touch with friends, family and colleagues and watch the ongoing competitions.

Pin Program

The Lenovo team launched more than 10 pins, a universally adored element of goodwill, trading and friendship. The pins combine Lenovo technologies with iconic venues and images of the Beijing 2008 Olympic Games, such as the "Bird's Nest" National Stadium and the "Water Cube" National Aquatics Center. They sometimes contain moveable parts, including notebook PCs that flip open to reveal Olympic athletes on the display.

Uniforms, Retail and On-Site Features

With nearly 600 engineers and technicians representing Lenovo in Beijing, the Lenovo Olympic team created a uniform that introduces them as brand ambassadors and keeps them cool in the heat. The uniform features the five Olympic rings colors in designs from the "cloud of promise" motif of the Olympic Torch, placing them on a cool, white background. The design will also be featured in signage, lanyards and identification passes. In addition, a Lenovo retail store inside the Olympic Games Superstore will offer Lenovo licensed products such as torch-themed USB memory keys, Olympic mascot-shaped mouse devices and other items.

Employee Recognition

Lenovo employees from all over the world will enjoy the Olympic Games in Beijing, experiencing athletic competitions, Chinese history and culture, and taking pride in the company's computer systems in operation for the Games. Employee events and communications have focused on the Olympic Games for several months, and include sport-themed employee gatherings, photography competitions and Olympic trivia contests.

Web

Lenovo launched a blogging program and website, www.lenovo.com/voicesofthegames, for athletes training to compete in the Beijing 2008 Olympic Games. Lenovo provided IdeaPad and other notebook PCs and video cameras to more than 100 athletes from more than 25 countries and 29 sports.

Lenovo Olympic Marketing Team Background

Lenovo's marketing program was created by the Lenovo Olympic Marketing Team, a global team including core members from China, US, India and other countries.

"Our marketing program at the Beijing 2008 Olympic Games is a highly integrated one supported by an outstanding global team working hour upon hour with experts from marketing, communications, advertising, graphic and architectural design, web and multimedia production," said Alice Li, Lenovo's vice president of Olympic marketing. "We have been sourcing expertise and resources globally and have engaged well-known international agencies. The Olympic Games have been a great way to unite Lenovo and our marketing partners in an efficient global team."

About Lenovo

Lenovo (992) (ADR: LNVGY) is dedicated to building the world's most innovative personal computers. Lenovo's business model is built on innovation, operational efficiency and customer satisfaction as well as a focus on investment in emerging markets. Formed by Lenovo Group's acquisition of the former IBM Personal Computing Division, the company develops, manufactures and markets reliable high-quality, secure and easy-to-use technology products and services worldwide. Lenovo has major research centers in Yamato, Japan; Beijing, Shanghai and Shenzhen, China; and Raleigh, North Carolina, USA. For more information, see www.lenovo.com.

Contacts presse

Agence Ketchum

Julie Bouckaert / Elise Mourocq

01 53 32 62 56 / 01 53 32 55 70

julie.bouckaert@ketchum.fr / elise.mourocq@ketchum.fr