

CASE STUDY

Brand: Lenovo Malaysia  
Method: Digital Out-of-Home



Lenovo Connects with Tech Fans via Digital Billboards in Malaysia



Background

Lenovo, a global technology leader, embarked on an **Out-of-Home (OOH) advertising campaign** in Malaysia to enhance brand visibility and engagement. To effectively promote their newly launched tablet, the brand harnessed the power of **Digital Out-of-Home (DOOH) screens**.

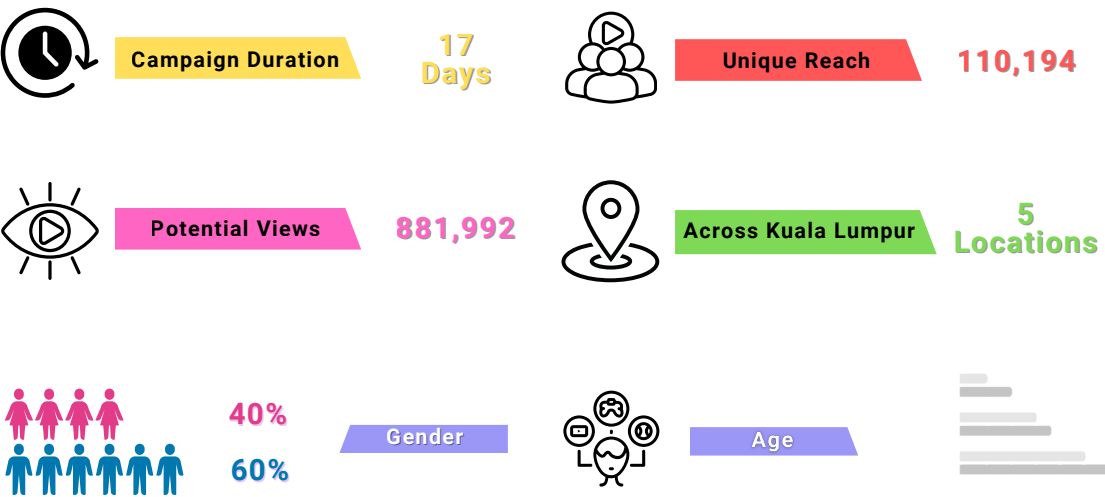
Objectives

- Lenovo aimed to attract the attention of electronic goods consumers with the release of their latest tablet model
- Lenovo wanted to generate widespread awareness and significantly expand the reach of their target audience

Strategies

- Leveraged the LMX platform to strategically select high-visibility digital billboards near their stores to increase footfall to Lenovo stores
- Displayed tailored creatives aligned with target audiences' interests to captivate and engage them

Results



The campaign had a great appeal among men with a significant reach of **62,645**. These remarkable results indicate the campaign's ability to effectively catch attention and engage the target demographic, presenting Lenovo's new product as a viable market option.

Conclusion

Lenovo’s DOOH campaign in Malaysia exemplifies the efficacy of data-driven strategies in enhancing brand visibility and engagement. By harnessing the power of location data and audience insights, Lenovo successfully reached and resonated with diverse audience segments, solidifying its position as a leading technology brand in the region.

