

*La-Z-Boy* is a successful company that has a long history of the same demographic and notable products. The introduction of the gaming chair made for long play along with the partnership with Faker gives the brand a launch into the right generational demographic. Faker is not just a famous gamer, he is widely known as the greatest *League of Legends* player of all time. This SWOT analysis dives into information proving *La-Z-Boy* is a strong fit for Gen Z and Alpha gamers.

## **SWOT ANALYSIS:**

### **Strengths:**

- 1. Heritage of comfort and durability:** *La-Z-Boy* began with the well known original recliner in 1927. Since then, they have had a long history of comfort, reliability, and durability. Their furniture is known to be made to order, built to last, and designed for long-term comfort. The leg-up this gives when entering the gaming space is huge. For most gamers, the chair is not just about looking cool or professional, it's about being able to comfortably stay locked in and focused for hours.
- 2. Vertically integrated model:** *La-Z-Boy* operates as a vertically integrated retailer and manufacturer. This system means it controls much more of the process beginning from the actual design then to manufacturing then to retail. This streamlined process can greatly help with regulating quality, consistency, and customization. This is extremely useful when thinking about the gaming chair because the new product feels intentional and thoughtfully considered, not just a money-grab product.
- 3. Trust across generations:** *La-Z-Boy* has been around for nearly 100 years and is continuously a brand people recognize, purchase from, and trust. While Gen Z and Alpha

are the targets, their parents are the most likely to be purchasing for them and/or giving them brand advice. Most adults are more likely to trust the brand with a long track record than a new, flashy, potentially unreliable furniture brand.

**Weaknesses:**

- 1. It is not known in the gaming industry:** While this doesn't make *La-Z-Boy* a bad brand it does put it at a disadvantage in terms of existing gaming brands it is competing against. The brand is known for home furniture, while gaming culture already has sought after brands that specialize in gaming chairs. *La-Z-Boy* just has to work a bit harder to prove it belongs in the same arena as established gaming equipment brands.
- 2. People may still think of it as an older brand:** *La-Z-Boy's* heritage is one of its strengths, but it can also make younger generations only picture couches, recliners, and older family-focused furniture instead of new, high quality gaming equipment. This just means the brand will have to position the chair as a sharper, more sleek and current chair that gives more of a performance vibe rather than a house chair with a gaming sticker on the back.
- 3. Premium pricing:** *La-Z-Boy* products are typically positioned much higher because of how established they are as well as because of their quality and customization options. In the gaming chair space, where many brands have lower pricing, this might create obstacles for the price-sensitive consumers. The brand must clearly communicate value and not just in terms of comfort but with the reinforced ideas of durability, longevity, and performance benefits over a long period of time.

## **Opportunities:**

- 1. Redefining gaming performance:** With the current gaming chair market focusing heavily on aesthetics, visual identity, and hype, few brands have been able to meaningfully address the physical demands of long-duration gaming. This gap brings an opportunity for *La-Z-Boy* to redefine the category by positioning comfort in relation to performance. By pushing the concept of endurance, stamina, and sustained focus gaming, the brand can establish a fresh competitive space rather than following suit and pursuing aesthetics.
- 2. Faker as a symbol:** Without using Faker as a celebrity endorsement, *La-Z-Boy* can introduce the storyline of his long career as something not defined by a single moment of success but rather a consistent dominance and endurance over time. This aligns with *La-Z-Boy's* core value of long-term support. By leveraging Faker as a representation of endurance rather than just popularity, the brand can build gaming credibility and authenticity within the demographic they want to target.
- 3. Growth of long-session gaming and the creator space:** Gaming and streaming is one of the most booming forms of social media right now with creators having high levels of monetization for long-form videos not regularly seen before. As this and esports continue to grow, the physical comfort and posture of creators is being talked about by fans now more than ever. This shift to long-form content and streaming creates a huge demand for better quality products that support long-term use more than anything. This really opens the door of opportunity for *La-Z-Boy* to position its chair as a necessary tool for serious esports players, streamers, and content creators.

## **Threats:**

- 1. Established gaming specific competitors:** Brands that already have their roots in gaming culture have extremely strong brand loyalty and recognition. The competitors, including *Razer*, *SecretLab*, *Logitech*, are typically viewed as the most desirable within the esports community as they have an established relationship with well known gamers. This makes it more difficult for *La-Z-Boy* to gain immediate access to the industry without a clearly differentiated positioning strategy.
- 2. Trend-driven consumer behavior:** The gaming community and culture is always changing and evolving with new trends, aesthetics, and brands that people constantly latch onto. A product that fails to quickly resonate risks being overlooked and skipped over in favor of more culturally relevant and aligned alternatives.
- 3. Gen Z and Alpha skepticism:** Younger consumers are notoriously more highly critical of brands entering spaces where they lack history and originality. If *La-Z-Boy's* attempted entry into this space is even slightly viewed as inauthentic or opportunistic rather than intentional, it could damage the credibility, limit adoption, and almost immediately alienate the demographic that would be their biggest target.

## **STRATEGIC RECOMMENDATIONS + KPIS:**

- 1. Own the concept of endurance gaming:** *La-Z-Boy* should position the chair not as traditional and basic gaming equipment but as a carefully crafted tool designed for sustained gaming performance over-time. This takes the core of *La-Z-Boy*, a brand with a long history of comfort, durability, and craftsmanship, and builds to the durability needs of long-form gaming. As previously mentioned, existing gaming chair brands focus

heavily on aesthetics, hype, and visual identity rather than pushing the need for physical comfort and longevity. By reframing comfort as a performance driver, one focused on stamina and engagement, *La-Z-Boy* can establish a new area within gaming equipment centered around endurance. This approach will help counteract the brand's lack of established gaming credibility by introducing a differentiated value proposition that competitors aren't currently heavily engaged in. Rather than trying to imitate or copy established gaming brands, *La-Z-Boy* can focus on what it has always done best, which is simply build products designed to last and support extended use. This specific positioning is even more reinforced by the rise of long-form streaming and gaming content. By aligning the message with this trend and behavioral shift, the brand can make a compelling case that this new product isn't just more comfortable than competitors, but fundamentally better for the direction the gaming industry is headed.

**a. KPIs:**

- i. Product page engagement time - indicating deeper interest in the new performance-based messaging.
- ii. Conversion rate increasing - the effectiveness of positioning in driving purchase behavior from the initial launch page of the product to actively following through on the sale.
- iii. Brand message recall - tracking the recognition of endurance, stamina, and performance support associations.

**2. Leverage Faker as proof, not promotion:** Rather than using Faker as other brands do which would be as a traditional celebrity endorsement, *La-Z-Boy* should position him within the campaign as a living proof of the core ideas of sustained success that required

sustained support. As outlined in the SWOT, Faker isn't defined by a single moment of success but rather his consistent dominance in the esports arena developed over an extended period of time. This approach will address one of the key weaknesses which is lack of cultural credibility in gaming, by grounding the message in an authentic and respected successful member of the community. The purpose of this would really be to shift the narrative from *La-Z-Boy* trying to enter gaming to *La-Z-Boy* supporting existing greatness. This strategy helps diffuse the threat of skepticism and doubt potentially brought on by Gen Z and Alpha audiences, who, as mentioned, are already critical of inauthentic brand behavior. For this aspect of the campaign, Faker is largely used as more of an example and spokesperson that speaks to the product's purpose and positioning.

**a. KPIs:**

- i. Achieve 8-12% engagement rate on Faker focused social content.
- ii. Reach 75% video completion rate on short-form campaign videos featuring Faker and 45% video completion rate on long-form campaign videos - indicating strong narrative engagement.
- iii. Increase audience perception that the brand is credible in gaming by 35%.  
This will be measured by a pre and post campaign survey sent out to existing customers as well as interested customers.

**3. Bridge generational trust:** *La-Z-Boy* should strategically leverage the already existing reputation and intergenerational trust to appeal to both Gen Z and Alpha gamers as well as purchasers (parents and guardians). The brand's nearly 100-year history is already a major strength, specifically in contrast to newer gaming equipment brands that don't have the durability and reliability to speak to. While younger audiences might initially

perceive *La-Z-Boy* as an older family brand, their purchasing decisions are sometimes influenced by parents who definitely prioritize the quality and longevity of products. This strategy also attempts to get around the threat of premium pricing. Parents and guardians are more likely to justify a higher price point when the product is associated with long-term value, durability, and trusted craftsmanship. At the same time, the inclusion of Faker and gaming-focused messaging ensures the product remains culturally relevant and still desirable to the target audiences of Gen Z and Alpha. By aligning emotional appeal with rational appeal, *La-Z-Boy* can create a more holistic and persuasive positioning strategy.

**a. KPIs:**

- i. Get to a 18-22% increase in purchase intent among target demographics during the campaign period.
- ii. Reach a 25%+ conversion rate from parent-influenced buyers - tracked specifically via survey or post-purchase data.
- iii. Improve cross-generational brand favorability by 15%+ among Gen Z while maintaining 85%+ favorability among adults 35+ (which is around the age of parents and guardians of Gen Alpha).