

## **CREATIVE BRIEF + HEADLINE + RATIONALE:**

### **OVERVIEW:**

*La-Z-Boy* is launching a gaming chair on National Video Games Day, using its partnership with Faker to enter the gaming equipment market. The goal of this campaign is to make sales and expand into a different market by repositioning the brand from traditional furniture to a performance-driven comfort brand that understands and creates for long gaming sessions.

### **TARGET AUDIENCE:**

The primary target audience is Gen Z and Alpha gamers of all genders ages 10-27 who value performance, identity, and authenticity. The secondary target audience is Millennials and Gen X parents and guardians of all genders ages 34-49 who are still purchasing for and influencing the decision of Gen Z and Alpha gamers. The secondary audience has an existing knowledge of the brand that we don't need to dramatically expand on but rather build on. Both audiences are competitive, highly engaged online, and quick to judge whether a brand feels real and authentic or forced.

### **OBJECTIVE:**

The goal is to build awareness, reposition the brand, and drive interest and sales in the product. This campaign introduces *La-Z-Boy* into the gaming community while showing that comfort can directly support performance.

### **CURRENT VS. DESIRED PERCEPTION:**

Currently, *La-Z-Boy* is seen as a traditional, family-focused, old-fashioned furniture brand. The desired perception is a modern, sleek, performance-driven brand that supports endurance, focus, and long-term play.

### **WHY?:**

The gaming chair market is saturated, *La-Z-Boy* needs to prove it belongs. This campaign helps break into the industry while addressing skepticism and demonstrating a clear, differentiated value which is support for long-term performance.

### **PLACEMENT:**

The campaign assets will run in heavy physical and digital traffic areas that generate curiosity and are culturally relevant spaces. Physical includes billboards near professional and college sporting arenas, bus stops on and around college and high school campuses and in cities that have a high sports culture, and wildposting in major cities. Digitally, the campaign assets will run on all social media platforms with focus on *Twitch*, *X*, *TikTok*, and sports-betting apps like *Fanatics*. Most of the primary audience is more engaged on socials, specifically the ones listed, and the secondary audience is more engaged with the areas the physical assets are posted. These environments ensure the message reaches gamers and purchasing parties where they're already engaged.

### **HEADLINE/TAGLINE:**

“Even Legends Need Support.”

### **PLACEMENT:**

For print, the ad would be placed on the back of multiple culturally relevant magazines including *Rolling Stone*, *Sports Illustrated*, *SLAM*, *Runner's World*, *EDGE*, and *PC Gamer*

magazine. These publications all reach a younger, culture-driven audience that overlaps both the primary and secondary target audiences and their interests in music, entertainment, and sports. This placement also allows the product to reach more lifestyle eyes instead of the strictly niche esports community.

For out-of-home, the ad would mainly appear where previously listed as well as digital billboards at large, high-traffic gaming conventions such as *TwitchCon* and esports events. These locations give visibility in spaces where gaming culture is already prominent and where audiences are most likely to engage with the message and product.

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**STRATEGY NOTE:**

The tagline “Even Legends Need Support” aligns well with the target audience because it speaks to how Gen Z and Alpha gamers view success, less about one big moment and more about consistency over time. Using the word “legends” makes the message feel aspirational while still grounded, especially with Faker as a reference point for long-term performance. “Support” works on two levels: physical (comfort, posture, endurance) and emotional (staying consistent under pressure). This directly supports the campaign goal of repositioning *La-Z-Boy* as a performance-driven brand rather than a traditional furniture company. The wording is intentionally simple and direct, which fits Gen Z preferences for clear, non-forced messaging while still feeling culturally relevant.