

Advertising Headline

Tagline: "Legends Don't Settle. They Recover."

Placement:

Print: Back cover of *PC Gamer* magazine.

Out-of-home (OOH): Advertisements will be placed outside and around esports stadiums and gaming venues on National Video Games Day, including large billboards, venue entrance banners, nearby bus stops and surrounding street signage.

Rationale:

Placing the ad on the back cover of *PC Gamer* provides an authoritative endorsement from one of the world's most respected PC gaming publications, neutralizing skepticism regarding a legacy furniture brand's entry into esports. The OOH placements in high-traffic esports districts ensure strong visibility during National Video Games Day, positioning La-Z-Boy as an integral part of the professional esports ecosystem.

Strategy Note:

The tagline "Legends Don't Settle. They Recover." facilitates an identity shift from "Dad's Recliner" to a high-performance gaming athlete's recovery tool. By using the word "legends," the campaign directly appeals to the aspirations of Gen Z and Alpha gamers who idolize Faker, while the term "recover" reframes La-Z-Boy's legacy of comfort as a professional necessity. This transition is vital to

establishing the brand as a leading professional-grade alternative to low-cost, racing-style gaming chairs.

The messaging creates a dual-value proposition. For young enthusiasts, the ad positions La-Z-Boy's gaming chair as part of a champion's setup. For parents, the focus on "recovery" justifies the purchase as a functional investment in their child's spinal health and safety.

The creative strategy behind the word choice is rooted in performance psychology. Choosing "Settle" challenges the audience's competitive spirit, suggesting that inferior chairs are a compromise on their potential. "Recover" was selected over "Rest" or "Relax" because it is a more active, athletic term. In the context of the National Video Games Day launch, this tagline positions the La-Z-Boy Ultimate Gaming Chair as essential equipment for those who take their performance and their health seriously.