

## La-Z-Boy Ultimate Gaming Chair Creative Brief

### 1. Target Audience

The target audience is 13- to 24-year-old Gen Z and Gen Alpha gaming enthusiasts, who spend 1 to 2 hours daily on games/esports, admire Faker, and value ergonomics, smart features, and personalization. Notably, Alpha users lack purchasing power, so their parents, ages 30 to 45, are key decision-makers. They prioritize spinal health, safety, and "functional investment" over pure entertainment.

### 2. Ad Placement

Strategic placements will saturate digital and physical channels, leveraging a high-impact launch window especially during National Video Games Day.

**Digital Hubs:** High-visibility digital placements on Twitch, YouTube Gaming, and TikTok; real-time integration during LCK/LPL broadcasts.

**Physical Activations:** Out-of-home (OOH) near esports arenas, youth shopping districts, and universities; "Pro-Experience Zones" in-store featuring ergonomic clinical endorsements;

**Community:** Direct engagement via Discord and college esports club partnerships.

### **3. Campaign Goals**

Identity Shift: Transition brand perception from "Dad's Recliner" to The Gaming Athlete's Recovery Tool.

Commercial Impact: Secure 50,000+ units in the first month, driven by a high pre-order sell-through rate.

Brand awareness: Establish La-Z-Boy as the No. 1 professional-grade alternative to fast-furniture gaming chairs.

### **4. Current vs. Desired Brand Perception**

Current: A legacy home brand seen as "too relaxed" or "unfit" for the intensity of esports.

Desired: A pro-performance throne endorsed by Faker. Perceived as a smart, customizable "Body-Aware" system that protects the spine while enhancing the competitive edge.

### **5. Why We Need This Ad**

In a market of flashy but unsupportive racing seats, La-Z-Boy introduces Embodied Intelligence. By leveraging Faker's Legend status and National Video Games Day, we validate that "Greatness requires Recovery." We bridge the gap between gamers' desire for "professional + cool" and demand for "comfort + health," positioning the chair as a professional health-tech investment for the next generation of legends.