

La-Z-Boy Ultimate Gaming Chair Creative Brief

1. Target Audience

Our primary audience comprises performance-driven aspirationalists (Gen Z and Gen Alpha gaming enthusiasts, ages 13 to 24) and their health-conscious gatekeepers (Gen X and Millennial parents, ages 30 to 45). For the youth, who spend hours each day immersed in esports and admire legends like Faker, the chair is a status symbol of going pro and a tool for personalization. For their parents, who hold the purchasing power, the priority is spinal safety and functional longevity. La-Z-Boy Ultimate Gaming Chair offers a unified solution that satisfies the child's pursuit of gaming prestige while appealing to the parent's investment in long-term physical wellness. It is designed to bridge the gap between cool factor and medical-grade support, turning a piece of furniture into a shared commitment to the child's future.

2. Ad Placement

To ensure a high-impact launch during National Video Games Day, we move beyond generic visibility to achieve contextual dominance across digital and physical ecosystems. Our placement logic is to reach the audience when their need for recovery is most acute.

Digital Dominance and Real-time Integration: Rather than standard ad rolls, we prioritize high-stress intervals—targeting post-match recovery segments during LCK/LPL broadcasts on Twitch, YouTube Gaming, and TikTok. By appearing when professional players are seen stretching or resting, we position the chair as the essential tool for returning to peak performance.

Physical Activations: Out-of-home (OOH) placements are strategically concentrated in areas surrounding esports arenas, university campuses, and youth-centric shopping districts during National Video Games Day. These are supported by in-store "Pro-Experience Zones" featuring ergonomic clinical endorsements.

Community and Grassroots Engagement: We intend to foster deeper conversion through direct engagement in Discord communities and college esports club partnerships. This transforms the brand from a pure advertiser into an active supporter of the grassroots gaming ecosystem.

3. Campaign Goals

Category leadership: To establish La-Z-Boy as the creator and leader of the recovery hardware category. We aim to move beyond being seen as mere furniture and become recognized as essential performance infrastructure that supports the longevity of a professional gaming career.

4. Current vs. Desired Brand Perception

Current: A legacy home brand seen as "too relaxed" or "unfit" for the high-intensity focus required in modern esports.

Desired: A high-performance anchor, perceived as a smart, customizable, body-aware system endorsed by Faker. It is the gold standard for anyone—from aspiring pros to casual enthusiasts who

refuse to compromise their health for their passion. We shift the image from a dad's recliner to an athlete's recovery throne.

5. Why We Need This Ad

The gaming chair market is currently saturated with flashy, unsupportive racing-style gaming chairs that prioritize aesthetics over physical well-being. La-Z-Boy intervenes to fill a market void where health science meets gaming culture. This campaign serves to amplify awareness of a new professional standard, identifying and fulfilling the convergence point where youth aspirations for status symbols align with the demand for physical sustainability. By launching on National Video Games Day and leveraging Faker, a legend defined by professional longevity, we validate that recovery is an essential competitive advantage. This promotion introduces a new category of recovery hardware to the market, establishing a professional standard of care for the next generation of digital natives.