

Lenovo Research Report: Work for Humankind

The Lenovators:

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Table of Contents

Title Page.....	1
Table of Contents.....	2
Executive Summary.....	3
Meet the Team.....	4
Background and Secondary Research.....	7
Primary Research Methods.....	10
Primary Research Results.....	11
Discussion.....	14
Appendix.....	17

Executive Summary

Lenovo is launching the next chapter of its global thought leadership campaign, Work for Humankind, which leverages technology to bring people together for the greater good. The upcoming phase of the campaign will market Lenovo's new Aura Edition AI PCs to young creatives, highlighting the brand's vision for the responsible, inclusive and innovative use of AI. By connecting with the values of Generation Z and younger millennials, Lenovo seeks to drive earned media, connect with young creatives, and increase purchase consideration of its AI PCs over competitors.

To craft the most newsworthy and impactful campaign, we conducted extensive research to understand young creatives' goals, challenges, and desired benefits in both the personal and professional spheres. Additionally, we sought insights about young creatives' perception of Lenovo, its competitors, and AI PCs in general.

After completing our background and secondary research, we targeted young creatives with a 15-question survey and in-depth interviews. Our survey garnered 35 responses, and we interviewed 22 individuals aged 18-26 who study and work in various creative industries.

Our primary research culminated in several key findings:

- Young creatives place a high premium on human connections and collaboration, and they value technology that streamlines the creative process. However, young creatives prioritize personal growth and fulfillment above their functional and social jobs.
- Young creatives experience a variety of pain points. Internal pressures often show up in the form of imposter syndrome or overthinking, whereas external pressures result from professional expectations, competition, and evolving technologies and trends.
- Instagram is a leading social media platform that sparks creativity among young creatives, who value content that inspires them and teaches them new skills.
- Young creatives value AI as a tool to streamline the mundane or preparatory aspects of their work, but some fear losing the "core of creativity" to AI.
- Lenovo has a reputation as a dependable, reliable brand. However, few young creatives perceive Lenovo's PCs as sleek or innovative, and there is minimal awareness of Lenovo's efforts to use tech for good.
- Apple is a primary competitor in the AI PC market, with many young creatives already entrenched in the Apple ecosystem.

These results demonstrate that young creatives are primarily focused on overcoming challenges to produce high-quality, meaningful work that they feel proud of. Despite valuing AI as a supportive tool, many remain skeptical about investing in AI PCs and deviating from the Apple ecosystem. Although our research shows that Lenovo's Work for Humankind activations have not effectively reached young creatives in the United States, we see an exciting opportunity to meet these consumers where they are at, creatively and digitally. By presenting messages and tools that empower young creatives to achieve their goals, we aim to build a relationship with this key target audience and increase their purchase consideration of the Aura Edition AI PCs.

Work for Humankind

“Lenovators”

Fall 2024

Meet The Team

That makes everything possible



Isabelle Ingle

Communications Team Lead

Isabelle grew up in Asheville, North Carolina, and just began her senior year at UNC-Chapel Hill. Studying advertising and public relations with a double major in communications, she hopes to land an account position at an esteemed agency following graduation in May. After a semester studying abroad in Florence, Italy, Isabelle spent the summer in Atlanta as a client engagement intern at VML, working directly with the agency GTB. As the Lenovators’ communications team lead, she brings effective leadership and collaboration skills to ensure all work runs smoothly.

Elisabeth is a senior at UNC-Chapel Hill studying advertising and public relations, English and creative writing. She is from Charlotte, North Carolina, and recently completed a public relations internship at Chernoff Newman, where she created website and social media content, conducted media outreach and analyzed media performance for clients in the public and private sectors. Last year, Elisabeth sharpened her editing skills as the deputy copy chief at The Daily Tar Heel, a student-run newspaper serving Orange County residents. Elisabeth will leverage her strategic communications acumen as the Lenovators’ copy editor and client liaison, managing all correspondence with the Lenovo team.



Elisabeth Jordan

Client Liaison



Savannah Gallis
Communications Team

Savannah is a senior at UNC-Chapel Hill majoring in advertising and public relations. A native of Durham, North Carolina, Savannah is passionate about crafting narratives that resonate with audiences. She has completed the university's journalism core curriculum, building a solid foundation in media writing and strategic communication. During her summer internship at Power Move Marketing, she gained significant experience in content creation and blogging for clients across diverse markets, expertly tailoring content to meet specific audience needs and goals. She also served as a social media team leader for a nonprofit, where her PR writing skills were instrumental in driving strategic social media initiatives and engaging with the community. This experience, paired with her strong writing abilities, makes her an essential part of the Lenovators' communications team.

Folger grew up in Davidson, North Carolina, and is now a senior at UNC-Chapel Hill studying advertising and public relations. Last spring, she participated in a study abroad program in Valencia, Spain, where she focused on Spanish and communications. This experience sparked her passion for international relations. Over the summer, Folger interned with the American Marketing Association as a public relations intern, a role she will continue this semester. Throughout the internship, Folger honed her skills in media outreach, podcast production and strategic communication. She is excited to bring her professional experience and academic expertise to the Lenovators' communications team.



Folger Cashion
Communications Team



Jack Cusick
Communications Team

Jack hails from Lake Norman, North Carolina, and is a rising senior at UNC-Chapel Hill, majoring in advertising and public relations with a minor in conflict management. Over the years, Jack has worked on various projects, including the rebranding of the Orange Bowl, where his team presented ideas to boost engagement for the annual event. Most recently, Jack interned at Elixir North America in Business Operations, gaining experience in purchasing functions such as inventory and revenue management, vendor relations and budgeting. He hopes to apply these skills in close collaboration with the Lenovators' communications team.



Elizah Liberty Van Lokeren

Creative Team Lead

Elizah is a senior at UNC-Chapel Hill studying media and journalism and social and economic justice. Elizah has four years of experience in freelance photography and is beginning her third year interning with UNC Football on the creative team. She has worked as a PR intern for UNC American Indian Center and serves as a photographer and creative lead for Coulture Magazine. She interned as a website designer and media manager for KINITRO, a nonprofit located in Athens, Greece, and recently completed a summer internship with .Monks, a global marketing firm and agency, at their Madrid headquarters. With her years of experience in professional photography, digital storytelling and integrated marketing, Elizah will serve as the leader of the Lenovators' creative team.

Liddy grew up in Richmond, Virginia, and currently studies advertising and public relations at UNC-Chapel Hill. This is her last year of college, and she finds herself pondering what the next journey of her life will be. She spent her summer interning at Immersive Management & Records, a media management company specializing in the merging of music and theatre. Liddy has spent her time at UNC exploring her love of theatre and developing a passion for artistic management and publicity. She is excited to utilize her skills as an artist on the Lenovators' creative team.



Liddy Wade

Creative Team



Safa Tonuzi

Creative Team

Safa is a fourth-year undergraduate media and journalism student at UNC-Chapel Hill, and she is passionate about the intersectionality between communication and human culture. Safa has a strong background in cultural anthropology and fashion communication and marketing. Her current interests revolve around incorporating elements of ethnography into marketing approaches. This past summer, Safa utilized her public relations writing, creative problem solving and campaign skills to work as a social media strategy and marketing intern for a health and beauty brand based in Atlanta. She currently serves as a creative director for Coulture Magazine and is eager to implement her perspectives into Lenovo's future campaigning. With her previous experience, Safa is an invaluable member of the Lenovators' creative team.

Background and Secondary Research

Opportunity Statement

Founded in 1984 in Beijing, Lenovo is a global technology company that “designs, develops, and manufactures innovative products” for customers in 180 key markets ([Who We Are](#), [Our History](#)). Lenovo’s marketing team has tasked the Lenovators, a student team at the UNC Hussman School of Journalism and Media, with creating the next chapter of Work for Humankind, a global thought leadership PR-led campaign that leverages technology for social impact. Our campaign will market Lenovo’s new Aura Edition AI PCs and communicate the brand’s vision for the responsible use of AI, making it accessible, ensuring inclusivity, and inspiring people to come together for the greater good.

Lenovo’s main goals are driving earned media in tier-1 publications, connecting with older Gen Z and younger millennials by using AI for good and portraying the experiences new AI PCs offer young creatives, further driving purchase consideration over competitors. With these goals in mind, we aim to empower young creatives with practical, cutting-edge tools that support their personal and professional development, demonstrating how Lenovo’s AI PCs will equip them to thrive in the evolving technological world.

SWOT Analysis

To inform the next chapter of Work For Humankind, we have identified key strengths, weaknesses, opportunities and threats that define Lenovo’s current operational context.

Strengths	Weaknesses
<p>Lenovo’s Work for Humankind campaign demonstrates an innovative approach to PR by leveraging prominent social issues and personalizing the brand. For example, Lenovo identified the rising trend of remote and hybrid work and offered volunteers the unique opportunity to work from the remote Robinson Crusoe Island. This effectively aligned the campaign with current work culture shifts. (Lenovo StoryHub)</p> <p>Beyond innovative campaigns, many consider Lenovo to be a reliable, reputable brand with lower repair rates compared to its competitors (Lenovo PC Reliability Report).</p>	<p>Lenovo’s Work for Humankind campaign had limited impact due to a lack of brand visibility and media traction among the Gen Z audience. This reflects the broader challenge of Lenovo’s lack of positive earned media in the U.S. market (DCN).</p> <p>Despite its diverse product line, Lenovo’s over-reliance on the PC industry makes the company prone to revenue decline when PC sales fall (Reuters).</p> <p>Only 32% of Americans trust companies headquartered in China, as opposed to 58% of Americans who trust companies headquartered in the United States (Statista).</p>

Opportunities	Threats
<p>Partnerships with nonprofit organizations and tech advocacy groups could provide an opportunity for Lenovo to position itself as a leader in ethical AI usage and/or creative development.</p> <p>There is also a growing market for AI technology across creative industries.</p>	<p>One threat Lenovo faces is intense competition in the tech industry. For example, Apple’s latest venture into the AI market with <i>Apple Intelligence</i> could overshadow Lenovo’s AI PCs (PRWeek).</p> <p>Another threat is the negative public perception and litigation surrounding AI, with widespread concerns about bias, privacy and threats to human creativity.</p>

Online Literature Review

Lenovo has achieved great success in previous and current campaigns, including its partnership with SuperHeroes and BCW ([DesignRush](#)). These examples highlight the success of Lenovo’s creative, innovative and personable messaging strategies.

To promote the launch of the Yoga Slim 7x laptop in August of 2024, Lenovo partnered with SuperHeroes in the "For All of Us" campaign, featuring seven films by eight award-winning AI artists using Lenovo's Snapdragon Elite X processor. This campaign focused on emotional connections rather than technology specs, celebrating humanity’s differences through the Yoga brand. Similarly, Lenovo's "From the World's Factory to the World's Engine" campaign with BCW highlighted smart manufacturing and challenged stereotypes about Chinese production by sharing factory workers' personal stories, redefining the meaning of “made in China.” Like Work for Humankind, both of these examples exemplify Lenovo’s human-centric approach to its campaigns. Instead of highlighting technical achievements, Lenovo emphasized diversity, inclusion and individual experiences.

As Lenovo prepares to target young creatives, it must also learn from other brands and their AI-related messaging tactics. For example, Apple demonstrated the wrong way to pitch emerging technologies to young creatives in its recent, controversial “Crush” advertisement. The short TV spot features a hydraulic press crushing various instruments, art supplies and other creative tools into a thinner-than-ever iPad. Although Apple intended to emphasize the efficiency and creative capacity of its new product, the company received intense backlash for its decision to “crush” human creativity, especially considering the rise of AI-generated content ([PRWeek](#)).

In response to Apple’s blunder, Samsung seized an opportunity to reposition its products against Apple’s and build rapport with young creatives. Beginning in the rubble of the hydraulic press, Samsung’s response ad depicts a woman strumming a broken guitar and using Galaxy AI to display her sheet music. This ad allowed Samsung to highlight its products while emphasizing the irreplaceability of humankind. By earning positive media coverage in [Marketing Dive](#), [Tech](#)

[Central](#), [PCMag](#) and more, Samsung’s ad suggests that the most effective and emotionally resonant messages present AI as a tool that serves human creativity, not a replacement for human creativity ([Marketing Dive](#)).

Ideas to be Pretested

Guided by Lenovo’s brief and their personal experiences with the target audiences, we have established several areas of focus for their research.

1. Although many professionals ‘work to live’ rather than ‘live to work,’ we predict that young creatives place the highest premium on earning personal validation and validation from others. In other words, they may prioritize opportunities that provide a sense of purpose or personal fulfillment over higher-paying roles. To test this theory, we will ask young creatives what is most rewarding about their work, and what professional results are most important to them.
2. Additionally, we hypothesize that young creatives’ pain points include struggles with creative burnout, job security and evolving technologies. To determine the most prevalent struggles, we will ask multiple-choice survey questions and open-ended interview questions, inviting participants to share and rank their pain points. Via interviews, we will probe for solutions to these prominent challenges, identifying areas where Lenovo could offer innovative, practical, AI-centric solutions that resonate with young creatives.
3. We also suspect that young creatives perceive AI as a desired benefit and a pain point. Because generative AI companies have a history of filching creative work to train their tech, young creatives likely harbor suspicion toward products with AI integration. On the other hand, we predict that young creatives value tools—including AI—that increase their productivity, enabling them to reach their creative goals more efficiently. To determine the most effective, inspiring ways to reach young creatives on the potentially divisive topic of AI, we will study young creatives’ use of AI, their perceptions of AI, and what benefits they want from AI.

Research Goals

In addition to the ideas to be pretested, Lenovo’s marketing team has tasked us with researching four main questions:

1. What are young creatives trying to achieve with their (AI) PCs? Inspired by the Jobs to be Done framework, we will discover whether young creatives prioritize getting things done, feeling a certain way or being seen in a certain way by others ([Medium](#)).
2. What problems or frustrations do young creatives face? These pain points can be personal, professional or technological.
3. What benefits do young creatives want? Lenovo defines benefits as solutions that make life better, easier or more enjoyable.
4. Which products are direct competitors to Lenovo Aura Edition AI PCs for young creatives? This question demands not only the identification of competitors, but also an understanding of why consumers may prefer a different PC brand.

Audiences

Lenovo's target audience is emerging and established creatives aged 18-30, encompassing older Gen Z and younger millennials who work in creative, highly digital fields. This includes freelancers, agency creatives and startup founders. These individuals have a moderate to high disposable income and want to invest in premium creative tools. They value authenticity and self-expression, using technology to market themselves and create work that matters.

We have expanded Lenovo's target audience to include ambitious, college-aged creatives without a moderate to high disposable income. It is important to build rapport with these potential consumers now, when they are on the precipice of their creative careers and may be considering a future investment in an AI PC. Additionally, we have identified audiences in creative adjacent careers such as administrative leads who manage groups of creatives. Although these professionals do not fall within Lenovo's target age range, they make crucial technology purchases for teams and companies engaged in creative work, playing a vital role in assessing creative employees and evaluating PC and AI needs at the team level.

Primary Research Methods

Interview Methodology

We conducted extensive interviews to glean insights about young creatives' goals and challenges, as well as their media habits and their opinions about technology and AI. Seeking a diverse sample, we leveraged personal connections and online portfolios to recruit 22 interviewees, including students, freelancers, agency professionals and in-house creatives aged 18-26. The interview sample spans industries: advertising and marketing, graphic design, apparel design, social media influencing, podcast and music production, photography, videography and film. We conducted nine in-person interviews, nine phone interviews and four Zoom interviews, asking open-ended questions about participants' motivations, behaviors and opinions.¹

Survey Methodology

To expand our primary research, we also created a 15-question survey to determine how young creatives use and perceive AI, what work-related challenges they face, what PC brands they use, and how they rank Lenovo among its competitors. We created the survey using Qualtrics and distributed it via text, email, Instagram and GroupMe to individuals studying and working in creative fields. Out of 35 total respondents, 30 chose to self-identify. These participants were majority white/Caucasian, with 6.7% identifying as Black/African American, 3.3% identifying as Hispanic/Latino and 3.3% identifying as "other." Self-identifying respondents were 33.3% female and 66.7% male, with 70% landing in Lenovo's target age group. Participants answered multiple-choice, ranked-choice and scale questions.²

¹ See Appendix

² See Appendix

Primary Research Results

Interview Results

After interviewing 22 creative students and professionals, we identified key insights about young creatives' goals, challenges, desired benefits and media consumption, as well as their opinions on AI and Lenovo.

- **Focus on human connections:** Out of 22 interviewees, 17 discussed pleasing clients and making connections as a primary goal.
 - “I want to capture the people I am working with and further the relationships with those people.”
 - “My main goal there is to always make the customer feel special and like they’re getting a special piece of, like, kind of my heart and soul.”
 - “Knowing that I help others through my work and allow them to understand concepts they didn’t before feels so rewarding.”
 - “Recreating and telling stories while creating feelings is why I do it.”
 - “Making stuff that resonates with other people is also rewarding — that makes people laugh or that makes people just, like, feel something.”
- **Personal growth and fulfillment:** Eighteen interviewees mentioned the importance of personal creative growth and a sense of accomplishment when bringing their ideas to life.
 - “Over time, I’ve really found my goal is more to be able to pick up the skills and knowledge to express myself in ways that I find beautiful.”
 - “It’s an area I get to connect the analytical sides of my identity with my desire to be creative.”
 - “I end up being really proud of myself that I came up with something new... it's a very saturated market.”
 - “It takes a lot of perseverance to get better at your craft and then seeing that you’ve improved; it’s very rewarding.”
- **Internal and external pressures:** All interviewees identified a range of creative hurdles, primarily focusing on mental, creative and practical challenges.
 - “The creative process is not linear, especially for advertising, and that’s challenging ... Figuring out what is the best way to come up with the best ideas and impostor syndrome can also be very challenging.”
 - “It’s a constant effort to come up with fresh, unique ideas that also align with the brand’s goals and resonate with the target audience. Creative content needs to not only look good but also drive results—whether its engagement, conversions, or brand awareness—and sometimes, finding that perfect balance between artistic vision and strategic effectiveness can be tough.”

- “Being my age and having a better understanding of social platforms like TikTok, and having to really fight for those ideas to a higher management ... that is one of the most challenging things.”
- “As a creative, you also have to learn how to handle all the admin—outreach, clients, invoices, money, taxes.”
- **Preference for Instagram:** Sixteen interviewees mentioned Instagram as a primary media source, with TikTok and YouTube identified as strong runners-up. More than half of the interviewees mentioned seeking creative inspiration and/or instruction on these platforms. Key influencer values include innovation, engagement, credibility and relatability.
 - “You can tell someone has put work into [their content] and cares about it.”
 - “I also try to follow people who are pushing the envelope and doing things differently. Just because the world of social media has been done one way for a certain amount of time doesn’t mean it has to stay that way.”
 - “I typically engage with accounts that impress me with their product and their process. With creative accounts, I like to see the how just as much as, often more than, the what.”
- **AI as a planning tool:** Across the board, interviewees indicated a strong drive to gain skills and enhance their creative processes. Although some expressed discomfort with AI, many described it as a tool that does or could help them achieve these goals more efficiently.
 - “I’m optimistic about the potential of AI to be a supportive tool, but I also believe it’s essential to strike the right balance so that the core of creativity doesn’t get lost in the process.”
 - “AI presents an incredible opportunity for enhancing the creative process.”
 - “[AI] can really help fill in gaps for younger and more amateur creatives to really help push them along and teach them new things.”
 - “Creativity is a human thing, not really AI, but [AI] can help spark creativity.”
 - "I think it is more useful for the strategy and the beginning of an idea than it would be for me to actually create a design."
- **Mixed opinions about AI PCs:** Less than half of interviewees said they would be interested in purchasing an AI PC, and many interviewees expressed indifference, disinterest or even suspicion toward AI PCs.
 - “If it costs anything, at this point, no, I don’t need it unless it’s something I feel like would really add value ... but at the same time, I am hesitant to let AI run everything and be so involved with everything.”
 - “I wouldn't be afraid of it.”
 - “I also don't know if I would use it enough for it to be valuable for me. I also don't know how much it would help me grow with my creativity. I would be a little bit

nervous that I would start to depend on it a little bit too much and I would lose a little bit of my creative spark.”

- **Lenovo is associated with reliability, but not innovation:** Although 19 interviewees expressed loyalty to Apple, nine said they associate Lenovo with reliability, durability or professionalism. On the other hand, some interviewees described Lenovo as being outdated or unoptimized for creative software like the Adobe Suite.
 - “I’ve had a Lenovo laptop that I used for gaming about five or six years ago, and it’s still in perfect condition today. It’s proven to be more reliable over time than my MacBook for gaming purposes.”
 - “[Lenovo] has always seemed relatively reliable; I haven’t heard any super crazy horror stories of somebody having a Lenovo computer and having all these tons of issues ... but I also don’t think of it as, you know, some insane, out-there, top-of-the-line thing.”
 - “I personally do not have a Lenovo computer, mainly because I haven’t really been looking for a productivity laptop ... That being said, the ThinkPads have been around for years and years and years. I have friends who have ThinkPads. If I was looking for a work laptop, the first thing that comes to mind is a ThinkPad. I don’t know if I’d necessarily get one for creative work.”
 - “I’ve heard that [Lenovo’s] ThinkPad series is especially reputable for professionals needing a powerful and functional machine.”
 - “I think Lenovo is a reliable brand when it comes to laptops but not the best in the market.”

Survey Results

Featuring responses from up to 35 participants, our survey results affirm and expand on our key interview takeaways, offering hard data about creatives’ goals, AI usage, brand preferences and perception of Lenovo.

- **Creatives’ need for self-approval:** Creatives prioritize feeling proud of their work over external validation, with recognition by others being the least important factor.

Which result is most important (1 being most important and 4 being least important) to you when working on a creative project?



- **AI as a double-edged sword:** Fifty-four percent of respondents indicate “sometimes” using AI to help complete their creative tasks, meaning they use AI less than half the

time. Respondents identified efficiency as AI's strongest asset, giving it a 3.97/5 rating. With a 2.06/5 rating, privacy remains a major concern.

- **Apple as Lenovo's top competitor:** Apple is overwhelmingly the preferred brand for creative professionals, both for current use and future AI-enhanced PC purchases. Out of 33 respondents, 26 currently use an Apple PC. Although 15 respondents reported having used and/or owned a Lenovo product, 14 respondents ranked Lenovo as their lowest pick for an AI PC brand, with Apple, Microsoft and Dell taking the lead.
- **Low awareness of Work for Humankind:** Although more than 10 respondents rated Lenovo on quality, price and product performance, only four respondents gave the brand a social responsibility rating. The lack of participation and the low average rating (3.00/5.00) indicate a lack of awareness about the brand's mission to use tech for good.

Discussion

Revisiting Research Goals

Our interview results demonstrate that young creatives use their PCs for every aspect of the Jobs to be Done framework: streamlining the creative process, crafting work that resonates with others and achieving personal growth and fulfillment. However, our survey results prove that young creatives prioritize the “emotional job” of personal creative fulfillment above all else. As they seek personal fulfillment, research participants identified skill enhancement and creative collaboration as benefits that would make their lives better. They also discussed the importance of optimizing “functional jobs” to achieve personal fulfillment more efficiently. For example, many young creatives use AI to streamline the brainstorming process, learn new skills and complete menial tasks so they have more time to execute their creative visions.

In addition to revealing young creatives' wants and gains, our research solidifies the range of internal and external frustrations they face. Research participants confirmed that creative burnout, time management and evolving technologies are key pain points, with concerns about job security mentioned less frequently. We also discovered challenges relating to impostor syndrome, self-promotion, practical business challenges and AI usage. Although many young creatives value AI as a supportive tool, some fear losing the “core of creativity” to AI, drawing a hard line between AI-derived output and their personal creative output.

Based on our background research and results via the survey and interviews, Apple stands as the biggest competitor to Lenovo with their Macbook Pro. Other competitors, while not as threatening, include Microsoft's Surface Pro, Dell's XPS Series, and HP's Spectre x360. Most interviewees expressed loyalty to Apple because of its sleek design, performance and product ecosystem, while also describing Lenovo as outdated or unfamiliar. Additionally, Apple was the primary AI PC choice of survey respondents, with Microsoft and Dell also ranking higher than Lenovo. These results, along with the widespread neutral or negative perception of AI PCs in general, indicate a need for extensive competitor repositioning and increased brand awareness among U.S. audiences.

Implications and Recommendations

The following section outlines the key implications and recommendations that will shape our final PR campaign.

1. Implication: Young creatives care about overcoming obstacles to achieve their goal of creating high-quality, meaningful work.
Recommendations: Focus on authentic stories about creatives using tech to overcome obstacles and generate work that resonates. Advance the main message of creative empowerment—especially for young creatives who lack the resources to improve their skills or reach large audiences. Position AI as a tool for creatives balancing creativity and business administration, allowing for increased creative pursuits.
2. Implication: Young creatives are not convinced that AI PCs are worth the investment.
Recommendations: Proceed with caution. Show how AI PCs can complement—not overshadow—human creativity by helping save time, streamline processes, tackle menial labor, train new skills, etc. Illustrate how AI serves the creative in a supportive manner.
3. Implication: Competitor repositioning is essential to reach young creatives, who are entrenched in the Apple ecosystem.
Recommendations: Prove that Lenovo is sleek, innovative and optimized for creatives. Create a polished interface with the website by using modern user experience technology, including using product photos instead of generic icons to assist with branding.
4. Implication: The personal angle of Work for Humankind is not effectively reaching Gen Z and young millennials in the United States.
Recommendations: Increase earned media and virality on all social media platforms. Prioritize influencer partnerships on Instagram, TikTok and YouTube, focusing on cross-industry accounts that create high-quality, professional content while also showcasing the creative process. Highlight inspiration, tutorials and experiences so the target audience sees AI PCs in action.

Limitations

Although we gained valuable insights during every step of the research process, we did face logistical barriers that impacted the scope and efficacy of our report.

Despite casting a wide net when seeking interview and survey participants, we had no financial resources to incentivize participation. Thus, many interview and survey requests yielded no engagement. If we had a budget, we could have utilized software programs like Pollfish to gain more participants, or we could have rewarded participants with a gift card. As is, our team could only leverage existing connections and free online platforms to distribute the survey and request interviews.

We also had limited time to conduct their primary research, making it difficult to engage busy professionals. We contacted several creative professionals who did not respond or had no availability. Similarly, some respondents seemingly rushed through the survey and did not answer every question, which sometimes made it difficult to draw strong conclusions.

Next Steps

As we conclude our secondary and primary research, we are energized by the audience insights and growth opportunities that will shape our final campaign. By engaging with more than 50 research participants, we learned that young creatives prioritize feeling proud of their creative output, which motivates them to improve their creative skills. Additionally, we discovered that young creatives are highly collaborative and ‘partner’ with influencers to find inspiration and new creative tools. These insights illustrate a possibility for Lenovo to build an emotional connection between young creatives and AI PCs on social media, creating impactful experiences and inspiring human connections with creative influencers.

We are also excited to advocate for young creatives by addressing and mitigating the challenges they face. Now that we have a deeper understanding of young creatives’ struggles with burnout, time management, impostor syndrome and more, we can identify opportunities for Lenovo to empower creatives across industries with practical, newsworthy, AI-focused solutions. This narrowed focus enhances our confidence in the strategy we are developing and reaffirms the potential impact we can make in delivering a campaign that both aligns with audience needs and drives meaningful results.

After diving deeper into the AI landscape and gaining a better understanding of young creatives, we have the power to position Lenovo as an industry leader in the emerging technology space. We look forward to implementing our insights in the next phase of Work for Humankind, leveraging Lenovo’s technology to support its purpose-driven approach to work, and inspiring people to come together for the greater good.

Appendix

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Survey Questions

1. Your participation in this survey is entirely voluntary, and all responses will remain anonymous. By hitting "Continue" you consent to participate in this study. Estimated completion time is 10 minutes, and there are 15 questions total. We value your time and contribution.
2. Do you work or study in a creative digital field? Select the option that best describes your industry.
 - Video, film, and photography
 - Design, including graphic design, product design, architecture, and fashion
 - Advertising and marketing
 - Music and podcasts
 - Social media, including influencing and content creation
 - I don't work or study in a creative digital field
 - Other: _____
3. What are the biggest challenges you face as a student or professional in a creative field? Select all that apply.
 - Time management
 - Idea generation
 - Evolving technologies and/or trends
 - Collaboration with others
 - Financial security
 - Other: _____
4. Which result is most important (1 being most important and 4 being least important) to you when working on a creative project?
 - I complete my work in an efficient, timely fashion
 - I feel proud of the quality of my work
 - My work is recognized and approved by others

- I am compensated for my work.
5. What brand(s) of personal computer (PC) do you currently use?
 - Dell
 - Lenovo
 - Apple
 - Microsoft
 - HP
 - Other: _____
 6. How often do you implement generative artificial intelligence (AI) to help complete your creative tasks?
 - Always
 - Most of the time
 - About half of the time
 - Sometimes
 - Never
 7. On a scale of 1 to 5, with 1 being the lowest and 5 being the highest, how do you perceive AI's performance within the following categories?
 - Creativity
 - Efficiency
 - Privacy
 - Reliability
 8. Imagine you are going to purchase a new PC incorporating artificial intelligence services to boost your productivity. Rank the following brand options from your top pick (1) to your lowest pick (5).
 - Dell
 - Lenovo
 - Apple
 - Microsoft
 - HP
 9. Have you ever owned or used a Lenovo product?
 - Yes, I currently own a Lenovo product
 - Yes, I have owned a Lenovo product
 - Yes, I have used (but not owned) a Lenovo product
 - No, I have neither owned nor used a Lenovo product
 10. On a scale of 1 to 5, with 1 being the lowest and 5 being the highest, how do you perceive Lenovo's performance in the following categories?
 - Quality
 - Performance
 - Price
 - Social Responsibility

11. How old are you?
 - Under 18
 - 18-24
 - 25-34
 - 35-44
 - 45-54
 - 55 or older
12. What is your gender?
 - Male
 - Female
 - Non-binary/other
 - Prefer not to say
13. What is your ethnicity? Select one or multiple.
 - American Indian/Alaskan Native
 - Asian/Pacific Islander
 - Black/African American
 - Hispanic/Latino
 - White/Caucasian
 - Other
14. Do you reside in the United States?
 - Yes
 - No
15. Optional: If you have any other insights or questions about the survey or the topic, please add them below.

Interview Questions

1. Tell me about yourself, including your age, location and creative work.
2. What are your main goals for your work?
3. What is most rewarding about the creative work you do?
4. What is most challenging about the creative work you do? What do you think would help you face those challenges?
5. Tell me about your daily media habits. What specific media platforms, media channels and social accounts engage or inspire you? Why?
6. When you follow a creative influencer or platform, what qualities are you looking for? Why?
7. As a creative student or professional, how do you feel about the rise of artificial intelligence?
8. Do you use AI platforms to aid your work? In what ways or forms?
9. Tell me about your current laptop.

- What brand is it?
 - How does it meet or not meet your needs/expectations?
 - Would you purchase the same brand again or consider switching to something new?
 - Would you ever consider purchasing a PC with built-in AI services?
10. When you think about the brand Lenovo, what comes to mind?