

Lenovo and Los Angeles International Airport to Launch New Network of Advertising Signs Which Incorporate HDTV Technology

LOS ANGELES, Sept. 24 /PRNewswire/ -- Los Angeles World Airports (LAWA), Lenovo (a division of the Lenovo Group) and airport advertising contractor JCDecaux today launched a new and breakthrough advertising campaign at Los Angeles International Airport (LAX).

Known as "The Hollywood Network", Lenovo will welcome all inbound passengers at LAX on this network comprised of nine large (12'w x 6'h) back-lit displays now installed in the arrivals areas in Terminals 1 through 8 and the Tom Bradley International Terminal. Each one of these displays incorporates a 57" HDTV screen embedded in an over-sized backlit display. LAX recently contracted with Paris-based JCDecaux to provide the airport its first-ever advertising sign program.

According to Glen Gilbert, VP of Integrated Marketing Communications at Lenovo, "While a household name in countries such as China and India, Lenovo is nonetheless 'the new guy on the block' in the United States. Airport advertising will allow us to quickly establish our brand, especially among our principal target of business travelers. By buying dozens of oversized, "spectacular" units--including several at LAX--it's hard to miss us! Moreover, it's hard not to remember our basic brand proposition: that Lenovo has the best engineers who, in turn, make the best engineered PCs. Needless to say, we're excited to "spread this word" through innovative airport advertising."

"JCDecaux designed and produced the The Hollywood Network which provides a unique arrivals experience to over 30 million travelers annually at LAX, as well as valuable brand exposure for Lenovo. This is one of many marketing, sponsorship and advertising initiatives available in this venue," said Jean-Luc Decaux, Co-CEO of JCDecauxNA, Inc.

Lenovo executed this program by working closely with its media planning and buying partners MindShare and Aviator. "Business audiences are becoming increasingly difficult to reach via traditional media, making airports a more highly considered medium for impacting this target. As an agency, Aviator's core business is to seek out effective media solutions within these venues. The Hollywood Network is ideal for Lenovo as it demonstrates the same core values as the brand -- breakthrough innovation and design", said Jo Zmood, Business Development Director at Aviator.

In a new campaign launching this fall, Lenovo introduces its great thinkers (engineers, scientists, inventors) and dramatizes how their inventiveness leads to better PC's. The campaign, created by Ogilvy in New York, aimed to demonstrate the design, thinking and science that go into creating and building Lenovo's products. "PCs are often considered a commodity category. But when you go inside this company and spend time with the engineers and see the thinking that goes into their technology, you quickly discover that innovation matters deeply to them. Our hope is their passion is reflected in the work," said Greg Ketchum, Senior Partner, Group Creative Director at Ogilvy.

About Lenovo

Lenovo is a global leader in the PC market, developing, manufacturing and marketing cutting-edge, reliable, high-quality PC products and value-added professional services that provide customers around the world with smarter ways to be productive and competitive. We base our success on our customers achieving their goals: productivity in business and enhancement of personal life. Lenovo is a brand that has become synonymous with breakthrough innovation and design of PCs, winning numerous awards and demonstrating the core message of their new advertising campaign "from the world's best engineers come the world's best-engineered PCs".

About Aviator

Aviator launched in 2007 as a media agency specializing in placement of ad space in airports, in-flight and has fast become the leading agency in this field of expertise. We represent numerous blue-chip companies across the globe offering a range of services including planning, buying and research for international and local aviation media.

Los Angeles International Airport

Los Angeles International Airport is the fifth busiest airport in the world, serving nearly 62 million travelers annually. It is owned and operated by Los Angeles World Airports, a City department that also has three other Southern California airports: LA/Ontario International (ONT), Van Nuys (VNY) and LA/Palmdale Regional (PMD). For more information, please visit <http://www.lawa.org/>.

About JCDecaux

JCDecaux is listed on the Eurolist of the Euronext Paris stock exchange, and is part of the Euronext 100 and FTSE4Good indices No. 1 worldwide in street furniture (334,000 advertising panels), No. 1 worldwide in airport advertising with 141 airports and around 300 transport contracts in metros, buses, tramways and trains (213,000 advertising panels), No. 1 in Europe for billboards (216,000 advertising panels), No. 1 in outdoor advertising in China (83,000 advertising panels in 21 different cities), No. 1 worldwide in self service bicycles, 763,000 advertising panels in 48 countries.

Aviator

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