

Lenovo
Late Night I.T.

with Baratunde Thurston

Lenovo

Lenovo

Lenovo Late Night I.T.

CASE STUDY

01

The brief

- Align with Lenovo's "Smarter Technology for All", human-centered brand vision
- Develop an updated visual identity aligned to new Lenovo branding
- Build an audience by taking them on a compelling digital journey from awareness to views
- Achieve Lenovo's goal to increase overall video views and build the Late Night I.T. brand

The solve

- Developed a strategic and cohesive visual identity across the entire the LNIT program
- Developed a new edgy content approach that aligned to Lenovo's "Smarter" positioning
- Updated and elevated the set design and wardrobe recommendations

Deliverables

Visual Identity and
Creative Direction

Campaign Journey Map

Guest Sourcing
and Recruiting

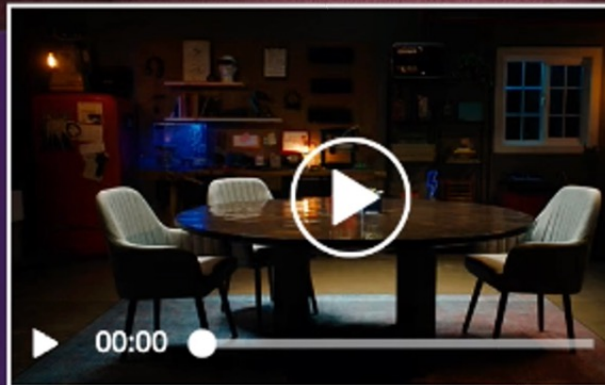
Microsite

Emails

Articles

Social Media

Display Ads



No nonsense.
Unfiltered. Unscripted.

Watch Season 2

Lenovo Late Night I.T.

An unfiltered, unbiased, no-nonsense show hosted in a garage by Emmy-nominated Baratunde Thurston.

The smartest minds in technology take on the hottest tech topics.

Audience

Enterprise IT decision makers

Goal

Elevate Lenovo's brand



Late Night I.T.

Website

CIO

HOME

SEASON 1

SEASON 2

RESOURCES

Presented by **Lenovo**

Lenovo
Late Night I.T.



SEASON 2, EPISODE 1
Workplace flexibility: Hybrid is hard : (02/01/2023



Digital transformation made every workplace IT's concern, not just the office or employee homes. That would be too easy.

[Related Resources >](#) [Episodes >](#) [Episode Transcript >](#) [Twitter](#) [LinkedIn](#) [Facebook](#)

**Kate Lister**
President, Global Workplace Analytics

**Ryan Anderson**
VP of Global Research & Insights, MillerKnoll

Kate has spent nearly two decades helping organizations optimize flexible and distributed work. She is a trusted source about the future of work for the New York Times, the Washington Post, the Wall Street Journal, Bloomberg, and others. After hours fun fact: One of only three women invited to testify before a US Senate committee about the potential for remote work in government post-pandemic.

Ryan leads research in partnership with a variety of global collaborators and shares insights gained from that research with organizations across the world. With nearly 30 years of industry experience, Ryan investigates how plants are created and designed and managed to support positive, productive experiences. After hours fun fact: Most of the coolest forward projects on the horizon of work.

**Meet your host
Baratunde Thurston**
Host, Netflix's *Beats*, *Great Guy to Hang Out With After Work*
Baratunde is back for Season 2 and ready to get that about IT time is an Emmy-nominated host of the PBS series *America's Funniest Home Videos*. Creator of the podcast, *How to Cope with Baratunde*, founding partner of the new media studio *Baratunde*, and author of *How to Cope with Baratunde*. After hours fun fact: Baratunde gave "one of the greatest TED talks of all time."

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Related resources [See all resources >](#)



Episode Promotion

Is a blockchain world a better one?

Watch now



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Lenovo | **CIO**

Can you automate without freaking everyone out?



Lenovo
Late Night I.T.

Lenovo | **CIO**

Does your raw data stink?



Lenovo
Late Night I.T.

Lenovo | **CIO**

Is workplace flexibility as easy as one 2:3?

Watch now



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Lenovo | **CIO**

Can IT teams dismantle a tech monoculture?



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Lenovo

Branding the set and capturing candid authenticity



Intimate camera angles and flattering lighting

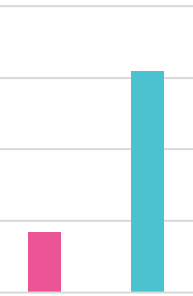


Lenovo Late Night I.T. Results – exceeding all goals!

Brand Study Results

Brand Mention Leader

+265%

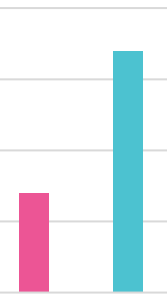


Control Exposed

Positivity

% happiness + % surprised

+23%



Control Exposed

Unaided Brand Recall

Which company do you think this ad was for?

77%

7x

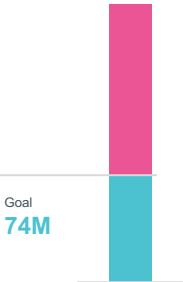
Kantar Business Solutions or Services Norm

Brand Awareness Results

Impressions

Season 1: 312M

119M

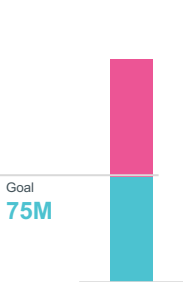


Goal
74M

Video Views

Season 1: 74M

83.5M



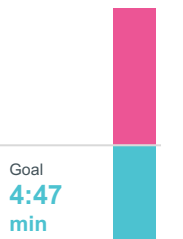
Goal
75M

Engagement Results

Average length per episode

Season 1: 4:47 min

6:47 min

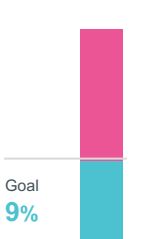


Goal
4:47 min

Episodic video completion rate

Season 1: 9%

15%



Goal
9%