

CAMPAIGN LAUNCH CONTEST

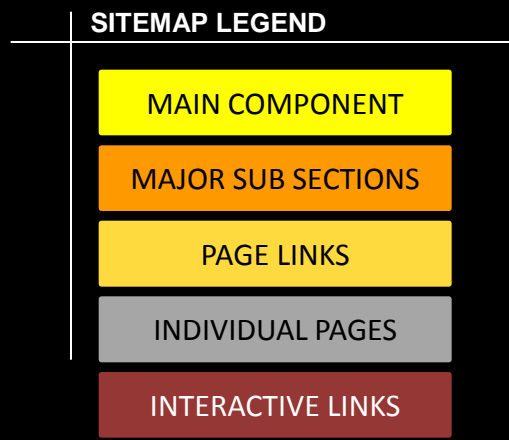
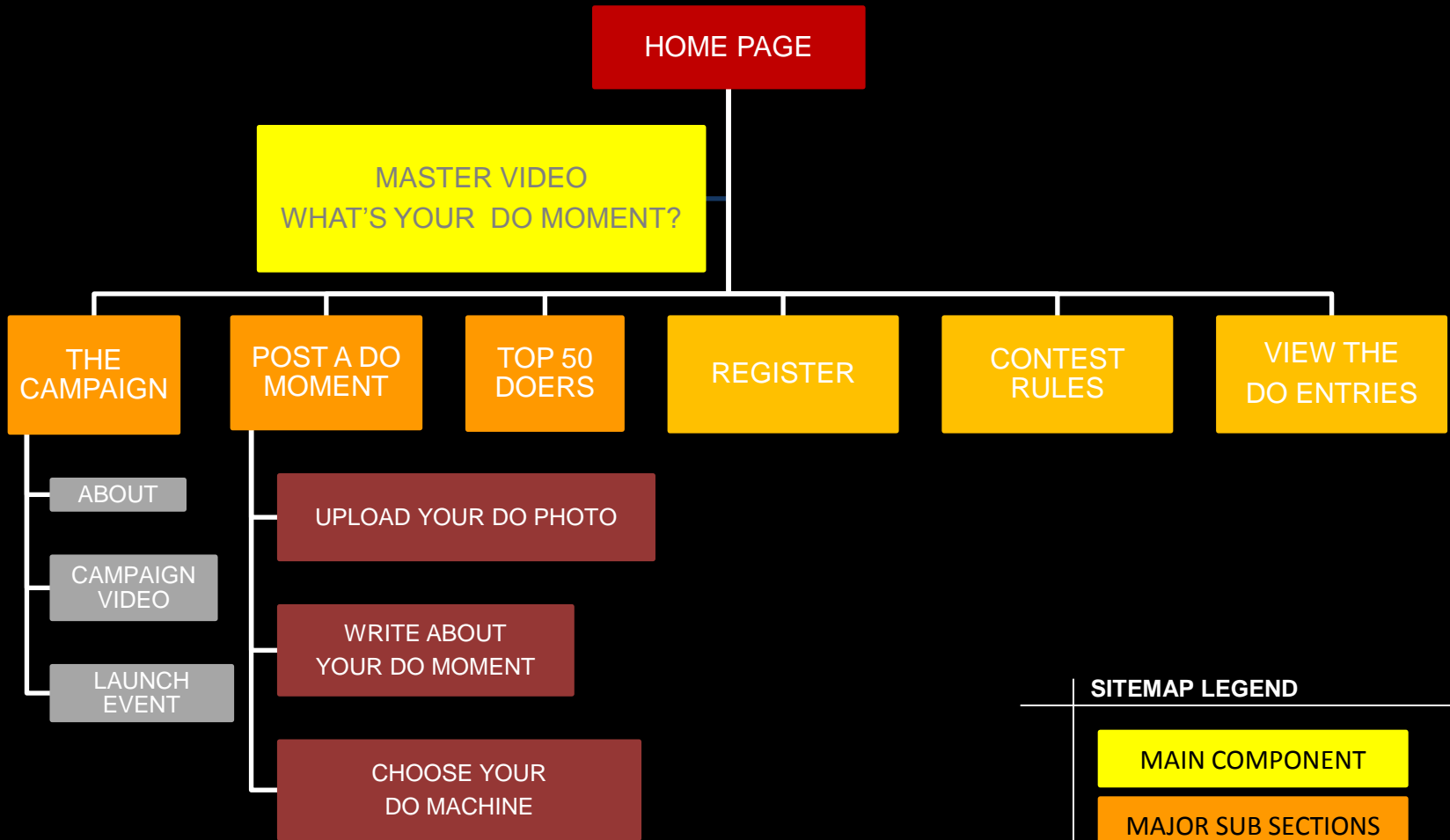
SITE DESIGN & SCRIPT

MASTER STORY

A video will be developed that shows “DO MOMENTS “with Lenovo machines in people’s lives. It will consolidate adventure sports to daily life clips that are extraordinary. Super/voice over will be provided.

This video will start playing the moment someone lands on the page.

SITMAP



THE CAMPAIGN POST A DO MOMENT REGISTER CONTEST RULES VIEW THE DO ENTRIES

ABOUT
LAUNCH EVENT
CAMPAIGN VIDEO

2000 PEOPLE - 1 GIANT STAGE - 60 MINUTES ON IT.

lenovo FOR
THOSE
WHO DO.

I MIXED
MOMENTS
OF EUPHORIA.




WHAT DID YOU
DO?

TOP 50 DOERS

-  Discover how to do carb cycling the RIGHT way at GL12Fitness.com. 4:47
-  Whoop Whoop! Yup i first started to climb about two months ago, and now Im a 4:44



SHARE YOUR DO MOMENT >

SHARE   

THE CAMPAIGN POST A DO MOMENT REGISTER CONTEST RULES VIEW THE DO ENTRIES

ABOUT LAUNCH EVENT CAMPAIGN VIDEO

19,341 FT - 500M PER DAY - 7 DAYS OF CLIMBING.

lenovo FOR THOSE WHO DO.

I SAID HELLO FROM KILIMANJARO.

WHAT DID YOU DO?

SHARE YOUR DO MOMENT >

TOP 50 DOERS Discover how to do carb cycling the RIGHT way at GL12Fitness.com. Whoop Whoop! Yup i first started to climb about two months ago, and now Im a

THE CAMPAIGN POST A DO MOMENT REGISTER CONTEST RULES VIEW THE DO ENTRIES

ABOUT
LAUNCH EVENT
CAMPAIGN VIDEO

TECHNICAL SNAG - 7HR FLIGHT DELAY - A \$2 MILLION BUSINESS-PITCH

lenovo FOR
THOSE
WHO DO.

I WON AGAINST
ALL ODDS.
WHAT DID YOU
DO?

SHARE YOUR DO MOMENT >

TOP 50 DOERS



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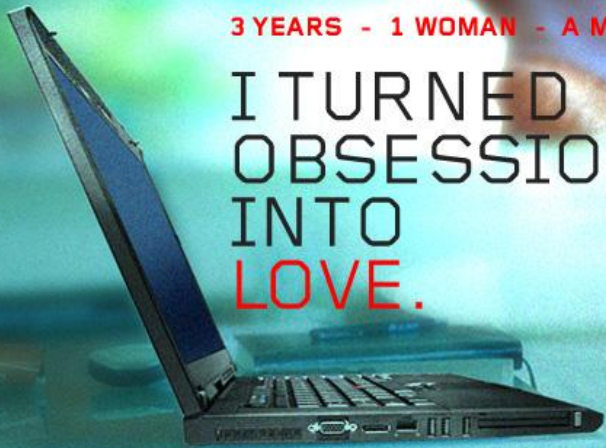


Whoop Whoop! Yup i first started to climb about two months ago, and now im a

THE CAMPAIGN POST A DO MOMENT REGISTER CONTEST RULES VIEW THE DO ENTRIES

3 YEARS - 1 WOMAN - A MOMENT OF COURAGE.

I TURNED
OBSESSION
INTO
LOVE.



lenovo FOR
THOSE
WHO DO.

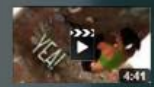
WHAT DID YOU
DO?

SHARE YOUR DO MOMENT

TOP 50 DOERS



Discover how to do carb cycling the RIGHT way at GL12Fitness.com. 4:47



Whoop Whoop! Yup i first started to climb about two months ago, and now Im a 4:41

THE CAMPAIGN POST A DO MOMENT REGISTER CONTEST RULES VIEW THE DO ENTRIES

CORPORATE - POLITICS - AN OPINION

I SAID
NO
FOR ONCE.

WHAT DID YOU
DO?

lenovo FOR
THOSE
WHO DO.

TOP 50 DOERS



Discover how to do carb cycling the RIGHT way at GL12Fitness.com.



Whoop Whoop! Yup i first started to climb about two months ago, and now Im a

SHARE YOUR DO MOMENT >

THE CAMPAIGN POST A DO MOMENT REGISTER CONTEST RULES VIEW THE DO ENTRIES

FIRST CLIENT - ONE HOUR - ONE CHANCE

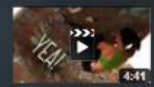
I TOLD A STORY IN A PICTURE WHAT DID YOU DO?

lenovo FOR THOSE WHO DO.

TOP 50 DOERS



Discover how to do carb cycling the RIGHT way at GL12Fitness.com.



Whoop Whoop! Yup i first started to climb about two months ago, and now im a

SHARE YOUR DO MOMENT



SHARE [Facebook icon] [Twitter icon] [Email icon]

THE CAMPAIGN POST A DO MOMENT REGISTER CONTEST RULES VIEW THE DO ENTRIES

ABOUT
LAUNCH EVENT
CAMPAIGN VIDEO

200 MILES - 20 LIVES - A WARNING

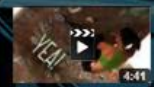
lenovo FOR
THOSE
WHO DO.

I AVERTED
A DISASTER.
WHAT DID YOU
DO?

TOP 50 DOERS



Discover how to do carb cycling the RIGHT way at GL12Fitness.com.



Whoop Whoop! Yup i first started to climb about two months ago, and now Im a

SHARE YOUR DO MOMENT

WHAT DID YOU DO?

lenovo FOR THOSE WHO DO.

UPLOAD YOUR DO PHOTO

CAPTION

BROWSE

SHARE YOUR DO MOMENT AND GET TO DO MORE >>

LENOVO OTHERS

CHOOSE YOUR DO MACHINE

Thinkpad Ed_... GIVE DETAILS HERE..

Thinkpad Edge 11"
Thinkpad Edge 14"

DESCRIPTION
WRITE HERE..

SUBMIT >

TOP 50 DOERS

Discover how to do carb cycling the RIGHT way at GL12Fitness.com.

Whoop Whoop! Yup i first started to climb about two months ago, and now Im a

VIDEO SCRIPT

“What did you DO?”

50 seconds

SFX: Adventure + Techno music

SUPER

19,341 FT

500M PER DAY

7 DAYS OF CLIMBING

VISUAL : *A guy is shown at the summit of Mount Kilimanjaro with a Lenovo laptop showing details of a climb.*

VOICE OVER

I SAID HELLO FROM KILIMANJARO.

SUPER

WHAT DID YOU DO?

SUPER

1 MILLION ORPHANS

3 MILLION KIDS ON THE STREET.

HUNGRY & HOMELESS

VISUAL : A couple is shown in a computer lab for underprivileged children.

VOICE OVER

WE SHOWED SOMEONE THE WAY.

SUPER

WHAT DID YOU DO?

SUPER

2000 PEOPLE

1 GIANT STAGE

AND 60 MINUTES ON IT.

VISUAL : A DJ is shown on a stage playing music on a Lenovo laptop.

VOICE OVER

I MIXED A MOMENT OF EUPHORIA.

SUPER

WHAT DID YOU DO?

SUPER

BOREDOM

MONOTONY

AND A ROOM FULL OF DULL FACES

VISUAL : A man is showing an animated film on his Lenovo computer to a bunch of people and they are laughing.

VOICE OVER

I LIFTED UP SPIRITS.

SUPER

WHAT DID YOU DO?

SUPER

BOREDOM

MONOTONY

AND A ROOM FULL OF DULL FACES

VISUAL : A man is showing an animated film on his Lenovo computer to a bunch of people and they are laughing.

VOICE OVER

I LIFTED UP SPIRITS.

SUPER

WHAT DID YOU DO?

SUPER

INHIBITION

INSECURITIES

A LIFE OF CONTROL.

VISUAL : *A woman is dancing on the street with a Lenovo laptop playing music by her side.*

VOICE OVER

I LET MYSELF GO.

SUPER

WHAT DID YOU DO?

SUPER

CORPORATE

POLITICS

AND AN OPINION

VISUAL : A woman is shown in a video conference through a Lenovo computer.

VOICE OVER

I SAID NO, FOR ONCE.

SUPER

WHAT DID YOU DO?

SUPER

A TICKING CLOCK

A HEART BEAT

AND A STRANGER

VISUAL : A doctor is seen observing heart rate on a Lenovo computer.

VOICE OVER

I MADE SURE
SOMEONE LIVED
A LIFETIME.

SUPER

WHAT DID YOU DO?

SUPER

A CHAOTIC PROJECT

A HARSH DEADLINE

NO GUIDING LIGHT

VISUAL : A designer is shown working on a Lenovo machine.

VOICE OVER

I DESIGNED A MIRACLE.

SUPER

WHAT DID YOU DO?

SUPER

TECHNICAL SNAG

7HR FLIGHT DELAY

A 2 MILLION DOLLAR BUSINESS-PITCH

VISUAL : A man is shown presenting something on his Lenovo laptop in an airport.

VOICE OVER

I WON AGAINST ALL ODDS.

SUPER

WHAT DID YOU DO?

SUPER

FIRST CLIENT

FINAL SHOT

ONE CHANCE

VISUAL : A photographer is shown with image shots on a Lenovo laptop.

VOICE OVER

I TOLD A STORY IN ONE PICTURE.

SUPER

WHAT DID YOU DO?

SUPER

200 MILES

20 LIVES

AND A WARNING

VISUAL : A storm chaser with a Lenovo laptop.

VOICE OVER

I AVERTED A DISASTER.

SUPER

WHAT DID YOU DO?

SUPER

AT WAR

AWAY FROM HOME

ANTICIPATING

VISUAL : *An army man is looking at his newborn baby on a Lenovo laptop.*

VOICE OVER

I GUARDED THE FUTURE.

SUPER

WHAT DID YOU DO?

SUPER

3 YEARS

1 WOMAN

A MOMENT OF COURAGE

VISUAL : A young man is chatting with someone on a Lenovo laptop.

VOICE OVER

I TURNED OBSESSION INTO LOVE.

SUPER

WHAT DID YOU DO?

WEBSITE DEVELOPMENT

- The flash video will be developed either with or without a voice-over.
- The flash video can play constantly on the website on every page.
- In case of a sub-section, text on the frames will not be seen.

CONTEST PROMOTION

- It will be promoted under the banner of “WHAT DID YOU DO?”
- Every scenario can be converted into any medium.
- Posters, web-banners and teaser-eDMs will be created around various scenarios.

CONTEST REWARDS

- The contest has two branches : **DO MOMENTS WITH A LENOVO MACHINE AND DO MOMENTS WITHOUT A LENOVO MACHINE.**
- In the first case, as a reward, people will have their wish fulfilled.
- In the latter case, a fixed prize will be given.
- However, for Lenovo's internal network, participants will have to choose a Lenovo machine to enter the contest.
- Also, the winning "DO MOMENTS" will be showcased and used as part of the DO campaign.