

ThinkPad Edge 11" Launch Awareness

LENOVO ELEVENUTION

A teaser campaign was launched that comprised 3 teaser eDMs and 1 launch eDM.

DID YOU KNOW?
That World War I ended on the

TH
HOUR
OF THE

TH
DAY
OF THE

TH
MONTH
OF 1918

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ELEVENUTION

COMING SOON ON 28TH SEPTEMBER.

DID YOU KNOW?

IS THE HIGHEST NUMBER OF ACADEMY AWARDS WON BY A MOVIE

11



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ELEVENUTION

COMING SOON ON 28TH SEPTEMBER.

DID YOU
KNOW?

A rocket travels above

11

km/sec
to escape the
gravity of earth.

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ELEVENUTION

COMING TOMORROW.

THE
SMALLEST
THINKPAD
NOTEBOOK IS

11"



Introducing the new
ThinkPad Edge 11".

- 11.6" display
- Less than 1.1" thin
- Starting under 3 lbs
- Thinner than an average man's wallet
- Fits in a ladies purse
- Up to 7hrs of battery life
- Spill resistant keyboard

lenovo
ELEVATION

Starts at only **\$449**

Available today!