Lenovo India Climbs to #2 in Awareness Ranking Using Video on LinkedIn



Industry: IT Services & Consulting **No. of Employees:** 10,000+ **HQ:** Bengaluru, India

How a video-first product launch, paired with premium BrandLink placements, helped ThinkPad Aura break through in India's crowded premium laptop category

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Lenovo is a global technology powerhouse focused on delivering smarter technology for all. In March 2025, it prepared to launch the ThinkPad X9 Aura Edition in India, part of a line of premium, AI-powered laptops co-developed with Intel.

Lenovo needed to build awareness and understanding of Aura's new AI-powered features among its target audience of IT and business decision-makers, all while reinforcing its positioning as a premium enterprise brand in a crowded, highly competitive marketplace.

To pull this off, Lenovo had to solve two critical pieces of its launch strategy:

- **Marketing effectiveness:** ensure the campaign could drive top-funnel awareness at scale.
- **Creative effectiveness:** translate Aura's complex AI features into simple, relatable terms — showcasing how they directly enhance the way professionals work in a way that felt engaging, compelling, and convincing.

> The premium laptop category in India is highly competitive. To stand out, we needed a strategy that would create strong visibility and establish Lenovo ThinkPad – Aura edition as a category leader. The success of this campaign shows how video on LinkedIn can deliver measurable impact by bringing complex features to life. We combined this with innovative options like BrandLink placement, pushing boundaries not just in technology, but in how we capture attention and connect with our audience."



Chandrika Jain
Director, Marketing Lenovo India

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Working with agency partner Dentsu India, Lenovo built a video-first launch strategy that combined the scale of paid media with the credibility of organic and employee amplification.

- **Dramatized product benefits in seconds:** Short-form video (as fast as 15 seconds) made Aura's AI features instantly relatable — Smart Share's one-tap photo transfer, Smart Care's real-time support, and Smart Modes' privacy, focus, wellbeing, and collaboration features.
- **Elevated context with premium placements:** Beyond standard in-feed video ads, Lenovo secured BrandLink placements on Bloomberg, pairing the launch with premium editorial context and added brand credibility.
- **Extended the story through trusted voices:** Organic company page posts and employee resharing carried the message into peer-to-peer conversations, reinforcing the paid push with authenticity.

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Lenovo's video-first campaign reached 1.8M professionals with a 40% video view-through rate. According to an independent Kantar brand lift study, this drove measurable movement across the funnel, from a #2 awareness ranking in India, to a 15% lift in recommendation among decision-makers, an 18% lift in consideration among mid-market buyers, and a 13-point lift in brand attribute awareness.

#2

Awareness ranking in India

+15%

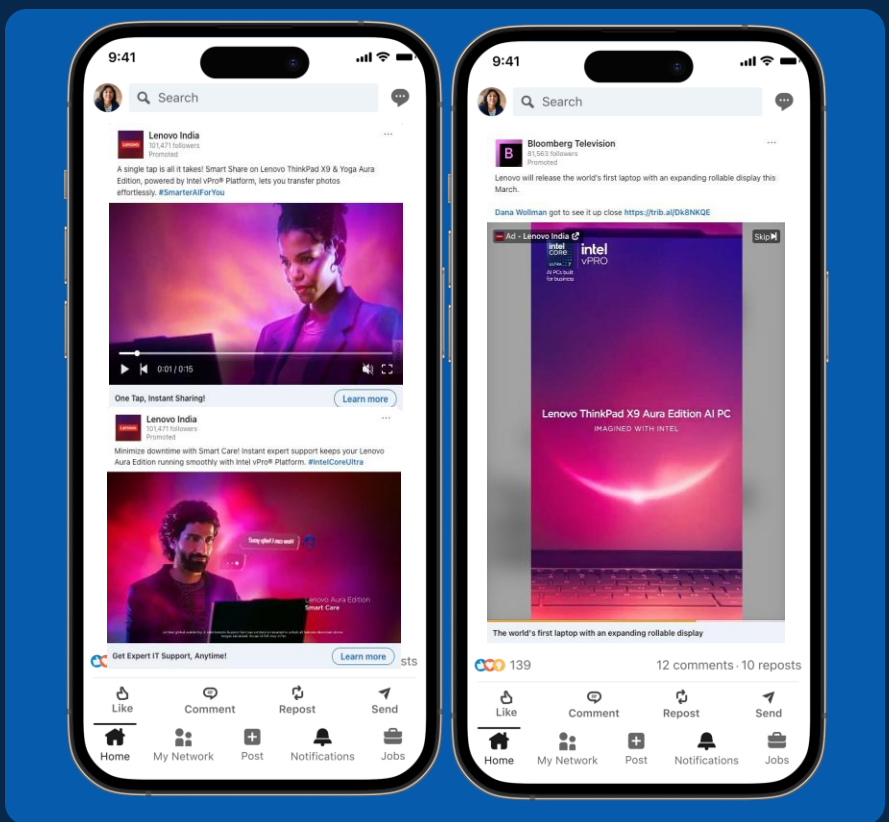
lift in recommendation among decision-makers

+18%

lift in consideration among mid-market buyers

+13pts

lift in Brand Attribute awareness (Offers instant AI-enabled support and Offers seamless content shareability)



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