MMA SM2 INNOVATION SUMMIT

DISRUPT. TRANSFORM. GO MOBILE.

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MMA
MOBILE MARKETING ASSOCIATION

MMA SM2 INNOVATION SUMMIT



Marketing in the Age of the Shareable Moment

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Chief Marketing Officer and SVP

Lenovo

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DISRUPT. TRANSFORM. GO MOBILE.

shareable moment



1. Design a brand that never stands still







1.
Design a brand that never stands still

2.
Let interesting people tell your story



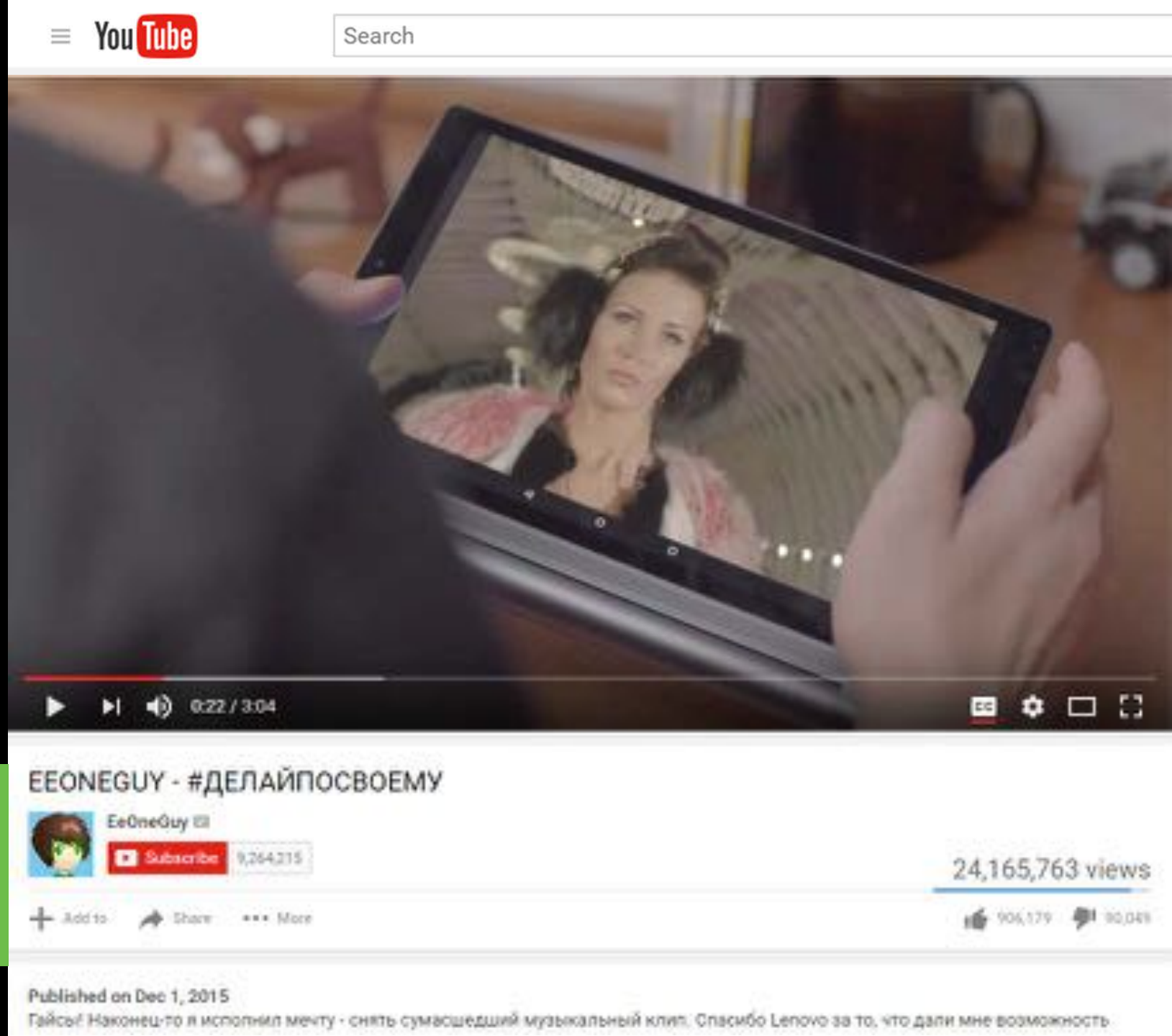
2.
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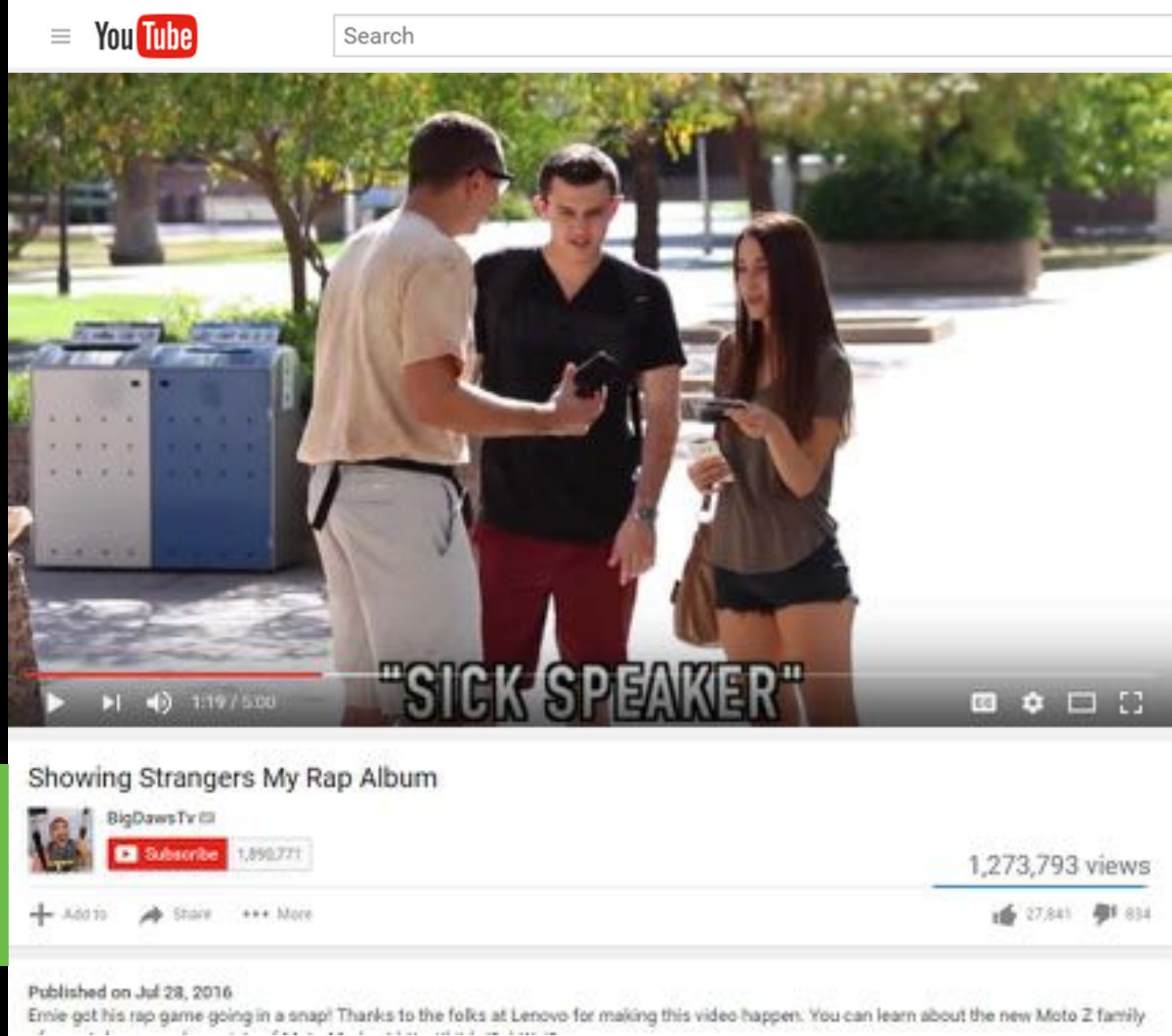
3.
Use influencers for targeted reach



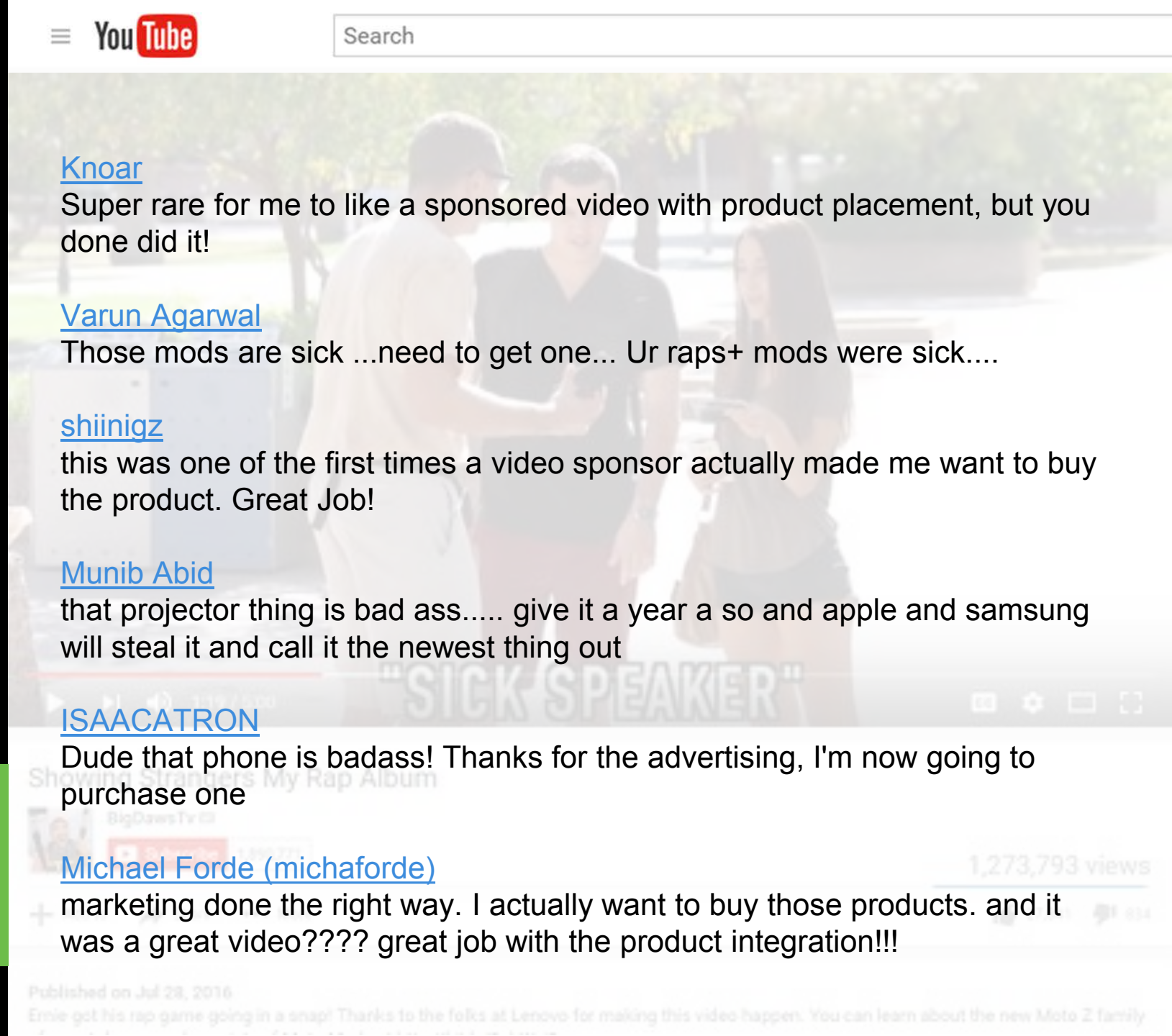
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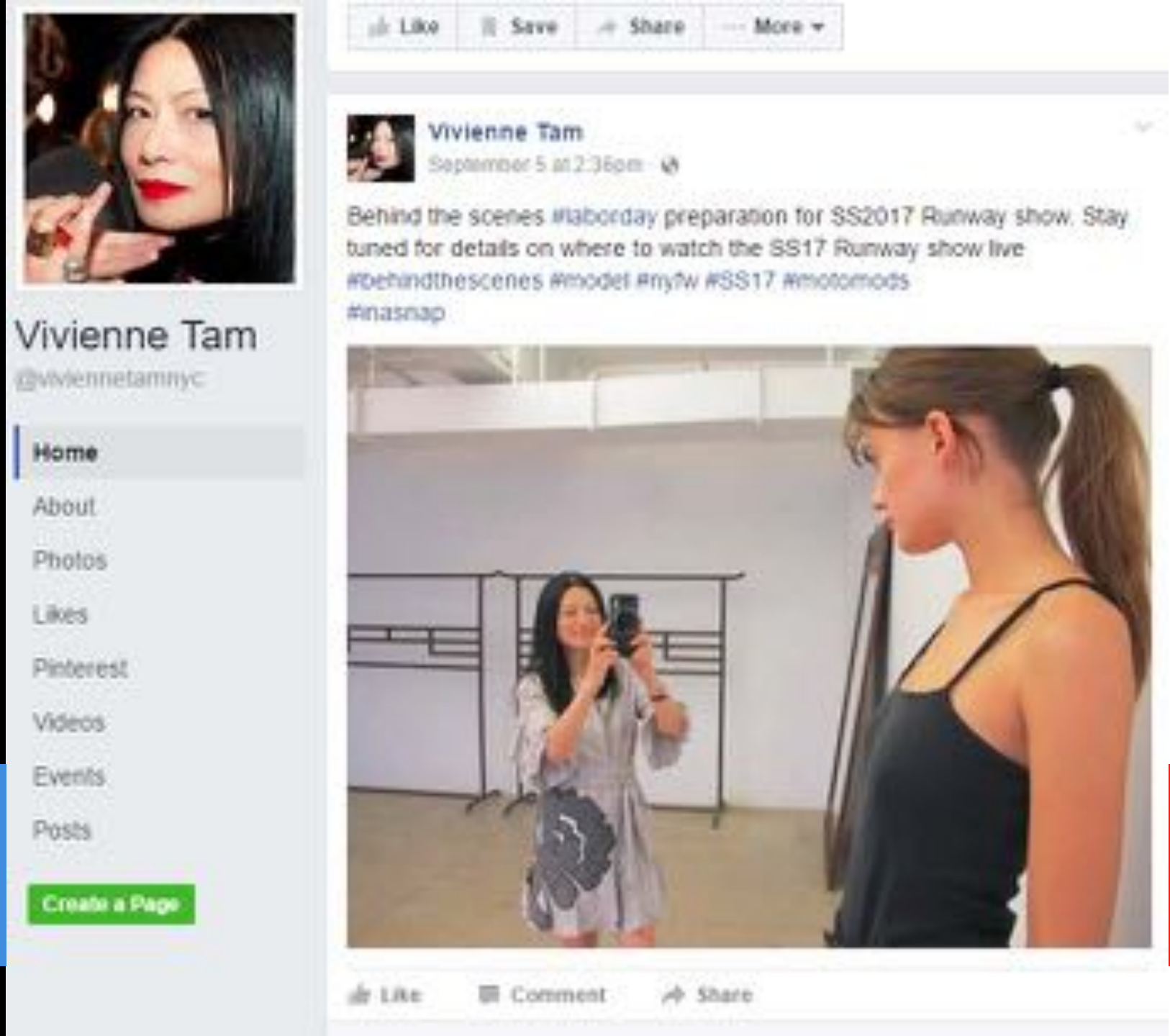
3. Use influencers for targeted reach



4.
Go big around passion points



4.
Go big around passion points



4.
Go big around passion points



4.
Go big around passion points



Lenovo™

4.
Go big around passion points



4.
Go big around passion points



ingridnilsen Following

93k likes 1d

ingridnilsen My look last night for @viviennetam's #NYFW show! I got to meet Vivienne the day before her show. We talked about what inspires her + how she uses technology to express her creativity. Thank you @lenovo and @moto_usa for this amazing experience and the opportunity to capture it all with the super cool #motomods! #ad

view all 267 comments

aaworkinnprogress i love the shoes! i wonder where they are from.@ingridnilsen can you make an outfit video and talk about all of your looks for the #nyfw ?

jahnvi.w Awh.💋 #Pretayy💙 @ingridnilsen

jen_superwomanaddict cutie <3

julianapuccini did ingrid and her girlfriend break up?

Add a comment...

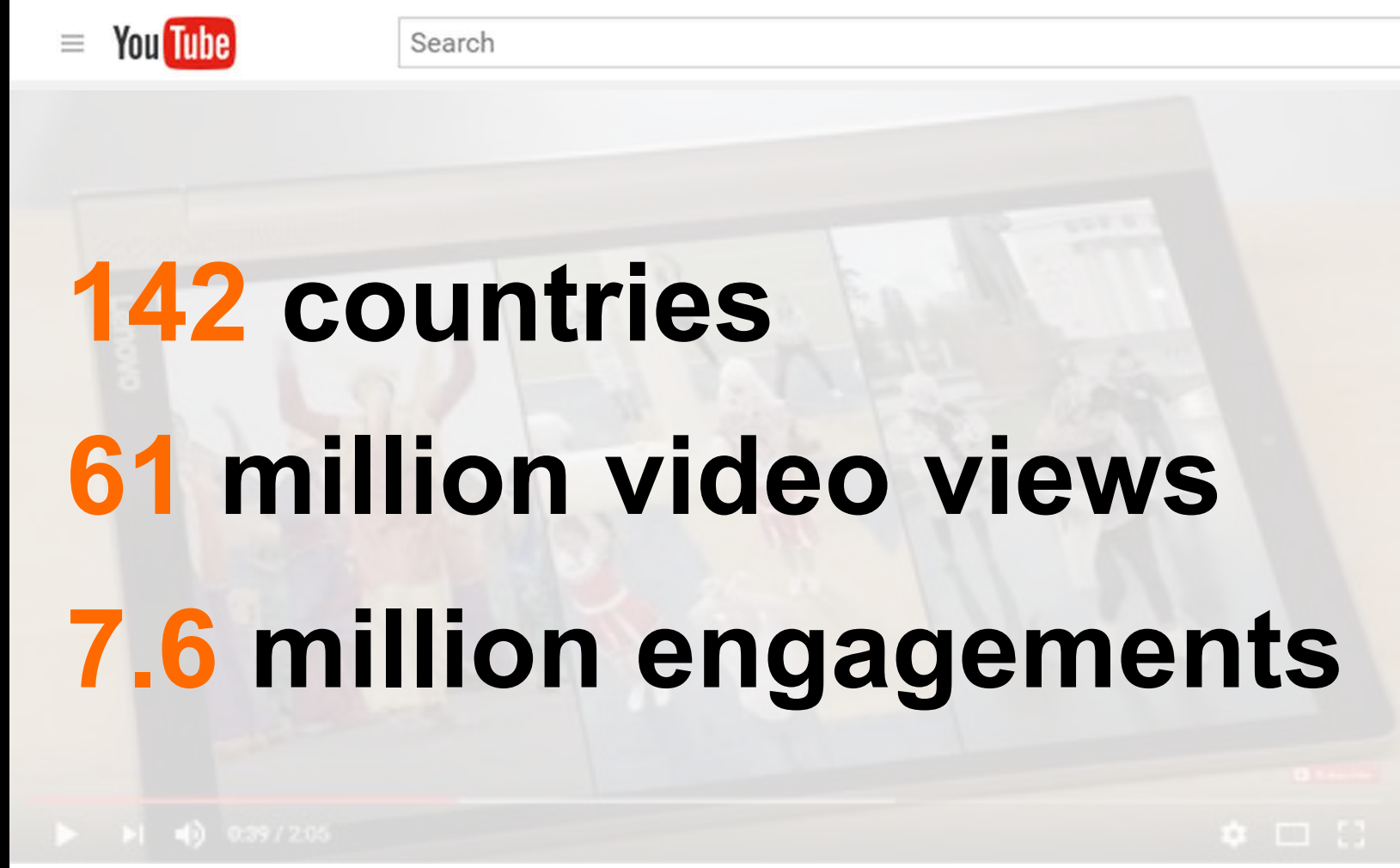
5.
Go big around **cultural** trends



5.
Go big around cultural trends



5.
Go big around cultural trends



142 countries

61 million video views

7.6 million engagements

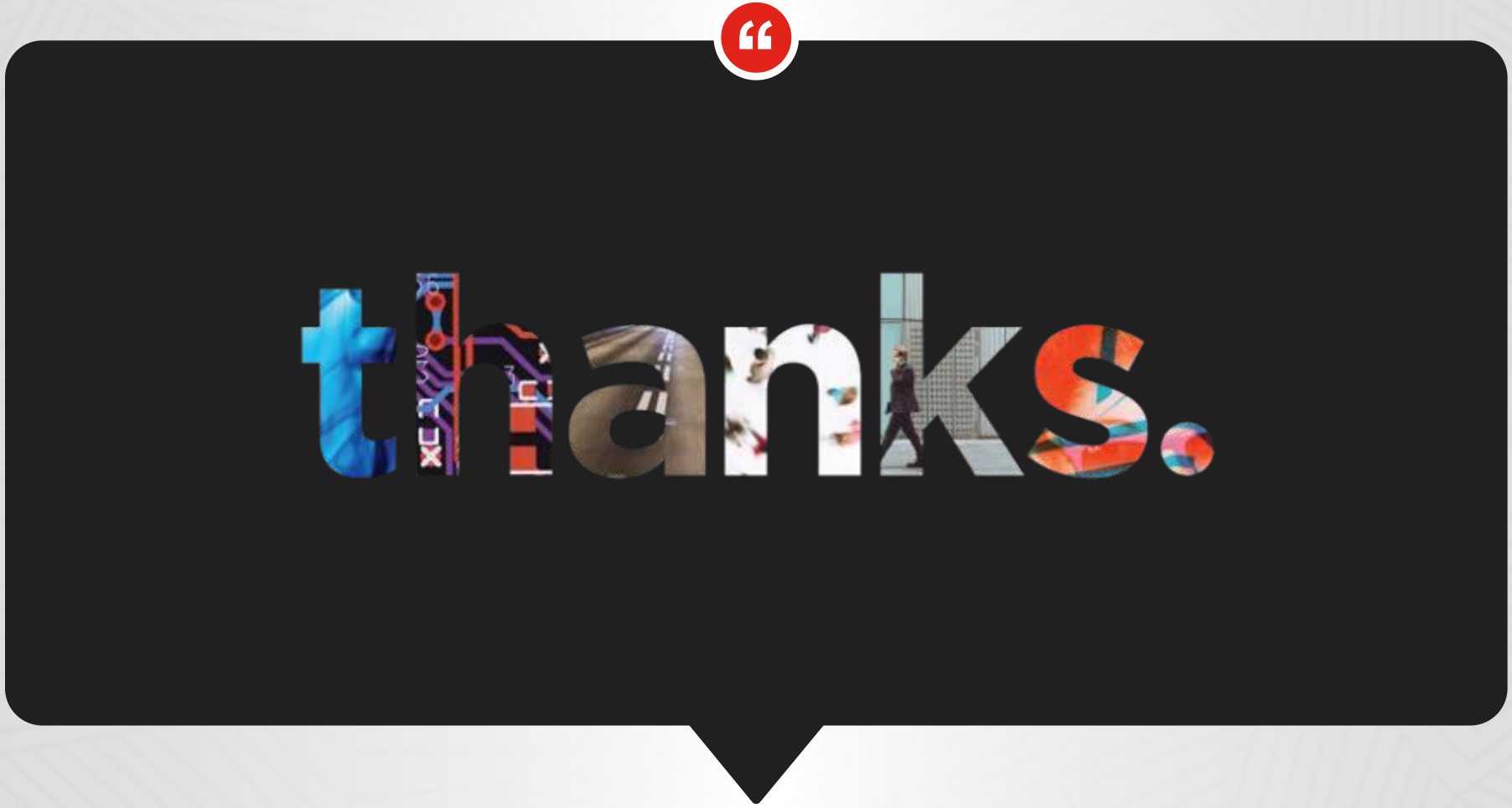
CREATIVITY

This #Goodweird Global Dance-Off From Lenovo Is Just So Much Fun to Watch

Is This the Best Way to End a Video Conference Call? (Spoiler: Yes)

6.
Show the world why different is better

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