

Marketing Strategies of Lenovo

Shunhui Zhao

Institute of Art & Fashion, Tianjin Polytechnic University, Tianjin, China

Email: 174577752@qq.com

Abstract: On Mar 26, 2004 Lenovo group signed the agreement with international Olympic committee for cooperation and announced to be the TOP international partner. Lenovo group is the first Chinese company got the qualification. Sport has a long history, but it is not so long to use it as modern marketing tools. This thesis aims at analyzing the marketing format doing marketing by using sports as the carrier and Lenovo group's cases that take part in sports marketing. It expects to find some strategy and operation mind for sports marketing and help companies to make better use of sports as a big arena and fully bring ability into play, set up high standard sports marketing system and thus point out for China companies a successful road to the world. Sport marketing can make enterprises improve the reputations of them and their products, increase their sales, gain victories in the competition, and get more shares in the market. Conform to a series of marketing principles and operate under the good conditions, can they succeed.

Keywords: sports marketing; strategies; principles

1. Introduction

The economy was driven by the improvement of technology, and Lenovo Group, as the largest PC Company was the top sponsor of Beijing Olympics. Top sponsors for the Olympics must own good products and company image, that means, Lenovo group need to have a series of strategies for Olympics sports marketing, as we know, sports marketing was the fuel of Lenovo group, Olympics helps promote Lenovo brands, Lenovo provides the Olympics with the best products and technological service which is a powerful guarantee for successful Olympics marketing so sports marketing is a necessary choice in the development process of Lenovo.

Lenovo' marketing strategies will be described in the thesis, they are "technology Olympics" and "culture Olympics". Technology Olympics and culture Olympics are two basic strategies based on the slogan of Beijing Olympics. in order to achieve the goals, Lenovo Group launched a series of promotion plans for Olympic sports marketing.

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1.1. The concept and the history of sports marketing

1.1.1 The concept of sports marketing

In the early study of Sports marketing, Stedman Graham defined Sports marketing as the business of re-integration of resources will be reflected in the activities of the sports culture into the enterprise products, culture, sports, culture and brand among corporate culture of integration so as to cause consumers and businesses resonance, In the eyes of the consumer preference for the formation of a special long-term, become a competitive advantage. Generally sports marketing include two parts: one is sports industrialization, which is sports marketing its products, the other is doing marketing with the carrier of sports. This thesis aims a t the marketing format doing marketing by using sports as the carrier and analyzes the actual cases that Lenovo company take part in sports marketing and marketing operation characteristic strategies.

1.1.2 The history of sports marketing

The word "sports marketing" was appeared in 1978 American magazine 'advertising times'. the concept of sports marketing was firstly advance in 1984 Olympics .From then on , "sports marketing" was used to describe all kinds of activities that relation with business promotion .The computer industry seems to have no relation with the sports. On the contrary, such brands as ADIDAS, COCA COLA and NIKE are without doubt accepted as the world brands related with Olympics. Many companies and its brands were well known globally. Samsung's grow up has been generally considered as the successful mode of sports marketing industry in the world.30 years ago, only a workshop which products low-cost manufacturing 12-inch black-and-white TV. For Japanese company Sanyo. However, science the 1988 Seoul Olympics' sports marketing Samsung become an international brand from Korean brand during only 20 years. And Lenovo was the top sponsor of 2008 Beijing Olympics Lenovo is the first global Olympic partner and the IOC partner that comes from China. In the following 2006Turin Winter Olympic Games, Lenovo debuted in such a large international sports pageant; all the computer products in the Winter Olympic Games including PCs and storage machines were provided by Lenovo .The history of sports marketing is abundance, many of them are failure and many of them are successful, both of the experiences are useful for reference.

2. The features and principles of sports marketing

2.1 The features of sports marketing

Sports marketing is the business of re-integration of resources and reflected sports culture into the enterprise products, integrated corporate culture of sports culture, brand culture and company culture ,so as to cause consumers and businesses resonance, In the eyes of the consumer preference for the special long-term formation it become a competitive advantage. The effects of Sports marketing were natural and easy to be accepted. Sports marketing are essentially a indirect advertising, but advertising does not appear alone, so utilitarian and commercial doesn't as obviously as advertising.

Sports marketing communicate with a widely ef-

fect, targeted. In the important games, there are thousands of spectators, media and audiences. as long as the organization well, Even if local events , the spectators will be very active, it is very conducive for business and target audience to effective communication and highly effective. He biggest characteristic of sports marketing is public welfare. It can be said that sports is a common of mankind, sports sponsorship, sports marketing for the operation of the market play the role of general advertising can not be compared with .

2.2. The principles of sports marketing

Before analyzing Lenovo's sports marketing strategies , it is necessary to retrospect the theories of marketing. The most important is four p theory , it was including product, price, place and promotion .Science four p theory was advanced by Jerome. Mc. Earthy, it has taken a good effect on marketing's theory and practice and accepted by most of managers. In modern times, almost all the company 's marketing plan were made based on 4p theory , and many textbook considered it as important and basic knowledge , most marketing managers would in view of four p theory consciously. After 4Ptheory, 4Ctheory was advanced , 4R theory, which stressed the customer's attention, 4C, respectively refers to the customer, customer convenience, and customer communication. The latter stressed that the long-term business and take the initiative to establish a win-win situation with the customer relationship, 4R refers to the association, respectively, reaction, the relationship between income. It should be noted that the development of the theory of marketing is not as dramatic as technological change, but it is extremely important for company's existence and development. The first principle is that sports generate visibility, if the brand will generate up to a maximum impact; Second, in the process of sports marketing can produce some opportunities for sales, such as the audience can see your products and services, or even to experience the product, You have access to the services provided; Third, professional is important for the sponsor; Fourth, the sponsor need to form and established the interaction system in the society

Sponsors have to be kept informed the feedback of

community, for example, if the Chinese company that sponsored the event, the public needs to know why you do this. I do this for city development and social progress. Through social responsibility corporation, with senior local government officials, the campaign establishes closer relations and a good image in the community. There are people who are professional concluded that, companies need to find a good starting point in order to enable the public to remember who sponsored the Olympic Games, balance the society and commercial.

3. Lenovo' marketing strategies

For the sports marketing, in order to achieve the goals, must have a plan system, and know about the details of sports marketing. Technology Olympics and culture Olympics are two basic strategies based on the slogan of Beijing Olympics.

3.1technology Olympics

Technology Olympics means TOP sponsors for the Olympics must own good products and company image; they need to be not only in a leading position in the world.

3.1.1 The plan of top sponsor for technology and equipments

On Mar26, 2004 Lenovo signed with International Olympic committee the biggest contract hat Chinese Company ever did. It took the right of program title, path advertisement and other rights of 2008 Olympics ,expects to support the Olympics successfully through this and set up the over all brand image of all the products including laptop ,notebook, and others. It's known that Lenovo Group plans to provide Beijing 2008 Olympic Games with nearly 20 thousand technical equipments such as PCs, laptops, servers, desktop printers, displays, etc. And through "IT operation service plan", Lenovo will provide many operation services including project management, system maintenance, stadium operation support, operation plan and BOCOG system support, as well as the elite Olympic service team for the Olympic information system. There are more than 500 members in the service team and the service team members are all engineers who had experienced in Durbin winter Olympics. Lenovo Company offered about 3,000 workers technology services team.

3.1.2 the plan of internet bar

During the Olympics Games, Lenovo will also open nine Lenovo Net-bars inside the Olympic Village and the News Center so as to offer convenient and comfortable information service for players, coaches and officials from each country.

3.1.3 the plan of Prepare the laptop for the journalists

Lenovo set up multi-brand computer repair centers n the Olympic Games Main Press Center and a non registered information center, provision of computer maintenance services for the national correspondent, at the same time this is also the first Olympic multi-brand computer repair center.

During the Olympic Games and Paralympics Games, Lenovo provider of the Lenovo brand, Think pad computer hardware maintenance, and free non-Lenovo brand pc fault detection and recommendations, killing virus for free, restore system and installed of application software Debugging software and other services.

According to statistics, the maintenance computers more than 300, there are more than 50 non-Lenovo-branded computers, accounts for only 18% of the total amount of maintenance computers.

The details due to success or be failed. It is reported that Lenovo brand computer service center also provides free services to prepare machine, even if the laptop can not be repaired in a short period of time, can also continue its work with the help of laptop provided by Lenovo. There are many similar services, and were printed in a booklet on display at the service center for people who come to seek help.

As a International Olympic Committee global partner, Lenovo by virtue of superior products, innovative technology and services, to build the success of the MPC and BIMC information systems and make efforts to ensure operation the system. Lenovo established a multi-brand computer service center in the Olympic Games, aim at help national journalist with normal operation of IT equipment and help them better advertisement Beijing Olympic, help the people all over the world know about China.

3.2 culture Olympics

Sports marketing are a cultural, emphasis on the sports marketing business is not for sale, but a culture, sport for

consumers and have the emotional resonance. Sports marketing for the company's brands have a very good role because the sport itself is dynamic, healthy, competitive awareness, for an enterprise, the culture is necessary, helpful for the expansion of brand and reputation. And at the same time, sport is easy to think as an image.

3.2.1 the plan of torch relay

In April 27th, Lenovo formally became the strategic partner of China Mountaineering Team and made a promise to provide safe and reliable information technology service for the Olympic Torch's climbing up the Mount Qomolangma in May 2008. Lenovo will cooperate with China Mountaineering Team to establish the local network at the Mount Qomolangma Base Camp before the end of February of 2008, and set up a distant monitoring management platform in Beijing to offer all-sided information service for the mountaineering team.

“auspicious cloud” design. The auspicious cloud's cultural concept has over a thousand year span in China, has the representative Chinese culture mark. Torch modelling design inspiration from Chinese tradition paper reel. 2005 August: BOCOG developed the design concepts and requirements of the torch. 2005December: BOCOG recruited potential torch designs from the design society. In total, BOCOG received 388 pieces of works. 2006 June-August: BOCOG selected the structural designer and the burning system designer. 2007 January: Beijing Olympic Torch was approved by IOC.

3.2.2 Olympic March in Villages

In June last year, Lenovo initiated the "Lenovo's Olympic March in Villages", aiming at popularizing the Olympic ideas to towns and villages, which became an important part of the Beijing Olympic cultural activities. Chen Shaopeng, senior deputy-president of Lenovo, introduced, Lenovo had been devoting large amount of efforts to broadcasting the Olympic spirit and culture to most places and areas since it became the IOC global partner in 2004; Olympic popularization is the duty and responsibility of Lenovo as the IOC global partner.

The activity of "Lenovo's Olympic March in Villages" has three goals: to popularize the Olympic spirit, to share advanced education resource and to provide Lenovo products and services featuring Olympic

qualities in order to make the fundamental education tools available to children and fetch up the limitation of local education resources. It's said that, until the Olympic inauguration in 2008, Lenovo will work together with about a hundred Olympic champions to carry out the commonweal activity for popularizing and promoting the Olympic Games in remote areas with the purpose to make villagers especially young people to feel the Olympics closely. The activity stops are estimated to be over 1500. Relevant investigation shows that through "Lenovo's Olympic March in Villages", compared with 2005, the top mind awareness of Lenovo in 4-6 grade markets below the level of town and city increased by 13 percent in 2006

4. Conclusion

On the basis of the above discussion, we may come to the conclusion that Some people say that Lenovo are not worth to be the Olympic sponsor ,however, Lenovo have got the profit of the preliminary: From 2004 to 2006 3, Lenovo's brand value from 30,700, 000,000 Yuan to 60,700,000,000 Yuan, brand reputation from 53% to 62% and net sales increased by 4%, experienced the final examination of the 2008 Olympic Games, Lenovo 's service by virtue of their superior strength and excellent quality to win a special significance and the golden Olympic service, it is necessary to enhance the service of Lenovo towards the pinnacle of glory.

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