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Creative Brief for La-Z-Boy

Who is the target audience? Why? (Age, location, ethnicity, sexual orientation, hobbies, religion,

The target audiences for this campaign would be Gen Z men and women (ages 14-29), Gen Alpha boys and girls (ages 13-15), and Millennial parents of Gen Alpha teens (ages 30-45) (Al-iriani et., 2025). These groups are particularly the target audiences because of the high amount of gaming in Gen Z and Gen Alpha age groups. Millennials will also be somewhat of a target audience because of how they are most likely the parents of Gen Alpha teens and will be making the purchases for the main target audience: their Gen Alpha teens.

These groups will live in both suburban and city areas in states that have been recorded to have the highest amount of interest in League of Legends. These states include California, Hawaii, Washington, and Nevada because of how they were reported to have the highest amount of interest in the video game *League of Legends* (Lee, 2017).

Where will this ad appear (i.e., OOH, online, print media, etc.)? Why?

This ad campaign will appear in OOH elements such as billboards, bus stops, and transit wraps. This is because the main target audiences, Gen Z and Gen Alpha, must travel to get to work and school, making the ads pop up during their daily commute. The campaign will also be online platforms such as Instagram, TikTok, and YouTube since Gen Z and Gen Alpha use those social media platforms frequently (“How Different Age Groups Are Using Social Media,” 2026). These ads could appear while they scroll through these platforms as well as be an online banner when watching a video on YouTube.

What is the goal? (i.e., increase awareness, sell products, improve image)?

The goal for this campaign is to both increase awareness of La-Z-Boy and their new line of gaming chairs as well as sell the exclusive gaming chairs. La-Z-Boy is mainly known for their comfortable living room furniture. With this campaign, it would shift the younger generations' view towards La-Z-Boy and become something those target groups think of when buying their future furniture. Since the campaign features popular League of Legends player Faker and launched on National Video Games Day, the exclusive product would be circulated within the gaming and League of Legends communities.

Why do we need this ad?

This ad campaign will connect gamers with the well-known e-sports professional gamer, Faker. It would also put La-Z-Boy as a new company for gamers to buy high quality gaming chairs. This ad would also give an opportunity for consumers to think of the company when looking for furniture.