GAMING HAPPENS WITH 10TH GEN INTEL® CORE™ PROCESSORS

Campaign Overview and Implementation Guidance
October 2020
USAGE GUIDELINES

The purpose of this Campaign Guide is to provide an overview and usage guidelines for partners to easily implement channel/retail assets in their local markets. The intent is to ensure cohesiveness across products, channels and campaign journey with imagery, devices and gaming screens that are all generic.

In this consolidated guide, you'll find the following Campaign Guides with creative overviews and implementation guidance:

- **10th Gen Intel® Core™ powered laptops**
- **10th Gen Intel® Core™ desktop PCs**
- **10th Gen Intel® Core™ processor family for gaming**
- **Bring Stadium-Sized Gaming Home with 10th or 9th Gen Intel® Core™ processors**

This document will also provide an overview of assets including links to easily download them directly from the [Intel® Partner Marketing Studio](https://www.intel.com).

For questions or additional inquiries, please contact:
Marketing Strategy Lead, Gaming: Robert Clark [robert.w.clark@intel.com](mailto:robert.w.clark@intel.com)
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- 10th Gen Intel® Core™ desktop processors
- 10th Gen Intel® Core™ processor family
- 10th Gen Intel® Core™ tech press quotes and game collaborations
CAMPAIGN SUMMARY
CREATIVE SNAPSHOT

The key visual captures the excitement of the new product launch by featuring the new 10th Gen Enthusiast family badge design with graphical treatments behind it.

This look and feel ties in with the previous “Unleash Your Brilliance” campaign featuring 9th Gen Intel® Core™ processors, for cohesiveness and brand recognition spanning across Intel's recent processor generations.
For Disclosure under NDA Only.

Building from the creative look & feel from the previous 9th Gen gaming campaign ‘Unleash Your Brilliance’, a new overarching campaign message and headlines are unique to 10th Gen Intel® Core™ processor-based gaming devices.

CAMPAIGN MESSAGING OVERVIEW

GAMING HAPPENS WITH INTEL®

Campaign main message

Headlines

Laptops
Get Desktop-Caliber Performance with 10th Gen Intel Core Powered Laptops

Desktop PCs
Get Elite Real-World Performance with 10th Gen Intel Core Powered Desktops

10th Gen Family
Experience game-changing performance with 10th Gen Intel® Core™ powered PCs
New and refreshed assets have been added to this Campaign in order to strengthen the 10th Gen Intel® Core™ processor messaging. The new content focuses on three main messaging tactics: tech press quotes, performance claims and game title collaborations:

- **Tech Press Quotes**: Reinforces the “reasons to buy” message and provides an unbiased, respected industry voice when highlighting Intel’s value to PC gamers.
- **Benchmark Performance Claims**: Intel vs. Intel claims based on CPU isolation testing that showcases the specific performance increase (primarily compared to a 3-year old PC).
- **Game Title Collaboration**: Showcases collaborations with popular game developers and, where applicable, in-game optimization to elevate the PC gaming experience.

Examples of assets below. See creative samples in the Mobile, Desktop and Family sections of this guide for more details.
### KEY MESSAGING – MOBILE GAMING

The laptop family assets include banners, masthead, social, and poster.

The 10th Gen family badge is used on the family assets.

For smaller assets, like the banners, only include badge key visual and campaign headline. For larger assets like the poster or masthead, there are sub-headline and claim to provide additional proof points.

For product specific assets, like the product page or fact tag, there are also product specific messaging.

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<table>
<thead>
<tr>
<th>Campaign Headline</th>
<th>GAMING HAPPENS WITH INTEL®</th>
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</thead>
<tbody>
<tr>
<td><strong>Form Factor Headline</strong></td>
<td><strong>Experience Game-Changing Performance</strong></td>
</tr>
<tr>
<td><strong>Key Visual:</strong> 10th GEN INTEL® CORE™ PROCESSOR FAMILY BADGE</td>
<td></td>
</tr>
<tr>
<td><strong>Subheads</strong></td>
<td>With 10th Gen Intel® Core™ powered PCs</td>
</tr>
<tr>
<td><strong>Desktop-caliber performance with 10th Gen Intel® Core™ powered laptops</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Claims</strong></td>
<td>Up To 5.3 GHz Clock speed(^1)</td>
</tr>
<tr>
<td></td>
<td>Up To 8 Cores &amp; 16 Threads(^2)</td>
</tr>
</tbody>
</table>

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\(^1\)Up to 5.3Ghz is the max turbo frequency available on 10th Gen Intel® Core™ i9-10880HK mobile processor. For full specifications of all 10th Gen Intel® Core™ mobile processors, please visit [ark.intel.com](http://ark.intel.com). Max turbo frequency is the maximum single core frequency at which the processor is capable of operating using Intel® Turbo Boost Technology and, if present, Intel® Thermal Velocity Boost.

\(^2\)8 Cores and 16 threads are available on 10th Gen Intel® Core™ i7-10875H mobile processor. For full specifications of all 10th Gen Intel® Core™ mobile processors, please visit [ark.intel.com](http://ark.intel.com).
PRODUCT MESSAGING - MOBILE SKUs

There are four laptop processor SKUs to select from in the Fact Tag and Product Page options, depending on which best suits your market. The campaign headline is the same regardless of which processor is being featured. The product proof points specs will change.

Please see full legal disclaimers at the end of this document or in the Word docs that accompany the file downloads.

1. 10th Gen Intel® Core™ i9-10980HK Powered Laptops
   - Up To 5.3 GHz Clock speed
   - With 8 Cores & 16 Threads
   - Unlocked and Overclockable

2. 10th Gen Intel® Core™ i7-10875H Powered Laptops
   - Up To 5.1 GHz Clock speed
   - With 8 Cores & 16 Threads

3. 10th Gen Intel® Core™ i7-10750H Powered Laptops
   - Up To 5.0 GHz Clock speed
   - With 6 Cores & 12 Threads

4. 10th Gen Intel® Core™ i5-10300H Powered Laptops
   - Up To 4.5 GHz Clock speed
   - With 4 Cores & 8 Threads

For more complete information about performance and benchmark results, visit www.Intel.com/benchmarks.

1 Up to 5.3GHz is the max turbo frequency available on 10th Gen Intel® Core™ i9-10980HK mobile processor. For full specifications of all 10th Gen Intel® Core™ mobile processors, please visit ark.intel.com. Max turbo frequency is the maximum single core frequency at which the processor is capable of operating using Intel® Turbo Boost Technology and, if present, Intel® Thermal Velocity Boost.

2 8 Cores and 16 threads are available on 10th Gen Intel® Core™ i9-10980HK and i7-10875H mobile processors. For full specifications of all 10th Gen Intel® Core™ mobile processors, please visit ark.intel.com.

3 Altering clock frequency or voltage may damage or reduce the useful life of the processor and other system components and may reduce system stability and performance. Product warranties may not apply if the processor is operated beyond its specifications. Check with the manufacturers of system and components for additional details.

For Disclosure under NDA Only.
KEY MESSAGING – DESKTOP GAMING

The desktop family assets include banners, masthead, social, and poster.

The 10th Gen family badge are used on the family assets.

For smaller assets, like the banners, only include badge key visual and campaign headline. For larger assets like the poster or masthead, there are sub-headline and claim to provide additional proof points.

For product specific assets, like the product page or fact tag, there are also product specific messaging.

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**GAMING HAPPENS WITH INTEL®**

Get Elite Real-World Performance

**Key Visual:**

10th GEN INTEL® CORE™ PROCESSOR FAMILY BADGE

**Subhead**

With 10th Gen Intel® Core™ Powered Desktops

**Claims/Proof-points**

Up To 5.3 GHz Clock Speed\(^1\)
Up To 10 Cores & 20 Threads\(^2\)

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\(^1\)Includes the effect of Intel® Thermal Velocity Boost (Intel® TVB), a feature that opportunistically and automatically increases clock frequency above single-core and multi-core Intel® Turbo Boost Technology frequencies based on how much the processor is operating below its maximum temperature and whether turbo power budget is available. The frequency gain and duration is dependent on the workload, capabilities of the processor and the processor cooling solution.

\(^2\)10 Cores and 20 threads are available on 10th Gen Intel® Core™ i9-10900K desktop processors. For full specifications of all 10th Gen Intel® Core™ desktop processors, please visit ark.intel.com.
## PRODUCT MESSAGING – DESKTOP SKUs

The campaign headline is the same regardless of which processor is being featured.

The product proof points/spec will change.

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<table>
<thead>
<tr>
<th></th>
<th>10th Gen Intel® Core™ i9-10900K Powered Desktop</th>
<th>10th Gen Intel® Core™ i9-10900 Powered Desktop</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Up To 5.3 GHz Clock speed(^1)</td>
<td>Up To 5.3 GHz Clock speed(^1)</td>
</tr>
<tr>
<td>2</td>
<td>With 10 Cores &amp; 20 Threads(^2)</td>
<td>With 10 Cores &amp; 20 Threads(^2)</td>
</tr>
<tr>
<td>3</td>
<td>Unlocked and Overclockable(^3)</td>
<td>Unlocked and Overclockable(^3)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>10th Gen Intel® Core™ i7-10700K Powered Desktop</th>
<th>10th Gen Intel® Core™ i7-10700 Powered Desktop</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Up To 5.1 GHz Clock speed(^1)</td>
<td>Up To 5.1 GHz Clock speed(^1)</td>
</tr>
<tr>
<td>5</td>
<td>With 8 Cores &amp; 16 Threads(^2)</td>
<td>With 8 Cores &amp; 16 Threads(^2)</td>
</tr>
<tr>
<td>6</td>
<td>Unlocked and Overclockable(^3)</td>
<td>Unlocked and Overclockable(^3)</td>
</tr>
</tbody>
</table>

1. Includes the effect of Intel® Thermal Velocity Boost (Intel® TVB), a feature that opportunistically and automatically increases clock frequency above single-core and multi-core Intel® Turbo Boost Technology frequencies based on how much the processor is operating below its maximum temperature and whether turbo power budget is available. The frequency gain and duration is dependent on the workload, capabilities of the processor and the processor cooling solution.

2. 10 Cores and 20 threads are available on 10th Gen Intel® Core™ i9-10900K desktop processors. For full specifications of all 10th Gen Intel® Core™ desktop processors, please visit ark.intel.com.

3. Altering clock frequency or voltage may damage or reduce the useful life of the processor and other system components and may reduce system stability and performance. Product warranties may not apply if the processor is operated beyond its specifications. Check with the manufacturers of system and components for additional details.
KEY MESSAGING – FAMILY ASSETS

The family assets include poster, palm rest, table tent, monitor topper, and experience page.

The 10th Gen family badge are used on the family assets.

Campaign Headline

GAMING HAPPENS WITH INTEL®

Key Visual:

10th GEN INTEL® CORE™ PROCESSOR FAMILY BADGE

Sub-Headline

Experience game-changing performance with 10th Gen Intel® Core™ powered PCs

Claims

When you choose a PC powered by a 10th Gen Intel® Core™ processor, you get more than power and high-performance. Gaming with Intel® gives you built-in technologies and Intel-exclusive software you need for exceptional performance on the most demanding titles.

1Includes the effect of Intel® Thermal Velocity Boost (Intel® TVB), a feature that opportunistically and automatically increases clock frequency above single-core and multi-core Intel® Turbo Boost Technology frequencies based on how much the processor is operating below its maximum temperature and whether turbo power budget is available. The frequency gain and duration is dependent on the workload, capabilities of the processor and the processor cooling solution.
New iconography helps call out key features and technologies of the CPU, platform and Intel-exclusive applications. They are organized in the following categories and vary by the device and SKU you are promoting.

**CPU Features**
- UNLOCKED & OVERCLOCKABLE
- UNLOCKED PROCESSOR WITH SPEED OPTIMIZER
- INTEL® TURBO BOOST TECHNOLOGY 2.0
- INTEL® TURBO BOOST MAX TECHNOLOGY 3.0
- THERMAL VELOCITY BOOST
- OPTIMIZED FOR DISCRETE GPU
- INTEL® HYPER-THREADING TECHNOLOGY
- INTEL® QUICK SYNC VIDEO (QSV)

**Platform Features/Adjacencies**
- THUNDERBOLT™ 3.0
- INTEL® OPTANE™ MEMORY
- INTEL® WI-FI 6 (GIG+)

**Applications (Intel Exclusive)**
- UNLOCKED PROCESSOR WITH INTEL® XTU
- STREAM WIZARD
- INTEL® PERFORMANCE MAXIMIZER (IPM)

The fact tags and product pages in this campaign feature these icons and messages. Each fact tag can be customized to feature a minimum of two and maximum of four technologies, within the layer of the source files available upon download.

PLEASE NOTE: For icon messaging that contains footnotes to sourced legal copy, please include the corresponding legal disclaimers as documented in the next section.
ICONOGRAPHY GUIDANCE
CPU FEATURES

UNLOCKED & OVERCLOCKABLE PROCESSOR\(^3\)
All 10th Gen Intel\(^\circledast\) Core™ processors come unlocked and ready to overclock\(^3\), allowing you to fine-tune your system for additional performance headroom.

UNLOCKED PROCESSOR\(^3\) WITH SPEED OPTIMIZER
All 10th Gen Intel\(^\circledast\) Core™ i9-10980HK powered laptops come unlocked and ready to overclock\(^3\), allowing you to fine-tune your system for additional performance headroom with one click thanks to Intel\(^\circledast\) Speed Optimizer.

INTEL\(^\circledast\) TURBO BOOST TECHNOLOGY 2.0\(^4\)
Tap into better single-threaded performance with Intel\(^\circledast\) Turbo Boost 2.0 Technology by directing your most critical workloads to your processor's fastest core.\(^4\)

INTEL\(^\circledast\) TURBO BOOST MAX TECHNOLOGY 3.0\(^5\)
Tap into better single-threaded performance with Intel\(^\circledast\) Turbo Boost Max Technology 3.0 by directing your most critical workloads to your processor's fastest core.\(^5\)

\(^3\) Altering clock frequency or voltage may damage or reduce the useful life of the processor and other system components and may reduce system stability and performance. Product warranties may not apply if the processor is operated beyond its specifications. Check with the manufacturers of system and components for additional details.
\(^4\) Maximum turbo frequency using Intel Turbo Boost Technology 2.0
\(^5\) Maximum turbo frequency using Intel Turbo Boost Technology 3.0
CPU FEATURES

INTEL® TURBO BOOST MAX 3.0 TECHNOLOGY + THERMAL VELOCITY BOOST\textsuperscript{5,6}

Tap into better single-threaded performance with Intel® Turbo Boost Max Technology 3.0 by directing your most critical workloads to your processor's fastest cores.\textsuperscript{5} And by taking advantage of ideal conditions, Intel® Thermal Velocity Boost can further increase clock speeds by monitoring temperature and turbo power budget.\textsuperscript{6}

OPTIMIZED FOR DISCRETE GRAPHICS

Designed to support high performance graphics cards, 10th Gen Intel® Core™ laptops work seamlessly to deliver more processing power and a higher quality visual experience.

INTEL® HYPER-THREADING TECHNOLOGY

Multitask effortlessly with Intel® Hyper-Threading. By enabling more threads per core, it allows for more work to be done in parallel while improving performance on multithreaded applications.

INTEL® QUICK SYNC VIDEO (QSV)

Included on every 10th Gen Intel® Core™ Processor, Intel® Quick Sync Video decodes and encodes fast, helping your processor finish additional tasks while increasing system responsiveness.

\textsuperscript{5} Maximum turbo frequency using Intel Turbo Boost Technology 3.0
\textsuperscript{6} Includes the effect of Intel® Thermal Velocity Boost (Intel® TVB), a feature that opportunistically and automatically increases clock frequency above single-core and multi-core Intel® Turbo Boost Technology frequencies based on how much the processor is operating below its maximum temperature and whether turbo power budget is available. The frequency gain and duration are dependent on the workload, capabilities of the processor and the processor cooling solution.
PLATFORM FEATURES / ADJACENCIES

THUNDERBOLT™ 3.0
Thunderbolt™ 3 simplifies your gaming experience, allowing one port to connect displays, docks and storage, and other USB-C devices. Power multiple 4K screens, connect all your peripherals and simultaneously charge with a single cable.

INTEL® OPTANE™ MEMORY
Accelerate your computer's responsiveness with Intel® Optane™ memory. Reduce the time spent waiting for your favorite games to load.

INTEL® WI-FI 6 (GIG+)
Untether your game with Intel® Wi-Fi 6 (Gig+), available on all 10th Gen Intel® Core™ processors.
• Enable ~3x faster wireless speeds and more responsive performance with enhanced reliability.7
• Up to 75% Lower Latency With Intel® Wi-Fi 6 (Gig+)8

7 Nearly 3X Faster: 802.11ax 2x2 160 MHz enables 2402 Mbps maximum theoretical data rates, ~3X (2.8X) faster than standard 802.11ac 2x2 80 MHz (867 Mbps) as documented in IEEE 802.11 wireless standard specifications, and require the use of similarly configured 802.11ax wireless network routers.
8 75% Latency reduction: Is based on Intel simulation data (79%) of 802.11ax with and without OFDMA using 9 clients. Average latency without OFDM is 36ms, with OFDMA average latency is reduced to 7.6ms. Latency improvement requires that the 802.11ax (Wi-Fi 6) router and all clients support OFDMA.
APPLICATIONS (INTEL EXCLUSIVE)

UNLOCKED PROCESSOR WITH INTEL® XTU^3,9

Fine-tune your PC to your exact specifications with Intel® Extreme Tuning Utility.\(^9\) Customize your processor's performance to push your system to the max for a fully personalized gaming experience.\(^3\)

INTEL® EASY STREAMING WIZARD^10

Intel® Easy Streaming Wizard simplifies the process of configuring your processor's capabilities, bandwidth and peripherals, so you are streaming in minutes instead of hours.\(^10\)

INTEL® PERFORMANCE MAXIMIZER (IPM)^11

Overclock with ease using Intel® Performance Maximizer (IPM).\(^11\) Automatically analyze your PC's performance DNA, calibrate your processor settings, and quickly customize your overclocking with just a few clicks.

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3 Altering clock frequency or voltage may damage or reduce the useful life of the processor and other system components and may reduce system stability and performance. Product warranties may not apply if the processor is operated beyond its specifications. Check with the manufacturers of system and components for additional details.

9 Some features may only be available with the latest version of Intel® Extreme Tuning Utility. For more information and a full list of compatible processors, please visit downloadcenter.intel.com/download/24075

10 Some features may only be available with the latest version of Intel® Easy Streaming Wizard. For more information and a full list of compatible processors, please visit intel.com/easystreaming

11 Some features may only be available with the latest version of Intel® Performance Maximizer. For more information and a full list of compatible processors, please visit intel.com/performance maximizer
## TECHNOLOGIES COMPARISON CHART

Use this chart to see which technologies are available or supported on each processor SKU.

### CPU FEATURES
- Unlocked & Overclockable
- Intel® Quick Sync Video (QSV)
- Intel® Hyper-Threading Technology
- Intel® Turbo Boost Technology 3.0
- Intel® Turbo Boost Technology 2.0
- Intel® Thermal Velocity Boost
- Intel® Quick Sync Video (QSV)

### PLATFORM FEATURES
- Intel® Wi-Fi 6 (Gig+) (Gig+) (Gig+)
- Intel® Dual Band Wireless-AC 9560
- Intel® Wi-Fi 6 (Gig+) (Gig+)
- Intel® Wi-Fi 6E (Gig+)
- Intel® Thunderbolt™ 3
- Intel® Performance Maximizer (IPM)
- Intel® Optane™ Memory
- Intel® Easy Streaming Wizard
- Intel® Extreme Memory Profile

### APPLICATION FEATURES
- * Available at processor level
- * Supported. Refer to system configurations for details.

### DESKTOP SKUS

<table>
<thead>
<tr>
<th>Processor</th>
<th>CPU FEATURES</th>
<th>PLATFORM FEATURES</th>
<th>APPLICATION FEATURES</th>
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<tbody>
<tr>
<td>i5-10600K</td>
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</table>

### MOBILE SKUS

<table>
<thead>
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<th>Processor</th>
<th>CPU FEATURES</th>
<th>PLATFORM FEATURES</th>
<th>APPLICATION FEATURES</th>
</tr>
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<tr>
<td>i5-10300H</td>
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<td>i7-10750H</td>
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</tr>
<tr>
<td>i9-10980HK</td>
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<td>✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔</td>
<td>✔ ✔ ✔ ✔ ✔ ✔ ✔ ✔</td>
</tr>
</tbody>
</table>
CREATIVE SAMPLES – MOBILE GAMING
Creative Overview:

CREATIVE SAMPLES

These are the completed gaming assets for the 10th Gen Intel® Core™ mobile processor family. Each asset has a placeholder dedicated for partner logo implementation – shown on static banners below.

Detailed images of the fact tags are shown on the next slide. Product page and video details are shown in the Implementation Guidance section.
Creative Overview:

CREATIVE SAMPLES – STATIC BANNERS AND MASTHEADS

Existing Introduction Assets

New Tech Press Quote and Performance Claims Assets

STATIC BANNERS

FACT TAGS

STATIC MASTHEADS

FACT TAGS

STATIC MASTHEAD
FACT TAG OVERVIEW

Alt. feature copy and icon options are available in the source file layers of the ad kit, along with a partner logo placeholder to accommodate co-marketing.
Creative Overview:

SOCIAL BANNER OVERVIEW

Option available to accommodate co-marketing with placeholders for partner offer details and logo.

Existing Introduction Assets

Social Media Carousel

New Tech Press Quote Assets

Instagram

Twitter

Instagram

Twitter
PRODUCT PAGE OVERVIEW

Creative Overview:

Product Pages have been updated with content featuring tech press quotes, performance claims and game title collaborations (some examples included below).
Composition:

**HTML5 MOBILE LAPTOP PRODUCT PAGES**

The responsive mobile product pages have been updated to include performance benchmark claims, tech press quotes and game collaborations. Each page contains 10 sections.

Panel 1: Hero visual, badge, headline

Panel 2: Tech press quotes – *New!*

Panel 3: Specs and product image

Panel 4: Benchmark chart – *New!*

Panel 5: Video

Panel 6: Product recommendation – *Refreshed!*

Panel 7: Intel Technologies, icons, proof points

Panel 8: ISV collaboration / tech optimization – *New!*

Panel 9: FPO product section, product image and listings

Panel 10: Legal disclaimers
Gamers love to engage and interact. Panel 6 of the product page has built in interactivity, where a gamer can select boxes that describe how they game. The displayed product results vary depending on the selections. The panel will display the recommended processor that best suits a gamer's needs. Refreshed to include SKU-specific performance claims.
For a simpler deployment, there is a static comparison chart available for this panel, that highlights the sell-up benefits of each processor SKU. This static panel option is located within the HTML 'Deploy' folder, available in the ad kit download.

<table>
<thead>
<tr>
<th>Processor</th>
<th>10th Gen Intel® Core™ i9-10880H</th>
<th>10th Gen Intel® Core™ i7-10750H</th>
<th>10th Gen Intel® Core™ i7-10750H</th>
<th>10th Gen Intel® Core™ i5-10300H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clock Speed</td>
<td>Up To 5.3 GHz</td>
<td>Up To 5.1 GHz</td>
<td>Up To 5.0 GHz</td>
<td>Up To 4.5 GHz</td>
</tr>
<tr>
<td>Cores/Threads</td>
<td>8/16</td>
<td>8/16</td>
<td>6/12</td>
<td>4/8</td>
</tr>
</tbody>
</table>

Choose your objective(s):

- **Seamless AAA Gaming**: ✓ ✓ ✓ ✓ ✓
- **Streaming**: ✓ ✓ ✓ ✓ ✓
- **Competitive Gaming**: ✓ ✓ ✓ ✓ ✓
- **Streaming & Recording**: ✓ ✓ ✓ ✓
- **Advanced Content Creation**: ✓ ✓
- **Peak Gaming Performance**: ✓
- **Unlocked & Overclockable**: ✓

*For However You Game*

Find the 10th Gen Intel® Core™ processor recommended for how you game.

**STATIC PANEL OPTION**
Panel 7 of the product page is also interactive. The displayed technology or feature details will vary depending on the icon that is selected.

Technology/Features:

- Thunderbolt™ 3
- Intel® Wi-Fi 6 (Gig+)
- Intel® Optane™ Memory
- Discrete Graphics
- Intel® Turbo Boost Technology
- Intel® Easy Streaming Wizard
- Thermal Velocity Boost Technology (i9 only)
Panel 8 of the product page highlights both collaborations with game developers and how gaming with Intel allows you to experience the full capability of your favorite games.

**Game Title Collaborations:**

**PRODUCT PAGE PANEL 8**

For Disclosure under NDA Only.
Video: MOBILE GAMING

60 second video that introduces gamers to the benefits of laptops powered by 10th Gen Intel® Core™ processors. This is the intended video for Panel 3 on the Experience Page. It is also available to share or download from Intel® Partner Marketing Studio.
CREATIVE SAMPLES – DESKTOP GAMING
Creative Overview:

CREATIVE SAMPLES

These are the completed assets for the 10th Gen Intel® Core™ desktop processors. Each asset has a space dedicated for partner logo implementation.

Detailed images of the fact tags are shown on the next slide. Product page and video details are shown in the Implementation Guidance section.
Creative Overview:
CREATIVE SAMPLES - STATIC BANNERS AND MASTHEADS

Existing Introduction Assets

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<thead>
<tr>
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<tbody>
<tr>
<td><img src="#" alt="Image 1" /></td>
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<td><img src="#" alt="Image 3" /></td>
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<tr>
<td><img src="#" alt="Image 4" /></td>
</tr>
</tbody>
</table>

MASTHEADS

| ![Image 5](#) |
| ![Image 6](#) |
| ![Image 7](#) |
| ![Image 8](#) |

New Tech Press Quote Assets

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<td><img src="#" alt="Image 10" /></td>
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</table>

MASTHEADS

| ![Image 11](#) |
| ![Image 12](#) |

FACT TAG OVERVIEW

Alt. feature copy and icon options are available in the source file layers of the ad kit, along with a partner logo placeholder to accommodate co-marketing.

Existing Introduction Assets

DIGITAL FACT TAGS

PRINT FACT TAG TOPPERS

New Performance Claim Assets

DIGITAL FACT TAGS

For Disclosure under NDA Only.
Creative Overview:

SOCIAL BANNER OVERVIEW

Option available to accommodate co-marketing with placeholders for partner offer details and logo.

Existing Introduction Assets

New Tech Press Quote Assets

SOCIAL MEDIA CAROUSEL

INSTAGRAM

TWITTER

INSTAGRAM

TWITTER
Creative Overview:

PRODUCT PAGE OVERVIEW

Product Pages have been updated with content featuring tech press quotes, performance claims and game title collaborations (some examples included below).
IMPLEMENTATION GUIDANCE – DESKTOP GAMING
The responsive desktop product pages have been updated to include performance benchmark claims, tech press quotes and game collaborations. Each page contains 10 sections.

Panel 1: Hero visual, badge, headline
Panel 2: Tech press quotes – New!
Panel 3: Specs and product image
Panel 4: Benchmark chart – New!
Panel 5: Video
Panel 6: Product recommendation - Refreshed!
Panel 7: Intel Technologies, icons, proof points
Panel 8: ISV collaboration / tech optimization – New!
Panel 9: FPO product section, product image and listings
Panel 10: Legal disclaimers
Gamers love to engage and interact. Panel 6 of the product page has built in interactivity, where a gamer can select boxes that describe how they game.

The displayed product results vary depending on the selections. The panel will display the recommended processor that best suits a gamer’s needs. Refreshed to include SKU-specific performance claims.

**DEFAULT VIEW**

Find a 10th Gen Intel® Core™ processor recommended for how you game.

**PRODUCT PAGE PANEL 6**

- i5-10600K
- i7-10700K
- i9-10900K

Additional SKU results, not shown:
- i5-10400
- i7-10700
- i9-10900
For a simpler deployment, there is a static comparison chart available for this panel, that highlights the sell-up benefits of each processor SKU. This static panel option is located within the HTML ‘Deploy’ folder, available in the ad kit download.
Panel 7 of the product page is also interactive. The displayed technology or feature details will vary depending on the icon that is selected.

Technology/Features:

- Thunderbolt™ 3
- Intel® Wi-Fi 6 (Gig+)
- Intel® Optane™ Memory
- Discrete Graphics
- Intel® Turbo Boost Technology
- Intel® Easy Streaming Wizard
- Thermal Velocity Boost Technology (i9 only)
Panel 8 of the product page highlights both collaborations with game developers and how gaming with Intel allows you to experience the full capability of your favorite games.
60 second video that introduces gamers to the benefits of desktop PCs powered by 10th Gen Intel® Core™ processors. It is also available to share or download from Intel® Partner Marketing Studio.
CREATIVE SAMPLES – GAMING FAMILY (Device-Agnostic)
These are the completed assets promoting gaming on the 10th Gen Intel® Core™ processor family.

Each asset has a placeholder dedicated for partner logo implementation.
Creative Overview:

FAMILY - GAME TITLES AND STATIC BANNERS

These are the additional banner and social assets for the 10th Gen Intel® Core™ Processors. Each asset features a different game title.
Creative Overview:
CREATIVE SAMPLES – FAMILY MASTHEADS, SOCIAL, BANNERS

MASHTHEADS

STATIC BANNERS

SOCIAL ASSETS
EXPERIENCE PAGE OVERVIEW

The Experience Page has been updated with content featuring tech press quotes, performance claims and game title collaborations (some examples included below).
IMPLEMENTATION GUIDANCE – GAMING FAMILY (Device-Agnostic)
The responsive experience page has been updated to include performance benchmark claims, tech press quotes and game collaborations. This page is broken out into 9 sections.

Panel 1: Hero visual, badge, headline

Panel 2: Lifestyle image, messaging

Panel 3: Tech press quotes – New!

Panel 4: Video

Panel 5: Product recommendation – Refreshed!

Panel 6: Intel Technologies

Panel 7: ISV collaboration / tech optimization – New!

Panel 8: FPO product section, product image and listings

Panel 9: Legal disclaimers
Video:

10TH GEN FAMILY (DEVICE-AGNOSTIC)

60 second video that introduces gamers to the benefits of the 10th Gen Intel® Core™ processor family. It is also available to share or download from Intel® Partner Marketing Studio.
Video: 10TH GEN QUICK HIT VIDEOS (Mobile SKUs)

These videos showcase the performance benefits of Intel® Core™ mobile processors and why they are great for laptop gaming. These are available for download on Intel® Partner Marketing Studio. See Asset Summary for download links.
ASSET SUMMARIES
Placement recommendations for the Shopper Journey and where to download each marketing asset
# Asset Summary:

## 10TH GEN INTEL® CORE™ MOBILE PROCESSORS

<table>
<thead>
<tr>
<th>DREAMING</th>
<th>INFO GATHERING</th>
<th>COMPARING</th>
<th>EXPERIENCING &amp; ADVICE SEEKING</th>
<th>BUYING</th>
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<tbody>
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<td><img src="image" alt="Masthead" /> Masthead 2 Options AS1457</td>
<td><img src="image" alt="Fact Tag Toppers" /> Fact Tag Toppers i5-10300H - AS1459 i7-10750H - AS1460 i7-10875H - AS1461 i9-10980HK - AS1462</td>
<td><img src="image" alt="Digital Fact Tags" /> Digital Fact Tags i5-10300H - AS1463 i7-10750H - AS1464 i7-10875H - AS1465 i9-10980HK AS1466</td>
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<td><img src="image" alt="Videos" /> Videos 10th Gen Mobile Family - AS1493</td>
<td><img src="image" alt="Product Pages" /> Product Pages i5-10300H - AS1489 i7-10750H - AS1490 i7-10875H - AS1491 i9-10980HK - AS1492</td>
<td><img src="image" alt="Static Banners" /> Static Banners AS1456</td>
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</table>

### Quick Hits (by sku):
- i5-10300H - AS2246
- i7-10750H and i7-10875H - AS2247
- i9-10980HK - AS2248

**View campaign on the Intel® Partner Marketing Studio:**
Gaming Happens with 10th Gen Intel® Core™ Processors

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For Disclosure under NDA Only.
### Asset Summary:

**10TH GEN INTEL® CORE™ DESKTOP PROCESSORS**

<table>
<thead>
<tr>
<th>DREAMING</th>
<th>INFO GATHERING</th>
<th>COMPARING</th>
<th>EXPERIENCING &amp; ADVICE SEEKING</th>
<th>BUYING</th>
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</thead>
</table>
| **In-store** | **Poster** AS1644 | | | **Fact Tags**
i5 - AS1649
i7 - AS1650
i9 - AS1651 |
| **Online** | **Mastheads** AS1643 | | | **Digital Fact Tags**
i5-10600K - AS1646
i7-10700K - AS1647
i9-10900K - AS1648 |
| | **Social Carousel** AS1645 | | | **Product Pages**
i5 - AS1652
i7 - AS1653
i9 - AS1654 |
| | **Video** AS1655 | | | |
| | **Digital Static Banners** AS1642 | | | |

View campaign on the Intel® Partner Marketing Studio: *Gaming Happens with 10th Gen Intel® Core™ Processors*

Asset Summary:

**Digital Fact Tags**
i5 - AS1646
i7 - AS1647
i9 - AS1648

**Product Pages**
i5 - AS1652
i7 - AS1653
i9 - AS1654

For Disclosure under NDA Only.
### Asset Summary: 10th Gen Intel® Core™ Processor Family

<table>
<thead>
<tr>
<th>DREAMING</th>
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</table>
### Asset Summary:

**10th Gen Intel® Core™ Processors – Tech Press Quotes and ISV Game Collaborations**

<table>
<thead>
<tr>
<th>DREAMING</th>
<th>INFO GATHERING</th>
<th>COMPARING</th>
<th>EXPERIENCING &amp; ADVICE SEEKING</th>
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<td><strong>PUBG</strong> AS2224</td>
<td><strong>Hunters Arena: Legends</strong> AS2223</td>
<td><strong>Total War: A Total War Saga</strong> AS2225</td>
<td><strong>Valorant</strong> AS2227</td>
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<tr>
<td><strong>Mount &amp; Blade II: Bannerlord</strong> AS2222</td>
<td><strong>i9-10900K</strong> - AS2228</td>
<td><strong>i5-10600K</strong> - AS2229</td>
<td><strong>Family Gaming</strong> - AS2230</td>
<td></td>
</tr>
</tbody>
</table>

**Tech Press Quotes:** Static & Animated Banners, Social and Masthead

**Static & Animated Banners and Social**
ESSENTIAL GAMING WITH INTEL® CORE™ i5 POWERED LAPTOPS CAMPAIGN GUIDE

Campaign Overview and Implementation Guidance
# TABLE OF CONTENTS

Campaign Summary
- Campaign overview
- Creative snapshot
- Key messaging
- Product messaging
- Technologies/proof points

Creative Overview
- Creative samples

Implementation Guidance
- Experience page
- Product pages

Assets Summary
- Welcome to the Game with Intel® Core™ i5-powered laptops
CAMPAIGN SUMMARY
CAMPAIGN OVERVIEW

AUDIENCE
This campaign has been created for gamers and enthusiasts who want uncompromised in-game experience as well as the maximum value out of their system. Positioning 9th and 10th Gen Intel® Core™ i5 processors as purely for the love of the game, these assets target consumers that want to get the most out of their favourite game titles and transition seamlessly to daily productivity, all without breaking the bank.

OVERVIEW
This ad kit has been built for the versatile 9th and 10th Gen Intel® Core™ i5 mobile processors, surfacing messaging that will resonate with savvy enthusiasts who focus on the value of buying into an Intel platform at a lower price point.

INSIGHT/SHOPPER RESISTANCE
Intel offers mobile processors that fit the budget of every gamer. 9th and 10th Gen Intel® Core™ i5 processors offer a competitive price without sacrificing in-game performance and multitasking productivity.

STRATEGY
Appeal to savvy gamers with value-first messaging, highlighting the versatile performance of the 9th and 10th Gen Intel® Core™ i5 processors, both in and out of game.

OBJECTIVE
Win over gamers that are looking for great performance without a hefty price tag by showcasing the balanced option in 9th and 10th Gen Intel® Core™ i5 processors.
The key visual highlights multiple gamers in their flow to bring a relatable visual vibe to the audience.

The visual also utilizes the now familiar 10th Gen Intel® Core™ processor badge and flare as a focal point to tie it closer with other products and gaming-related marketing assets available from Intel.

**9th Gen Versions Also Available:**
Within the working source files, you will find folder layers that can be toggled on and off. Each one corresponds with the type of badge used.

Genless badge options for both generations are also available a source file layer.
KEY MESSAGING

The campaign headline “Welcome to the Game” is used across all assets in this campaign.

The Intel® Core™ i5 processor badge is also used across the assets.

For smaller assets, like the banners, only the badge, key visual and campaign headline are used. For larger assets like the poster or masthead, the sub-headline is also included.

For product specific assets, like the product page or fact tag, product-specific messaging is also included. (see next page)
The campaign features two different generations of Intel® Core™ i5 mobile processors, depending on which best suits your market.

The campaign headline is the same regardless of which processor is being featured. The product proof points/specs will change.

Product-specific messaging is used on the product pages and fact tags in this campaign.

10TH GEN INTEL® CORE™
i5-10300H POWERED LAPTOPS

Up To 4.5 GHz Clock Speed
With 4 Cores & 8 Threads

9TH GEN INTEL® CORE™
i5-9300H POWERED LAPTOPS

Up To 4.1 GHz Clockspeed
With 4 Cores & 8 Threads

1Includes the effect of Intel® Thermal Velocity Boost (Intel® TVB), a feature that opportunistically and automatically increases clock frequency above single-core and multi-core Intel® Turbo Boost Technology frequencies based on how much the processor is operating below its maximum temperature and whether turbo power budget is available. The frequency gain and duration is dependent on the workload, capabilities of the processor and the processor cooling solution.
The table tent, flyer, and product page feature main product messaging and Intel technology proof points.

1. **Raise Your Game With a Higher Clock Speed**
   Higher clock speeds can help provide greater in-game frames per second, improving play smoothness.

2. **Better Multitasking With Intel® Hyper-Threading Technology**
   Multitask effortlessly with Intel® Hyper-Threading Technology. By virtualizing a core into two threads, it allows for more work to be done in parallel while improving performance on multithreaded applications.

3. **Intel® Turbo Boost Technology 2.0**
   Get a better gaming experience with Intel® Turbo Boost Technology 2.0 by directing your most crucial workload to your fastest cores, giving your clock speed a boost of performance when you need it most.

---

1Includes the effect of Intel® Thermal Velocity Boost (Intel® TVB), a feature that opportunistically and automatically increases clock frequency above single-core and multi-core Intel® Turbo Boost Technology frequencies based on how much the processor is operating below its maximum temperature and whether turbo power budget is available. The frequency gain and duration is dependent on the workload, capabilities of the processor and the processor cooling solution.
CREATIVE SAMPLES
ONLINE (DIGITAL) ASSETS

These are the completed assets for the 10th Gen Intel® Core™ processors. Each asset has a space dedicated for partner logo implementation as a source file layer.

9th Gen and Genless badge options are also available as a source file layer.
Creative Overview:

IN-STORE (PRINT) ASSETS

These are the completed assets for the 10th Gen Intel® Core™ processors. Each asset has a space dedicated for partner logo implementation as a source file layer.

9th Gen and Genless badge options are also available as a source file layer.
Within the working assets, you’ll find **folder layers** you can toggle on and off. Each one corresponds with the type of badge used.

**NOTE:** ONLY HAVE ONE BADGE FOLDER LAYER VISIBLE AT A TIME.

Within each **folder layer** is the corresponding badge and copy that goes in tandem with each other.
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<th>9TH GEN VER.</th>
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IMPLEMENTATION GUIDANCE
This responsive experience page is broken out into six sections.

Panel 1: Hero visual, badge, headline

Panel 2: Intel & game developer collaboration

Panel 3: Intel Technologies, icons, proof points

Panel 4: Entry-gaming messaging

Panel 5: FPO product section, product image and listings

Panel 6: Legal disclaimers

Each component will be separate in the ad kit. Refer to the implementation guide for more information.
This responsive experience page is broken out into six sections.

Panel 1: Hero visual, badge, headline

Panel 2: Intel & game developer collaboration

Panel 3: Video

Panel 4: Product specs, Intel Technologies, icons, proof points

Panel 5: Entry-gaming messaging

Panel 6: FPO product section, product image and listings

Panel 7: Legal disclaimers

Each component will be separate in the ad kit. Refer to the implementation guide for more information.
Video:

**10TH GEN INTEL® CORE™ i5-10300H PROCESSORS FOR GAMING**

Key benefits and proof points revealing the performance of Intel® Core™ i5-powered laptops for the latest game play.

This video is featured in the 10th Gen Intel® Core™ i5 Product Page and as a standalone video on Intel® Partner Marketing Studio.

See [Asset Summary](#) for the download links
This responsive experience page is broken out into six sections.

Panel 1: Hero visual, badge, headline

Panel 2: Intel & game developer collaboration

Panel 3: Product specs, Intel Technologies, icons, proof points

Panel 4: Entry-gaming messaging

Panel 5: FPO product section, product image and listings

Panel 6: Legal disclaimers

Each component will be separate in the ad kit. Refer to the implementation guide for more information.
ASSET SUMMARY

Placement recommendations for the shopper journey and where to download each marketing asset
### Asset Summary:

**10TH GEN INTEL® CORE™ i5-POWERED LAPTOPS**

<table>
<thead>
<tr>
<th>DREAMING</th>
<th>INFO GATHERING</th>
<th>COMPARING</th>
<th>EXPERIENCING &amp; ADVICE SEEKING</th>
<th>BUYING</th>
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<td>![AS2264](Experience Page)</td>
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<tr>
<td><img src="Social" alt="AS2263" /></td>
<td><img src="Masthead" alt="AS2258" /></td>
<td><img src="Flyer" alt="AS2259" /></td>
<td>![AS2261](Monitor Topper)</td>
<td>![AS2265](Product Pages)</td>
</tr>
</tbody>
</table>

[View campaign on the Intel® Partner Marketing Studio: Gaming Happens with 10th Gen Intel® Core™ Processors](#)
BRING STADIUM-SIZED GAMING HOME

Campaign Overview and Implementation Guidance
April 2020
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Campaign Summary
• Creative snapshot
• Key messaging – 10th Gen
• Key messaging – 9th Gen

Creative Overview
• Creative samples

Implementation Guidance
• Experience page

Assets Summary
• Bring stadium-sized gaming home
  – Laptop gaming
• Bring stadium-sized gaming home
  – Desktop gaming
CREATIVE SNAPSHOT

When gaming from home is a priority for your customers, from gaming enthusiasts to DIYers, help showcase how Intel-powered PCs offer an esports experience right from their living room.

The key visuals captures the excitement of gaming from home by featuring a victory pose and confetti that resemble the esports experience.

Both 10th and 9th Gen creative options and assets are available, with graphical treatments that resemble the product family badges.
KEY MESSAGING – 10TH GEN

The family assets include banners, masthead, social, poster, experience page, and fact tag.

The 10th Gen family badge are used on the family assets.

For smaller assets, like the banners, only include badge key visual and campaign headline. For larger assets like the poster or masthead, there are sub-headline and claim to provide additional proof points.

---

Campaign Headline

Bring Stadium-Sized Gaming Home

10th GEN INTEL® CORE™ PROCESSOR FAMILY BADGE

Sub-Headline

Get an immersive esports experience with your Intel® powered laptop

ALT Sub-Headline

Get an immersive esports experience with your 10th Gen Intel® Core™ powered laptop

---

1Includes the effect of Intel® Thermal Velocity Boost (Intel® TVB), a feature that opportunistically and automatically increases clock frequency above single-core and multi-core Intel® Turbo Boost Technology frequencies based on how much the processor is operating below its maximum temperature and whether turbo power budget is available. The frequency gain and duration is dependent on the workload, capabilities of the processor and the processor cooling solution.
key messaging – 9th gen

The family assets include banners, masthead, social, poster, experience page, and fact tag.

The 9th Gen family badge are used on the family assets.

For smaller assets, like the banners, only include badge key visual and campaign headline. For larger assets like the poster or masthead, there are sub-headline and claim to provide additional proof points.

Campaign Headline

Bring Stadium-Sized Gaming Home

9th Gen Intel® Core™ Processor Family Badge

Sub-Headline

Get an immersive esports experience with your Intel® powered laptop

ALT Sub-Headline

Get an immersive esports experience with your 9th Gen Intel® Core™ powered laptop

1 Includes the effect of Intel® Thermal Velocity Boost (Intel® TVB), a feature that opportunistically and automatically increases clock frequency above single-core and multi-core Intel® Turbo Boost Technology frequencies based on how much the processor is operating below its maximum temperature and whether turbo power budget is available. The frequency gain and duration is dependent on the workload, capabilities of the processor and the processor cooling solution.
CREATIVE SAMPLES
These are the completed gaming assets to promote desktop PC gaming from home. Both 10th Gen and 9th Gen options are available in the file download. Each asset has a placeholder dedicated for partner logo implementation.

Detailed images of the fact tags are shown on the next slide. Product Page and Video details are shown in the Implementation Guidance section.
These are the completed gaming assets to promote laptop gaming from home. Both 10th Gen and 9th Gen options are available in the file download. Each asset has a placeholder dedicated for partner logo implementation.

Detailed images of the fact tags are shown on the next slide. Product Page and Video details are shown in the Implementation Guidance section.
This responsive experience page is broken out into six sections.

Panel 1: Hero visual, badge, headline, partner logo

Panel 2: Product image

Panel 3: Product comparison chart

Panel 4: Intel Technologies

Panel 5: FPO product section, product image and listings

Panel 6: Legal disclaimers

Each component will be separate in the adkit for you to place inside the template.
This responsive experience page is broken out into six sections.

Panel 1: Hero visual, badge, headline, partner logo
Panel 2: Product image
Panel 3: Product comparison chart
Panel 4: Intel Technologies
Panel 5: FPO product section, product image and listings
Panel 6: Legal disclaimers

Each component will be separate in the adkit for you to place inside the template.
ASSET SUMMARY
**Asset Summary:**
**BRING STADIUM-SIZED GAMING HOME – LAPTOP GAMING**

<table>
<thead>
<tr>
<th>DREAMING</th>
<th>INFO GATHERING</th>
<th>COMPARING</th>
<th>EXPERIENCING &amp; ADVICE SEEKING</th>
<th>BUYING</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="In-store" /></td>
<td>Poster AS1680</td>
<td>Fact Tag</td>
<td>Masthead AS1676</td>
<td>Experience Page AS1679</td>
</tr>
<tr>
<td><img src="image" alt="Online" /></td>
<td>Social Banners AS1678</td>
<td>Digital Static Banners AS1675</td>
<td>Digital Fact Tag AS1677</td>
<td></td>
</tr>
</tbody>
</table>

View campaign on the Intel® Partner Marketing Studio: Gaming Happens with 10th Gen Intel® Core™ Processors
Asset Summary:
BRING STADIUM-SIZED GAMING HOME – DESKTOP GAMING

DREAMING

INFO GATHERING

COMPARING

EXPERIENCING & ADVICE SEEKING

BUYING

View campaign on the Intel® Partner Marketing Studio: Gaming Happens with 10th Gen Intel® Core™ Processors

In-store

Poster
AS1544

Masthead
AS1541

Digital Fact Tag
AS1542

Static Banners
AS1540

Experience Pages
AS1641

Online

Social Banners
AS1543
SHOPPER JOURNEY OVERVIEW
## THE IN-STORE SHOPPER JOURNEY

### Opportunity

**Convert Passive Buyers to active by showing the latest and greatest to spark demand for device refresh**

### Info Gathering

Help customers to navigate the plethora of options available and narrow their initial list

### Comparing

Help shoppers to know the goodness of more sophisticated options among their list of SKUs

### Experiencing & Advice Seeking

Engage shoppers in experiences to validate their purchase decision on selected device

### Buying

Reassure customers this is the right product for them and engage with them to act now

<table>
<thead>
<tr>
<th>Where to Be</th>
<th>Dreaming</th>
<th>Info Gathering</th>
<th>Comparing</th>
<th>Experiencing &amp; Advice Seeking</th>
<th>Buying</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside PC aisle (inside or outside store) e.g., in the camera aisle, shopping mall activation</td>
<td>Help customers to navigate the plethora of options available and narrow their initial list</td>
<td>Help shoppers to know the goodness of more sophisticated options among their list of SKUs</td>
<td>Engage shoppers in experiences to validate their purchase decision on selected device</td>
<td>Reassure customers this is the right product for them and engage with them to act now</td>
<td>On the device or in the fact tag holder</td>
</tr>
<tr>
<td>Inside PC area</td>
<td>On the device or adjacent, within the PC category</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**In-store**

For Disclosure under NDA Only.
<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>INFO GATHERING</th>
<th>COMPARING</th>
<th>EXPERIENCING &amp; ADVICE SEEKING</th>
<th>BUYING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convert Passive Buyers to active by showing the latest &amp; greatest to spark demand for device refresh</td>
<td>Help customers to navigate the plethora of options available and narrow their initial list</td>
<td>Help shoppers to know the goodness of more sophisticated options among their list of SKUs</td>
<td>Engage shoppers in experiences to validate their purchase decision</td>
<td>Reassure customers this is the right product for them and engage with them to act now</td>
</tr>
<tr>
<td>WHERE TO BE</td>
<td>Outside category (insite and external sites) e.g., Homepage, Social, SEM, email &amp; push mkt</td>
<td>Main PC Category &amp; search results generic terms (e.g., laptop)</td>
<td>Sub categories (laptop, 2in1, desktop, AIO, Mini PC, etc.)</td>
<td>Special experiencing pages</td>
</tr>
</tbody>
</table>

**THE ONLINE SHOPPER JOURNEY**

**Online**
# SHOPPER JOURNEY ASSET LOCATION KEY

<table>
<thead>
<tr>
<th>Asset</th>
<th>Asset Type</th>
<th>Shopper Journey Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Store</td>
<td>Badge Card</td>
<td>Advice Seeking</td>
</tr>
<tr>
<td>In-Store</td>
<td>Brochure</td>
<td>Advice Seeking, Comparing, Buying</td>
</tr>
<tr>
<td>In-Store</td>
<td>Counter Card</td>
<td>Comparing</td>
</tr>
<tr>
<td>In-Store</td>
<td>Display Box</td>
<td>Comparing, Buying</td>
</tr>
<tr>
<td>In-Store</td>
<td>Easel Back Display</td>
<td>Info Gathering</td>
</tr>
<tr>
<td>In-Store</td>
<td>Endcap Back Panel</td>
<td>Info Gathering, Comparing, Buying</td>
</tr>
<tr>
<td>In-Store</td>
<td>Fact Tag</td>
<td>Comparing, Buying</td>
</tr>
<tr>
<td>In-Store</td>
<td>Flyer</td>
<td>Info Gathering, Comparing, Buying</td>
</tr>
<tr>
<td>In-Store</td>
<td>In-Line Display</td>
<td>Comparing, Buying</td>
</tr>
<tr>
<td>In-Store</td>
<td>Large Hanging Banner</td>
<td>Info Gathering</td>
</tr>
<tr>
<td>In-Store</td>
<td>Monitor Cling</td>
<td>Comparing, Buying</td>
</tr>
<tr>
<td>In-Store</td>
<td>On-System Callout</td>
<td>Comparing, Buying</td>
</tr>
<tr>
<td>In-Store</td>
<td>Pocket Guide</td>
<td>Advice Seeking</td>
</tr>
<tr>
<td>In-Store</td>
<td>Poster</td>
<td>Info Gathering</td>
</tr>
<tr>
<td>In-Store</td>
<td>Print Circular</td>
<td>Info Gathering, Comparing, Buying</td>
</tr>
<tr>
<td>In-Store</td>
<td>Stacking Guide</td>
<td>Info Gathering, Comparing, Buying</td>
</tr>
<tr>
<td>In-Store</td>
<td>Table Tent</td>
<td>Info Gathering, Comparing</td>
</tr>
<tr>
<td>In-Store</td>
<td>Tearsheet</td>
<td>Comparing, Buying</td>
</tr>
<tr>
<td>In-Store</td>
<td>Window Cling</td>
<td>Info Gathering</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Asset</th>
<th>Asset Type</th>
<th>Shopper Journey Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>Animated Banner</td>
<td>Advice Seeking, Comparing, Buying, Experiencing</td>
</tr>
<tr>
<td>Online</td>
<td>Animated Masthead</td>
<td>Advice Seeking, Comparing, Buying, Experiencing</td>
</tr>
<tr>
<td>Online</td>
<td>Digital Callout</td>
<td>Comparing, Buying</td>
</tr>
<tr>
<td>Online</td>
<td>Digital Fact Tag</td>
<td>Comparing, Buying</td>
</tr>
<tr>
<td>Online</td>
<td>Email Template</td>
<td>Dreaming</td>
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<tr>
<td>Online</td>
<td>Infographic</td>
<td>Info Gathering, Experiencing</td>
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<tr>
<td>Online</td>
<td>Interactive Module</td>
<td>Comparing, Experiencing</td>
</tr>
<tr>
<td>Online</td>
<td>H5 Full Experience Page</td>
<td>Comparing, Experiencing</td>
</tr>
<tr>
<td>Online</td>
<td>H5 Light Experience Page</td>
<td>Comparing, Experiencing</td>
</tr>
<tr>
<td>Online</td>
<td>Static Banners</td>
<td>Info Gathering, Comparing</td>
</tr>
<tr>
<td>Online</td>
<td>Static Masthead</td>
<td>Info Gathering, Comparing</td>
</tr>
<tr>
<td>Online</td>
<td>Video/Animation</td>
<td>Info Gathering, Comparing</td>
</tr>
<tr>
<td>Other</td>
<td>Social Media Carousel</td>
<td>Dreaming, Advice Seeking</td>
</tr>
</tbody>
</table>