

Lenovo Olympic Torch Announcement



- **Date:** April 2007
- **Mission**
 - Leverage the unveiling of the route and torch design for the 2008 Beijing Olympic Torch Relay by the Beijing Organizing Committee of the 29th Olympic Games (BOCOG) to publicize Lenovo's role as torch designer.
 - Break a story around the world immediately following BOCOG's announcement.
- **Method**
 - Coordinated media outreach between dozens of Ketchum offices and affiliates around the world working across time zones and languages.
 - Live web-conference featuring the key designers and executives from Lenovo immediately after the BOCOG announcement for media around the globe.
 - Exclusive interview arranged with Associated Press and the torch designer prior to the web conference to maximise coverage. Story released on the wire as the web conference began.
- **Measurement**
 - By the end of the first day more than 160 stories on Lenovo's role in designing the torch appeared in the global media.
 - Lenovo enjoyed a wave of positive publicity as the media repeated the key message that the "Cloud of Promise" torch demonstrated the company's amazing versatility and creativity.



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