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Comprehensive Exam

PAID

La-Z-Boy - Gaming Chair Campaign

Creative Brief

The target audience for this campaign will be **Hardcore Gamers** aged 23-25 who work full-time and have a stable income, allowing them to invest in their favorite hobby: gaming. They are predominantly male and value their free time spent gaming above all else, striving for the best possible experience and de-stressing after a long day at work. They stay up to date on the latest game releases, news, and debates across X, YouTube, and Twitch, and are invested in the esports scene for titles like *League of Legends*, *Valorant*, and *Overwatch*.

Advertisements for this campaign will predominantly appear on social media platforms (X and Instagram) and in OOH at several tech-, furniture-, and gaming-focused retailers where the La-Z-Boy Gaming Chair can be purchased, including La-Z-Boy retail locations, Best Buy, Micro Center, B&H Video, Costco, and Staples. Additionally, the campaign will include an online video ad component, shared via La-Z-Boy's official channels and promoted as an advertisement on Twitch during streaming ad breaks.

While there are several goals for this campaign, it will primarily focus on reinventing La-Z-Boy as a modern furniture brand suited towards younger purchasers, while still staying true to the brand's values of quality craftsmanship and comfort above all else. Additionally, the launch will serve as an excellent start to La-Z Boy's reinvention strategy as they begin celebrating their centennial in 2027. As such, La-Z-Boy will be able to introduce itself to the **hardcore gaming audience**, one they have not previously marketed to, while also celebrating

their history and values. By communicating their partnership with Faker throughout their ads, they can develop a throughline that resonates with consumers and conveys the benefits of their new gaming chair lineup.

Finally, the reason why we need this advertisement is directly tied to the current perception of La-Z-Boy and its desired perception. While the brand is known for its value, high-quality craftsmanship, and comfort, it is primarily associated with furniture designed for seniors or those with mobility issues. Whilst this demographic is essential to La-Z-Boy's success, the company needs this ad to reinvent its public image while targeting hardcore gamers looking to upgrade their gaming setup for maximum comfort. Doing so will allow the brand to cater to multiple audiences while reinforcing its original values across its product lineup, serving as a fitting way to kick off its centennial.

Advertising Tagline

- **Tagline:** "AFK never felt so good."
- **Print Media Outlet:** Back cover of Game Informer magazine, a reputable gaming-enthusiast outlet running for over 33 years.
- **Rationale:** Game Informer magazine is considered a staple in the gaming community, with a wide reach, allowing La-Z-Boy to strategically target hardcore gaming audiences. With a unique monthly online viewership (or UMV) of 680K, as well as print viewership of 7.5M (Muckrack, 2026), they are a trusted source for gaming news, reviews, op-eds, and guides coverage for gaming titles, consoles, and accessories, making La-Z-Boy's placement in the magazine add onto the gaming chair's credibility as a worthwhile product for our target audience.
- **Strategy Note:** The tagline aligns with the **Hardcore Gamer** audience due to the use of gaming lingo, as well as tying into the promotional elements through Faker's appearance. The acronym "AFK" stands for "away from keyboard" and is widely used by

players and the competitive video game community to signify when a player has stepped away from their console/PC, either to go to the bathroom, prepare some food, or, in this case, relax in their La-Z Boy gaming chair. Tying Faker's appearance in the ad to the tagline helps paint a picture of Faker, a professional esports player and content creator known for his extreme work ethic and competitive nature, taking time away from his grueling training to relax in comfort with his La-Z Boy gaming chair. Finally, doing so alongside the tagline also helps to address the campaign goal of reinventing La-Z Boy for modern audiences. By using lingo that primarily resonates with gamers without sounding too corny, and by hinting at the connection to La-Z Boy's comfortable and durable chairs, the brand can establish itself as one that aims to jump into the modern day while also staying true to its roots.