

1. Creative Brief

La-Z-Boy's ultimate gaming chair targets Gen Z and Gen Alpha gaming enthusiasts who value immersive gameplay, community interaction and ergonomic comfort during extended sessions on platforms such as Twitch, YouTube and Discord. These digital natives discover products through authentic influencer content and peer-driven recommendations rather than traditional advertising.

Advertisements will appear primarily online on TikTok, Instagram, YouTube and Twitch via short-form videos and Faker integrations, with supplementary placements in esports events, gaming forums and select out-of-home activations near colleges or conventions. The campaign's goal is to generate immediate awareness and sales for the Sept. 12 launch while expanding the brand's reach into the lucrative gaming segment and strengthening its image as a modern performance leader.

La-Z-Boy is currently perceived as a heritage American furniture maker synonymous with traditional recliners and comfort for consumers aged 35 and older, often evoking nostalgic "grandpa's chair" associations. The desired perception shifts to an innovative, high-craftsmanship brand delivering esports-grade ergonomic comfort that fuses nearly 100 years of quality manufacturing with youth culture excitement through the Faker partnership.

This advertisement is essential to capitalize on National Video Games Day on Sept. 12, a culturally resonant moment for the audience, and to harness Faker's stature as the greatest League of Legends player in history. Without it, La-Z-Boy risks remaining confined to its legacy demographic while competitors dominate the expanding Gen Z and Gen Alpha gaming furniture space. The vertical integration of design, manufacturing and after-service care positions the chair as a premium, customizable solution that drives both short-term conversions and long-term brand growth.

2. Advertising Headline: Built for Comfort. Ready to Win.

Print placement: Back cover of PC Gamer.

Why: PC Gamer reaches dedicated gamers who actively follow gaming gear, esports, and gaming culture. It gives La-Z-Boy credibility in a space where the audience already expects to see high-performance products.

OOH placement: Digital billboards in Los Angeles near esports venues, college areas, and major entertainment districts.

Why: These locations reach Gen Z gamers in high-traffic spaces connected to gaming, youth culture, and social activity. They also help the launch feel bigger and more visible.

Strategy note:

“Built for Comfort. Ready to Win.” is direct, memorable, and closely tied to the product. “Built for Comfort” highlights La-Z-Boy’s strongest brand advantage: comfort, quality, and craftsmanship. It reminds the audience that La-Z-Boy already has authority in seating. “Ready to Win” adds the competitive spirit of gaming and makes the chair feel performance-driven without sounding exaggerated. This tagline works well for Gen Z and Gen Alpha because it is short, confident, and easy to understand at a glance. It also supports the campaign goal of changing La-Z-Boy’s image from a traditional furniture brand to one that can also belong in modern gaming culture. The wording is simple on purpose, allowing the message to feel strong, product-focused, and believable across both print and OOH.