

## Lenovo Tells Consumers To 'Skip The Sevens'

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**Date :** September 21, 2016



**Lenovo** and **Motorola** are thinking that maybe seven isn't such a lucky number for consumers.

In an effort to combat the hype surrounding its competitors' smartphones seventh iterations, **Lenovo** (under the Motorola brand) is encouraging consumers to "Skip the Sevens" in a new marketing campaign. The effort targets what **Lenovo** is calling "incremental product improvements" such as barely significant screen size increases and camera lens changes.

Instead, the campaign points to **Lenovo's** latest Moto Z and Moto Mods products that employ a modular design that allows consumers to turn their phones into the devices they want, when they want them.

A [video](#) for the effort shows focus groups the **brand** hosted with iPhone fans on Sept. 12, asking them to describe their feelings of the iPhone 7's new features. Most of the responses were underwhelming. "It's not much of a difference," says one. They are then introduced to some iPhone "prototypes," that have modular components such as an interchangeable back that can accommodate a power pack and/or an external speaker. "I think that's extremely **innovative** and makes it feel like they're hearing what all of us consumers are saying," says one. The phones are revealed to be a Moto Mod, promoting the attendees to think differently about their technological allegiances. "You can make announcements, or you can break new ground," reads on-screen text.

The campaign also includes print and **digital** ads that acknowledge the iPhone's revolutionary place in technological advances, but say "that was nine years ago," and advances since then have been "incremental." The ad concludes with a veiled reference to **Apple's** previous brand positioning. "Our industry was founded on thinking differently," it reads. "Some have forgotten. So for now, we'll carry the torch. Different is better."

**Lenovo** officials did not respond to requests for comment about the campaign.

<https://youtu.be/hQclzfdm8U4>

*This article first appeared in [www.gsb.stanford.edu](http://www.gsb.stanford.edu)*