

ACER CONSUMER:

MAKE YOUR MARK

REFRESH

CAMPAIGN PLAYBOOK

SEPTEMBER XX, 2018

INTRODUCTION

Welcome to the refreshed Make Your Mark Global Campaign Playbook. This will be your how-to guide for implementing the campaign assets in your market or region. This is a living document that will be updated as new assets are released. You will be alerted when new assets are available and new sections are added to this document. If you have questions, please don't hesitate to reach out to the Acer HQ creative team for assistance. This is your campaign too, and we can learn from each other's experiences and perspectives. We look forward to your feedback but ask that you adhere to the rules around implementing this campaign as much as possible.

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WHY A GLOBAL CONSUMER CAMPAIGN?

Acer makes incredible products. They're innovative, cutting edge, and well designed. The challenge is that our target audience hasn't been fully exposed to Acer as an innovative, premium brand. We need to change this by helping our audiences connect Acer products with "premium." By aligning consistent, global messaging and visuals through the Make Your Mark campaign, we'll reinforce Acer's key selling points and values in a way that invites and inspires. The Make Your Mark campaign is designed to tell a more compelling story of why Acer is a premium brand, using the language and style of our target audience. We achieve this by focusing on characters who reflect our global audience and inspire them to live their passions.

OUR GLOBAL AUDIENCE: DRIVEN MILLENNIALS

General observations

- Age: 18–39
- Education: some college or recent graduate
- Live in urban environments
- Considered “digital natives,” this is the first adult population that grew up with technology
- More likely to use streaming media for entertainment
- Mobile-first, spending more than twice as much time on mobile devices than desktop
- Social media is used heavily to stay connected to their networks and discover meaningful content
- Look to influencers and key opinion leaders in their online communities to help them make decisions
- Savvy shoppers that research and compare products and services online before purchasing

China-specific observations

- WeChat is the primary and preferred social network
- Sina Weibo is the preferred microblogging platform
- Tencent QQ is the most popular instant messaging app
- Baidu is the top search engine in China

Russia-specific observations

- VKontakte (VK) is the most widely used social platform among younger millennials
- Odnoklassniki is the second most popular Russian social network among millennial audiences
- Yandex and Google are the top search engines in Russia

Sources: eMarketer 2018, Pew Research Center 2018

AUDIENCE / THE CATEGORIES

We have paired each device with a character representing a specific occupation or passion. This was done to best showcase how that device in particular can benefit those who share similar lifestyle characteristics.

PRODUCT ALIGNMENT (ACER)

Swift Series + stylist: As the Swift Series is lightweight and stylishly designed—yet packs a powerful processor and long battery life—it's perfect for an on-the-go stylist who needs a laptop that will keep up with long days while complementing their on-trend look.

Swift Series + business professional/fashionista: Modern small-business owners are always on the go and looking to maximize their productivity. That's why the Swift 5 is the perfect laptop to pair with a startup owner, as its lightweight design and large FHD display let them get more done from anywhere while providing the power they need and showcasing their fresh, modern style.

Spin Series + chef: The Spin Series pairs perfectly with the story of a chef, who needs plenty of options for how they can use their device. The stylus allows them to quickly jot down recipe notes, the 360-degree hinge helps them adjust the device to save counter space while referencing recipes, and the long battery life keeps up with their long work hours.

Aspire Series + photographer/creator: The Aspire Series packs an Intel® Optane™-enabled Intel® Core™ processor, making it a terrific device for photographers who need serious computing power to pursue their passion and career, uploading and editing images day in and day out.

Switch Series + designer: Laptop meets tablet and convenient stylus—the Switch Series pairs well with a designer because it offers plenty of options for work styles and creativity while maintaining powerful processing.

MEDIA

MEDIA TARGETING METHODOLOGY

The campaign targets aspirational millennials, but when we purchase and flight media, we use specific demographic characteristics to reach the best and widest audience possible.

Each of these targeting decisions was based on information gathered from trusted global research firms, our media partners, and Acer's own internal product/mindset alignment.

TARGETING ELEMENT

JUSTIFICATION

DEMOGRAPHIC TARGETING JUSTIFICATION

WHY?

- Gender: Balance the targeting between men and women.
- Language: Target the creative to the country where it is running.
- Age: Target all millennials with our media, not just aspirational millennials.

INTEREST/ BEHAVIOR TARGETING JUSTIFICATION

WHY?

- Based on Acer's persona mindsets and product alignment

OTHER TARGETING KEYWORDS/ CATEGORIES JUSTIFICATION

WHY?

- Based on Acer competitors
- Adjusted based on Acer internal feedback

MEDIA TARGETING BY PRODUCT

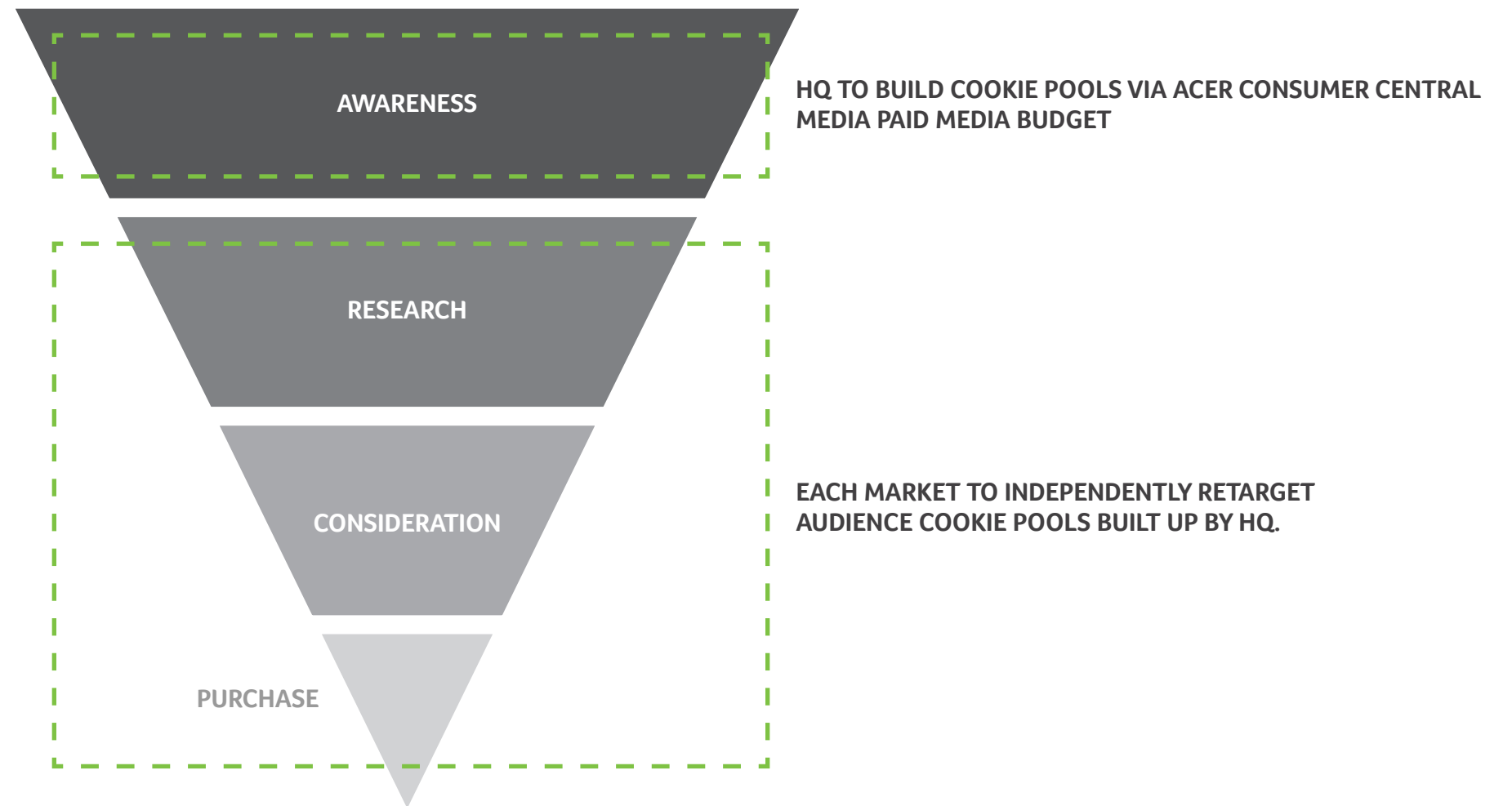
The campaign targets aspirational millennials, but when we purchase and flight media, we use specific demographic characteristics to reach the best and widest audience possible. Below is the product-specific targeting we use for our digital media.

CREATIVE/ PRODUCT	SWIFT	SPIN	SWITCH	ASPIRE
DEMOGRAPHIC TARGETING	<ul style="list-style-type: none"> Gender: any gender Language: country-specific Age: 18–39 	<ul style="list-style-type: none"> Gender: any gender Language: country-specific Age: 18–39 	<ul style="list-style-type: none"> Gender: any gender Language: country-specific Age: 18–39 	<ul style="list-style-type: none"> Gender: any gender Language: country-specific Age: 18–39
INTEREST/ BEHAVIOR TARGETING	<ul style="list-style-type: none"> Foodies Frequent travelers Beauty Cooking Pets Sports and outdoors 	<ul style="list-style-type: none"> News shows Business Travel Vacation Investment Do it yourself (DIY) Music lovers 	<ul style="list-style-type: none"> Do it yourself (DIY) Shopping Shopping and fashion Fashion blogs Fashion and makeup Sports and outdoors Photography 	<ul style="list-style-type: none"> Shopping Shopping and fashion Fashion blogs Fashion and makeup Sustainable living Green living Savers Bargain hunters Movie enthusiasts
OTHER TARGETING KEYWORDS/ CATEGORIES	Acer, laptop, PC laptops, personal computer, Asus, Dell, Lenovo, HP, Gateway, Toshiba, Sony, Microsoft Surface, MacBook, Samsung, Huawei, Xiaomi	Acer, laptop, PC laptops, personal computer, Asus, Dell, Lenovo, HP, Gateway, Toshiba, Sony	Acer, laptop, PC laptops, personal computer, Asus, Dell, Lenovo, HP, Gateway, Toshiba, Sony	Acer, laptop, PC laptops, personal computer, Asus, Dell, Lenovo, HP, Gateway, Toshiba, Sony

HOW GLOBAL & LOCAL WORK TOGETHER

HOW

1. Global and local markets will need to ensure pixels (per publisher) are implemented on all AGW landing pages for their specific markets.
2. Global will execute media centered around key moments that will fill the consumer funnel at the awareness level and therefore increase the volume within the cookie pool. At this time, local media is not running.
3. When the global campaign media push turns off, local markets and HQ will be able to leverage the cookie pools* that are now built up and retarget the audience with the lower-funnel product banners.



*Global media executions will drive users to AGW-owned channels. Once a user arrives on the owned page, both the global pixel and local market pixel will tag the user respectively; thereafter, the local markets and HQ will have access to the cookie data of the people sent via global media executions that can be leveraged for retargeting. NOTE: If a local market has already tagged pixels on the owned pages, then there will be a mix of both existing cookie data and new cookie data once the global campaign starts. There is currently no way to differentiate the cookie set to determine who was “global-specific” as opposed to existing campaign traffic.

SELECTING ASSETS

As previously mentioned, Acer HQ will be running always-on campaign assets driving to Acer.com and AGW sites. We ask that you please refrain from running the upper-funnel assets locally at the same time that Acer HQ is running them on the same channels, so as to avoid competition. Please refer to your individual country media plans (as they're available from your regional lead) to find out more about when Acer HQ may be running media in your market. If Acer HQ isn't running global media in your market, we encourage you to flight and run full-funnel campaigns using all the assets at your disposal.

To select the correct asset, you need to identify where the traffic is being sent:

Campaign assets › Owned properties like AGW

Lower-funnel assets › Third-party e-tailer sites, channel partners, or the Acer store

If the assets are being used in print or in a physical space, please refer to your specific CTA:

Campaign assets › Learn more, Start now, Find out more, Visit Acer.com

Lower-funnel assets › Buy now, Shop now, At (channel partner) for (price)

HOW TO USE THE ASSETS

These guidelines should help you assemble full-funnel campaigns that will build Acer as a premium brand and ensure global consistency.

SUPPORTED BY CENTRAL GLOBAL MEDIA BUY

Awareness



Upper-funnel video

AGW—Acer Consumer Make Your Mark page

SUPPORTED BY LOCAL MEDIA BUY

Research & consideration



Mid-funnel campaign banner

AGW—Acer Consumer Make Your Mark page

Purchase



Lower-funnel purchase banner

Retailer and third-party sites

ASSET LIST



[Go to EN Consideration
Spin 5 assets](#)

CONSIDERATION-LEVEL SPIN 5

Key visual (MDF)

- A1 portrait
- A1 landscape

Consideration static banners (MDF)*

- 300 x 600 px
- 970 x 250 px
- 970 x 90 px
- 728 x 90 px
- 300 x 250 px

Consideration animated banner (MDF)*

- 320 x 50 px

Consideration Social Image Ad (MDF)*

Consideration Instagram Story (MDF)



[Go to EN Consideration
Swift 5 assets](#)

CONSIDERATION-LEVEL SWIFT 5

Key visual (MDF)

- A1 portrait
- A1 landscape

Consideration static banners (MDF)*

- 300 x 600 px
- 970 x 250 px
- 970 x 90 px
- 728 x 90 px
- 300 x 250 px

Consideration animated banner (MDF)*

- 320 x 50 px

Consideration Social Image Ad (MDF)*

Consideration Instagram Story (MDF)



Available Q1 2019

CONSIDERATION-LEVEL ASPIRE 7

Key visual (MDF)

- A1 portrait
- A1 landscape

Consideration static banners (MDF)*

- 300 x 600 px
- 970 x 250 px
- 970 x 90 px
- 728 x 90 px
- 300 x 250 px

Consideration animated banner (MDF)*

- 320 x 50 px

Consideration Social Image Ad (MDF)*

Consideration Instagram Story (MDF)



[Go to EN Consideration
Switch 7 assets](#)

CONSIDERATION-LEVEL SWITCH 7

Consideration static banners (MDF)*

- 300 x 600 px
- 970 x 250 px
- 970 x 90 px
- 728 x 90 px
- 300 x 250 px

Consideration animated banner (MDF)*

- 320 x 50 px

Consideration Social Image Ad (MDF)*

Consideration Instagram Story (MDF)

*All content marked with an asterisk has been localized into FR, RU, TW, TH, BR, DE-ATL, ES-LA and CN languages. To access all materials that have been localized for your market, please visit the directory on the [Acer HQ OneDrive](#).

ASSET LIST (CONTINUED)



[Go to EN Purchase Spin 5 assets](#)

[Go to EN Purchase Swift 5 assets](#)

Available Q1 2019

[Go to EN Purchase Switch 7 assets](#)

PURCHASE-LEVEL SPIN 5

Purchase static banners (MDF)*

- 300 x 600 px
- 970 x 250 px
- 970 x 90 px
- 728 x 90 px
- 300 x 250 px

Purchase animated banner (MDF)*

- 320 x 50 px

Purchase Social Image Ad (MDF)*

Purchase Facebook Collection Ad (MDF)

PURCHASE-LEVEL SWIFT 5

Purchase static banners (MDF)*

- 300 x 600 px
- 970 x 250 px
- 970 x 90 px
- 728 x 90 px
- 300 x 250 px

Purchase animated banner (MDF)*

- 320 x 50 px

Purchase Social Image Ad (MDF)*

Purchase Facebook Collection Ad (MDF)

PURCHASE-LEVEL ASPIRE 7

Purchase static banners (MDF)*

- 300 x 600 px
- 970 x 250 px
- 970 x 90 px
- 728 x 90 px
- 300 x 250 px

Purchase animated banner (MDF)*

- 320 x 50 px

Purchase Social Image Ad (MDF)*

Purchase Facebook Collection Ad (MDF)

PURCHASE-LEVEL SWITCH 7

Purchase static banners (MDF)*

- 300 x 600 px
- 970 x 250 px
- 970 x 90 px
- 728 x 90 px
- 300 x 250 px

Purchase animated banner (MDF)*

- 320 x 50 px

Purchase Social Image Ad (MDF)*

Purchase Facebook Collection Ad (MDF)

*All content marked with an asterisk has been localized into FR, RU, TW, TH, BR, DE-ATL, ES-LA and CN languages. To access all materials that have been localized for your market, please visit the directory on the [Acer HQ OneDrive](#).

ASSET LIST (CONTINUED)



[Go to EN video assets](#)

CAMPAIGN VIDEOS

Brand anthem video

- 60 seconds 1:1
- 60 seconds 16:9
- 30 seconds 1:1
- 30 seconds 16:9

Spin 5 product video

- 30 seconds 1:1
- 30 seconds 16:9
- 20 seconds 1:1
- 20 seconds 16:9

Swift 3 product video

- 30 seconds 1:1
- 30 seconds 16:9
- 20 seconds 1:1
- 20 seconds 16:9

Swift 5 product video

- 30 seconds 1:1
- 30 seconds 16:9
- 20 seconds 1:1
- 20 seconds 16:9

Switch 7 product video

- 30 seconds 1:1
- 30 seconds 16:9
- 20 seconds 1:1
- 20 seconds 16:9

Available Q1 2019

Aspire 7 product video

- 30 seconds 1:1
- 30 seconds 16:9
- 20 seconds 1:1
- 20 seconds 16:9



[Go to China Swift 3 assets](#)

CONSIDERATION-LEVEL SWIFT 3

Key Visual (MDF)

- A1 portrait
- A1 landscape

Consideration static banners (MDF)

- 600 x 500 px
- 640 x 100 px
- 640 x 132 px
- 728 x 90 px
- 300 x 250 px

Consideration animated banner (MDF)

- 320 x 50 px



[Go to China Swift 3 assets](#)

PURCHASE-LEVEL SWIFT 3

Purchase static banners (MDF)

- 600 x 500 px
- 640 x 100 px
- 640 x 132 px
- 728 x 90 px
- 300 x 250 px

Purchase animated banner (MDF)

- 320 x 50 px



[Go to EN AGW assets](#)

AGW BANNERS

Acer.com homepage banner

- 1920 x 720 px
- 1024 x 400 px
- 640 x 400 px

*All content marked with an asterisk has been localized into FR, RU, TW, TH, BR, DE-ATL, ES-LA and CN languages. To access all materials that have been localized for your market, please visit the directory on the [Acer HQ OneDrive](#).

C R E A T I V E

MAKE YOUR MARK CONCEPT & DESIGN RATIONALE

Our millennial audience is just getting started. They have big dreams and the grit and determination to accomplish those dreams. Acer celebrates their accomplishments, however nascent, by highlighting stories of potential and the spirit and determination of our aspirational audience.

With this approach, simple, bold statements establish our people's voices and also allow our customers to self-identify with our brand and what we stand for. These are human truths we all aspire to.

The very authentic yet beautiful portraits of characters representing our audience create an instant connection to our subjects. The style is honest, but premium and ownable. This is Acer. We are a brand that believes in the potential of all—and we make technology that empowers them to make their dreams come true.

V I D E O S

BRAND ANTHEM VIDEO

Our brand anthem video weaves together the lives of five characters, hard at work on their unique passions. The message of the video focuses on pushing for your dreams and unlocking your potential.

DURATIONS

- 60 seconds
- 30 seconds

ASPECT RATIO

- 1:1
- 16:9



Companion banner, 300 x 60 px

SPIN 5 PRODUCT FEATURE VIDEO

Our Spin 5 product feature video tells the story of a passionate, on-the-go millennial with a busy lifestyle. We follow them throughout a day in their life, and we see how the versatility of the Spin 5 benefits them, with its front-facing speakers, four different modes, long battery life, and lightweight portability.

DURATIONS

- 30 seconds
- 20 seconds

ASPECT RATIO

- 1:1
- 16:9



Companion banner, 300 x 60 px

SWIFT 3 PRODUCT FEATURE VIDEO

Our Swift 3 product feature video tells the story of a stylish, on-the-go millennial. We follow them throughout a day in their life, and we see how the stylish look of the Swift 3 matches their aesthetic, while the lightweight design and long battery life help them keep working easily all day long, from anywhere.

DURATIONS

- 30 seconds
- 20 seconds

ASPECT RATIO

- 1:1
- 16:9



Companion banner, 300 x 60 px

SWIFT 5 PRODUCT FEATURE VIDEO

Our Swift 5 product feature video tells the story of a hardworking, on-the-go millennial. We follow them throughout a day in their life, and we see how the lightweight design of the Swift 5 helps them work from anywhere, while the powerful processor makes sure their productivity isn't compromised.

DURATIONS

- 30 seconds
- 20 seconds

ASPECT RATIO

- 1:1
- 16:9



Companion banner, 300 x 60 px

SWITCH 7 PRODUCT FEATURE VIDEO

Our Switch 7 product feature video tells the story of a determined, creative millennial. We follow them throughout a day at work, and we see how the versatility plus powerful and quiet processor of the Switch 7 help them work efficiently and at their full potential.

DURATIONS

- 30 seconds
- 20 seconds

ASPECT RATIO

- 1:1
- 16:9



Companion banner, 300 x 60 px

Available Q1 2019

ASPIRE 7 PRODUCT FEATURE VIDEO

Our Aspire 7 product feature video tells the story of an on-the-go, passionate millennial. We follow them throughout their day, seeing how the lightweight design and powerful processing of the Aspire 7 help them do their best work.

DURATIONS

- 30 seconds
- 20 seconds

ASPECT RATIO

- 1:1
- 16:9



Companion banner, 300 x 60 px


KEY VISUALS

SPIN 5 VERTICAL KEY VISUAL

MDF compliant

The campaign talent key visual includes:

- Acer logo
- Talent image
- “Make Your Mark” headline
- Intel/Acer joint messaging
- Intel product badge and compliance copy

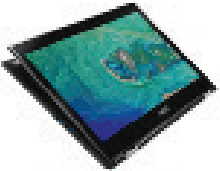


acer


#MakeYourMark

A MODE FOR EVERY MOMENT

Spin 5
8th Gen Intel® Core™ i7 processor
Light, 1.5 kg metal design
Dolby Audio™ Premium
FHD, IPS touchscreen display
1. Specifications may vary depending on model and region.



Acer meets Intel® Optane™ technology.
Reclaim your speed.
See acer.com for more information and use with an Intel® Core™ processor. © 2018 Acer Inc. All rights reserved.



SPIN 5 HORIZONTAL KEY VISUAL

MDF compliant

The campaign talent key visual includes:

- Acer logo
- Talent image
- “Make Your Mark” headline
- Intel/Acer joint messaging
- Intel product badge and compliance copy



SWIFT 3 VERTICAL KEY VISUAL

MDF compliant

The campaign talent key visual includes:

- Acer logo
- Talent image
- “Make Your Mark” headline
- Intel/Acer joint messaging
- Intel product badge and compliance copy



acer

#MakeYourMark

SHARP, TRUE-TO-LIFE COLOR

Swift 3
8th Gen Intel® Core™ i7 processor
Ultrathin aluminum design
Narrow bezel and Full HD IPS display
Up to 12 hours of battery life*

*Configuration requiring optional battery pack and other optional accessories. Actual battery life may vary. ©2018 Acer Inc. All rights reserved.



Acer meets Intel® Optane™ technology.
Reclaim your speed.



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SWIFT 3 HORIZONTAL KEY VISUAL

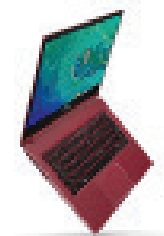
MDF compliant

The campaign talent key visual includes:

- Acer logo
- Talent image
- “Make Your Mark” headline
- Intel/Acer joint messaging
- Intel product badge and compliance copy



SHARP, TRUE-TO-LIFE COLOR



Swift 3

8th Gen Intel® Core™ i7 processor
Ultrathin aluminum design
Narrow bezel and Full HD IPS display
Up to 12 hours of battery life*



Acer meets Intel® Optane™ technology.
Boost your speed.

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*See Acer.com for more information on battery life. Actual battery life varies by usage. Battery life varies depending on system configuration, power management settings, and other factors.

SWIFT 5 VERTICAL KEY VISUAL

MDF compliant

The campaign talent key visual includes:

- Acer logo
- Talent image
- “Make Your Mark” headline
- Intel/Acer joint messaging
- Intel product badge and compliance copy



acer

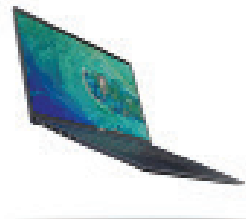

#MakeYourMark

acer

MORE SCREEN, LESS WEIGHT

Swift 5
8th Gen Intel® Core™ i7 processor
Less than 1 kg metal design
FHD IPS touchscreen display
Narrow bezel*

Acer meets Intel® Optane™ technology.
Reboot your speed.
*With Intel® Optane™ memory and Intel® Core™ i7 processor. See acer.com for more information.
Intel, Intel logo, Intel logo badge, Intel logo badge badge, Intel logo badge badge, Intel logo badge badge, Intel logo badge badge.



SWIFT 5 HORIZONTAL KEY VISUAL

MDF compliant

The campaign talent key visual includes:

- Acer logo
- Talent image
- “Make Your Mark” headline
- Intel/Acer joint messaging
- Intel product badge and compliance copy



Available Q1 2019

ASPIRE 7 VERTICAL KEY VISUAL

MDF compliant

The campaign talent key visual includes:

- Acer logo
- Talent image
- “Make Your Mark” headline
- Intel/Acer joint messaging
- Intel product badge and compliance copy




acer

#MakeYourMark


ULTRALIGHT FOR LIFE ON THE GO

Aspire 7

8th Gen Intel® Core™ i7 processor
AMD Radeon™ RX Vega M GL graphics
1.6 kg metal design
4K, 1" narrow-bezel display
*Approximate weight including standard battery pack. Always check actual weight.



Acer meets Intel® Optane™ technology.
Reclaim your speed.



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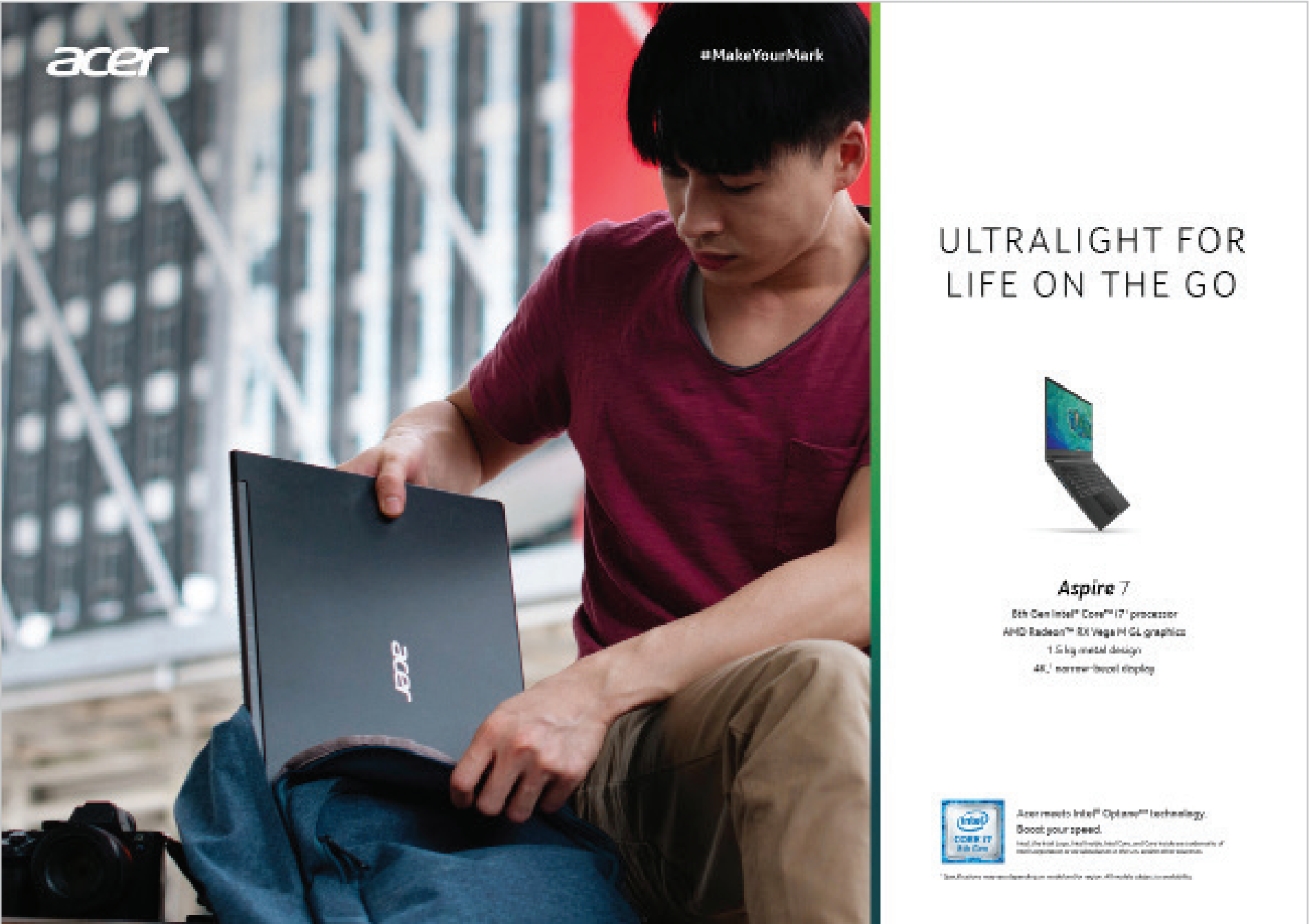
Available Q1 2019

ASPIRE 7 HORIZONTAL KEY VISUAL

MDF compliant

The campaign talent key visual includes:

- Acer logo
- Talent image
- “Make Your Mark” headline
- Intel/Acer joint messaging
- Intel product badge and compliance copy




BANNERS | US

SPIN 5 CONSIDERATION BANNERS

MDF compliant



A MODE FOR EVERY MOMENT
Spin 5
#MAKEYOURMARK



Acer meets Intel® Optane™ technology.
Boost your speed.

300 x 600 px



970 x 250 px



970 x 90 px




728 x 90 px



320 x 50 px, animated banner

A MODE FOR EVERY MOMENT
Spin 5
#MAKEYOURMARK




Acer meets Intel® Optane™ technology.
Boost your speed.

A MODE FOR EVERY MOMENT
Spin 5
#MAKEYOURMARK



Acer meets Intel® Optane™ technology.
Boost your speed.

A MODE FOR EVERY MOMENT
Spin 5
#MAKEYOURMARK



Acer meets Intel® Optane™ technology.
Boost your speed.



A MODE FOR EVERY MOMENT
Spin 5 #MAKEYOURMARK

Acer meets Intel® Optane™ technology.
Boost your speed.




300 x 250 px

SWIFT 5 CONSIDERATION BANNERS

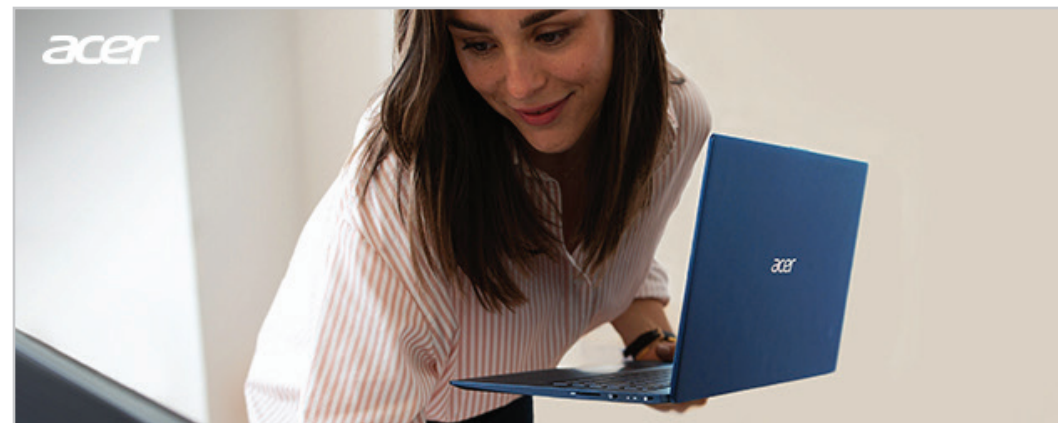
MDF compliant



**LESS WEIGHT,
MORE SCREEN**
Swift 5
#MAKEYOURMARK


 Acer meets Intel®
Optane™ technology.
Boost your speed.

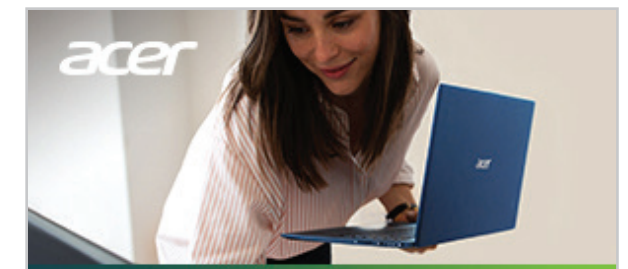
300 x 600 px



970 x 250 px

**LESS WEIGHT,
MORE SCREEN**
Swift 5
#MAKEYOURMARK

 Acer meets Intel®
Optane™ technology.
Boost your speed.



**LESS WEIGHT,
MORE SCREEN**
Swift 5 #MAKEYOURMARK

Acer meets Intel® Optane™ technology.
Boost your speed.




300 x 250 px



970 x 90 px

LESS WEIGHT, MORE SCREEN
Swift 5
#MAKEYOURMARK

 Acer meets Intel® Optane™ technology.
Boost your speed.



728 x 90 px

LESS WEIGHT, MORE SCREEN
Swift 5
#MAKEYOURMARK

 Acer meets Intel® Optane™ technology.
Boost your speed.



320 x 50 px, animated banner

Available Q1 2019

ASPIRE 7 CONSIDERATION BANNERS

MDF compliant



970 x 250 px

SUPER LIGHTWEIGHT
FOR LIFE ON THE GO
Aspire 7
#MAKEYOURMARK



Acer meets Intel®
Optane™ technology.
Boost your speed.



SUPER LIGHTWEIGHT
FOR LIFE ON THE GO
Aspire 7 #MAKEYOURMARK

Acer meets Intel® Optane™ technology.
Boost your speed.



300 x 250 px



970 x 90 px

SUPER LIGHTWEIGHT
FOR LIFE ON THE GO
Aspire 7
#MAKEYOURMARK



Acer meets Intel® Optane™ technology.
Boost your speed.



728 x 90 px

SUPER LIGHTWEIGHT
FOR LIFE ON THE GO
Aspire 7
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STAY FOCUSED WITH A QUIET,
FANLESS 2-IN-1

Switch 7

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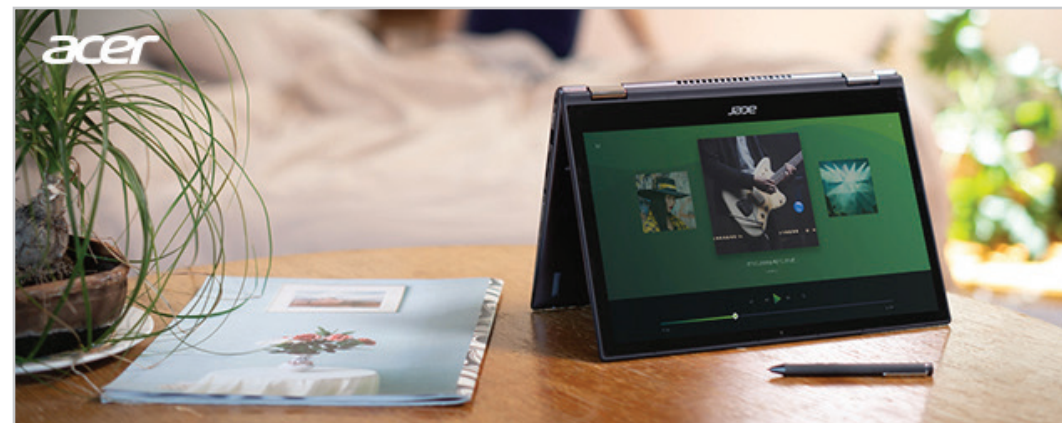


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SPIN 5: SHOP NOW
The laptop that gives you choices.
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SWIFT 5: SHOP NOW
Weighs less than 1 kg, with a 15.6" display.
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SWIFT 5: SHOP NOW
Weighs less than 1 kg, with a 15.6" display.
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Weighs less than 1 kg, with a 15.6" display.
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SWIFT 5: SHOP NOW
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ASPIRE 7: SHOP NOW
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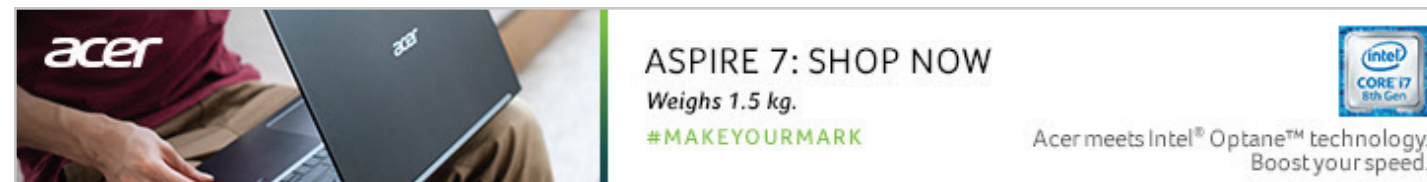
970 x 250 px



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W E C H A T

SPIN 5 CONSIDERATION WECHAT | CHINA

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800 x 800 px



582 x 166 px

SWIFT 5 CONSIDERATION WECHAT | CHINA

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800 x 800 px



582 x 166 px

ASPIRE 7 CONSIDERATION WECHAT | CHINA

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800 x 800 px



582 x 166 px

SWIFT 3 CONSIDERATION WECHAT | CHINA

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800 x 800 px



582 x 166 px

SWIFT 3 PURCHASE WECHAT | CHINA

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800 x 800 px



582 x 166 px

SPIN 5 PURCHASE WECHAT | CHINA

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800 x 800 px



582 x 166 px

SWIFT 5 PURCHASE WECHAT | CHINA

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800 x 800 px



582 x 166 px

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800 x 800 px



582 x 166 px

S O C I A L I M A G E
L I N K A D S

SPIN 5 SOCIAL IMAGE AD

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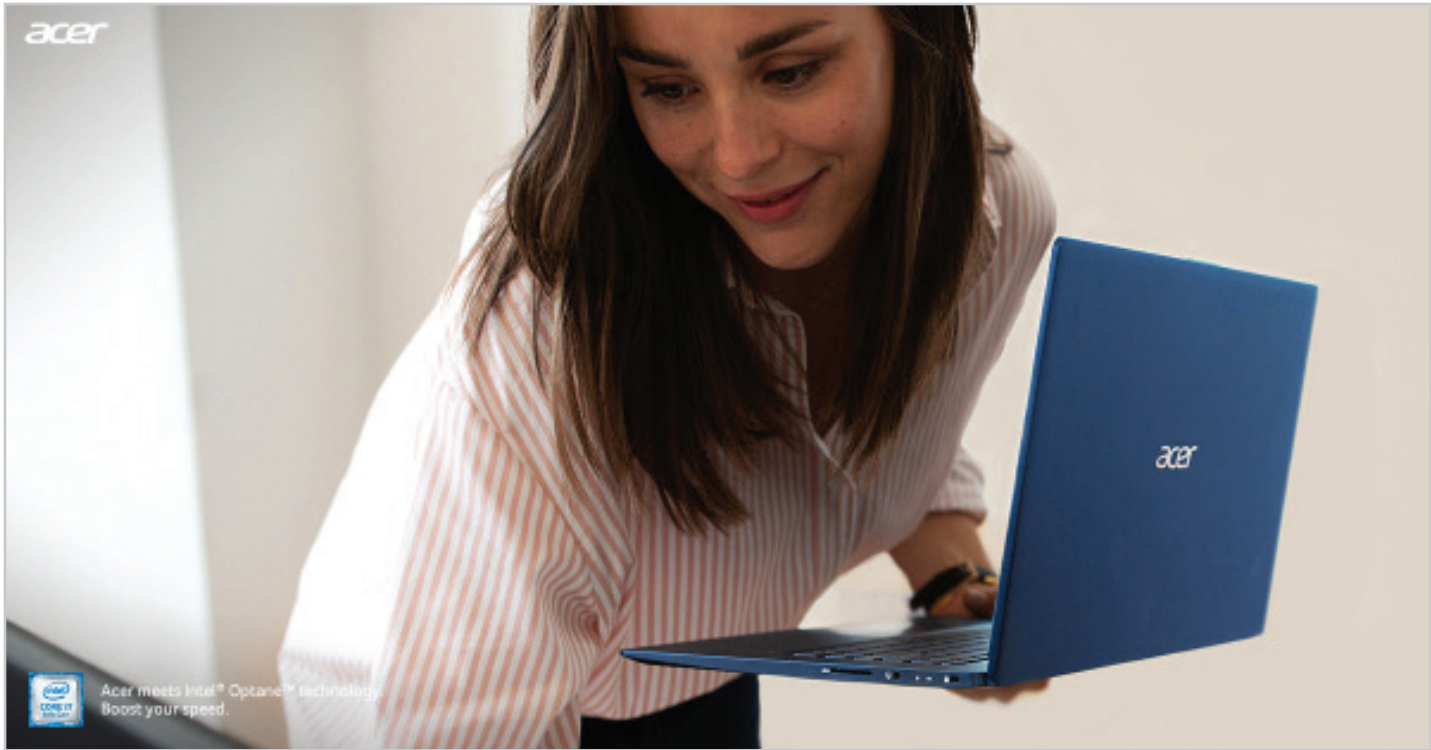
Consideration



Purchase

SWIFT 5 SOCIAL IMAGE AD

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Consideration



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ASPIRE 7 SOCIAL IMAGE AD

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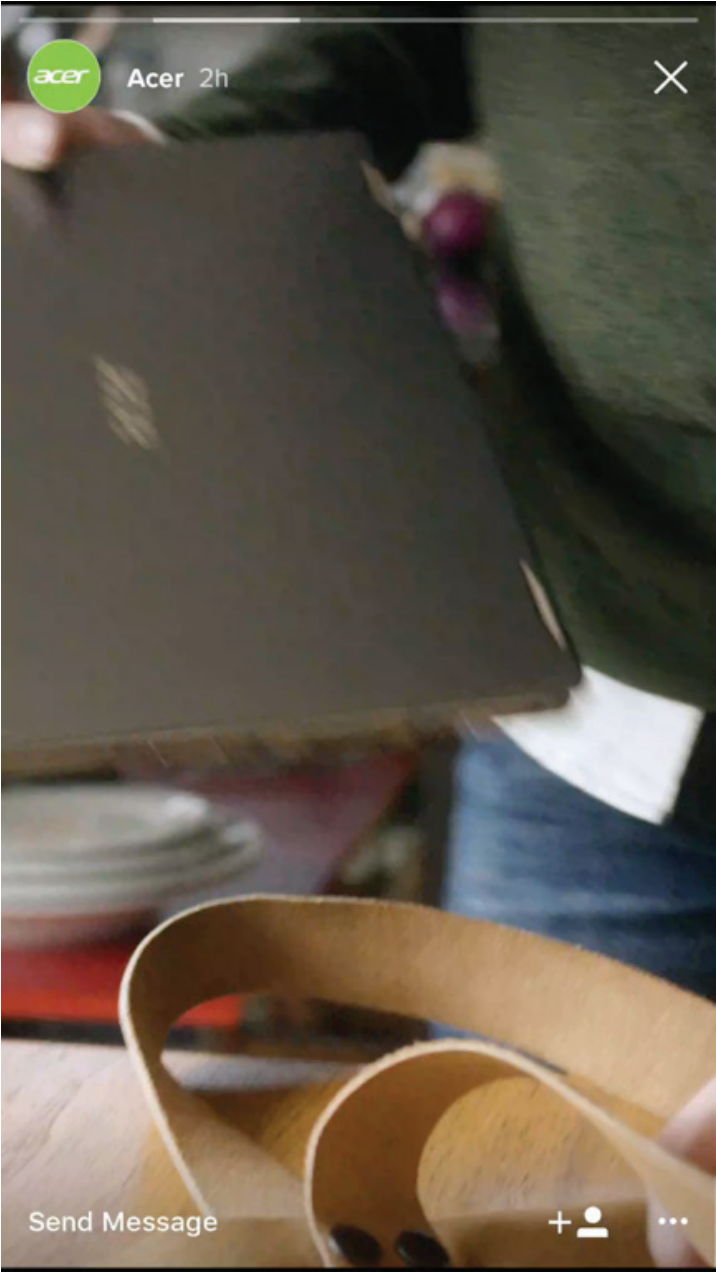
INSTAGRAM
STORY AD

SPIN 5 CONSIDERATION INSTAGRAM STORY AD

MDF compliant



Panel 1



Panel 2



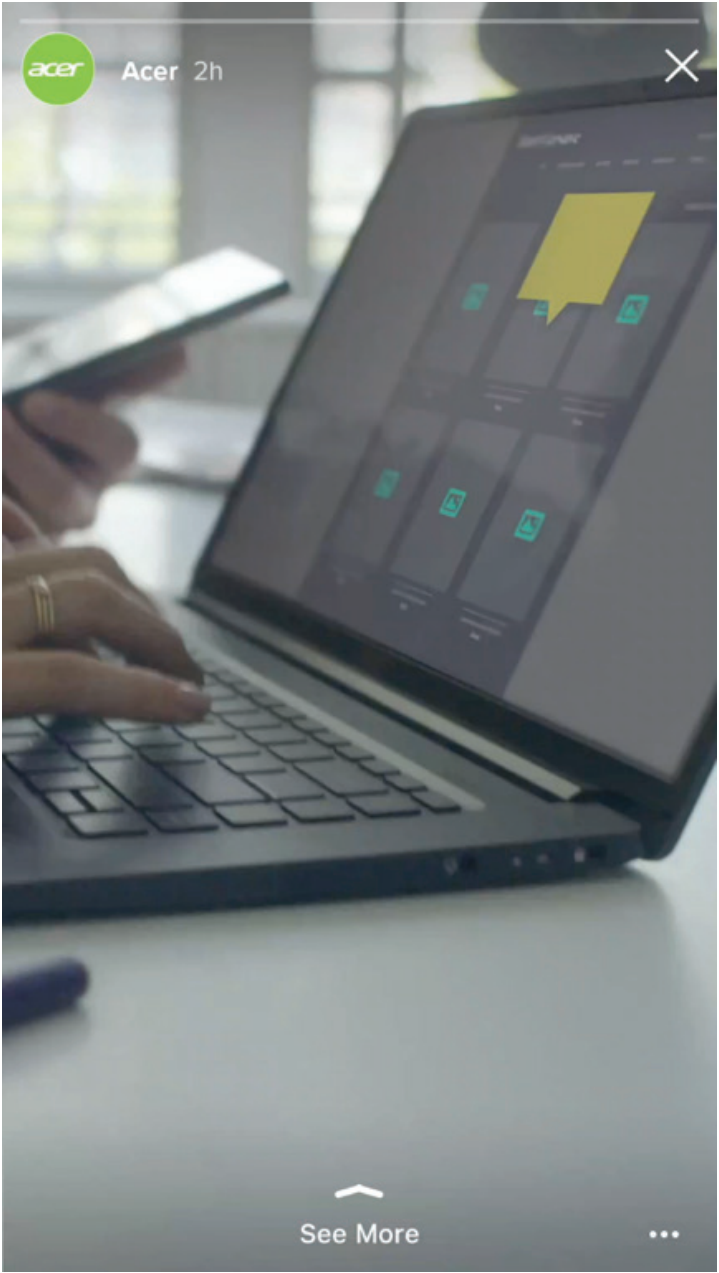
Panel 3

SWIFT 5 CONSIDERATION INSTAGRAM STORY AD

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Panel 1



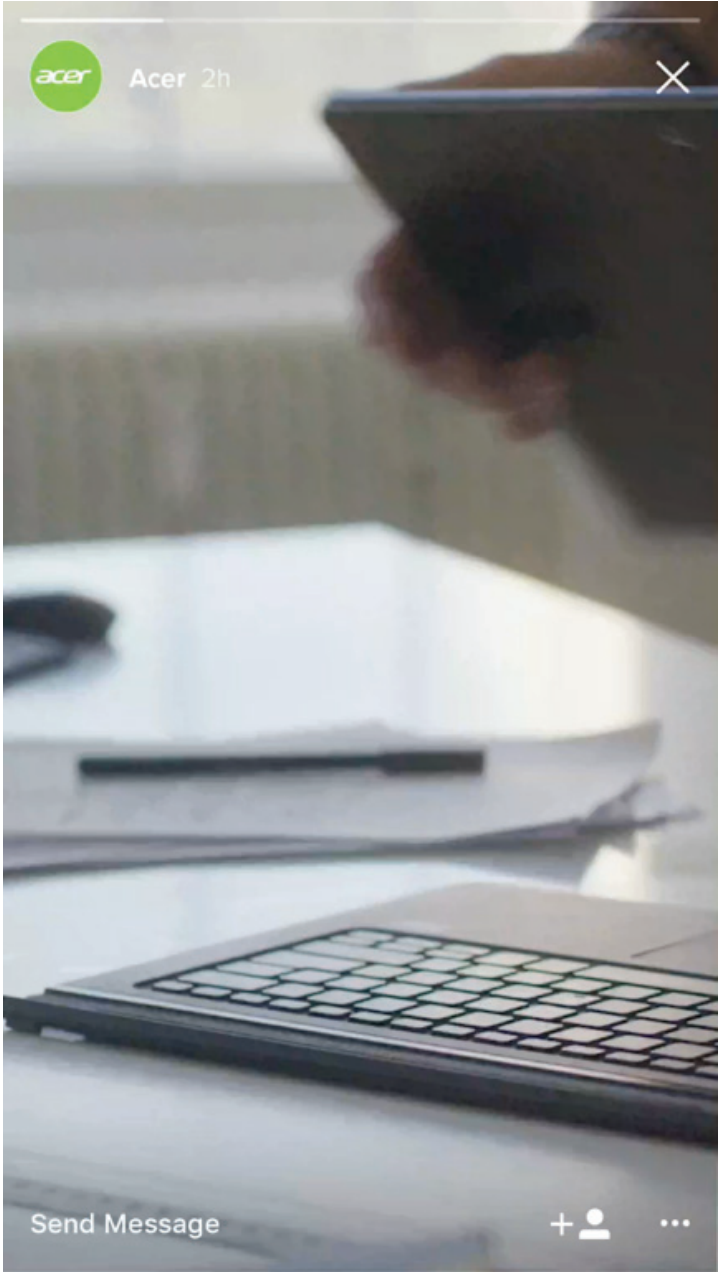
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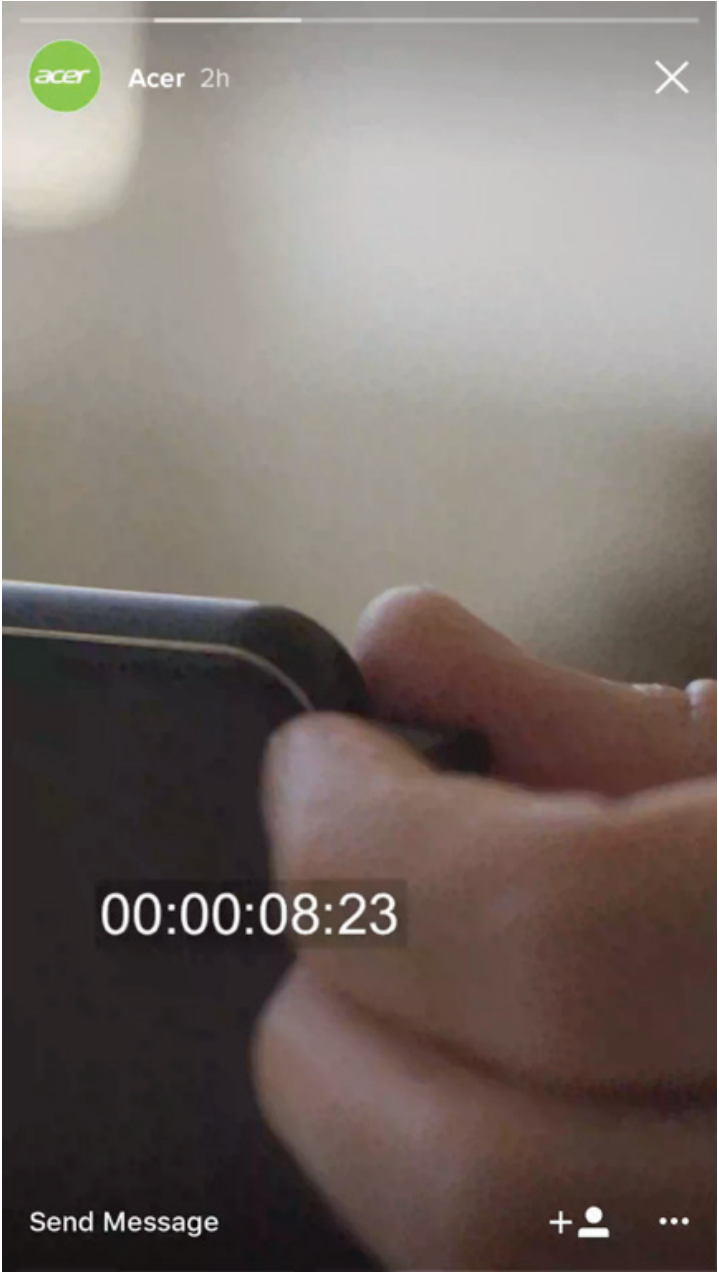
Panel 3

SWITCH 7 CONSIDERATION INSTAGRAM STORY AD

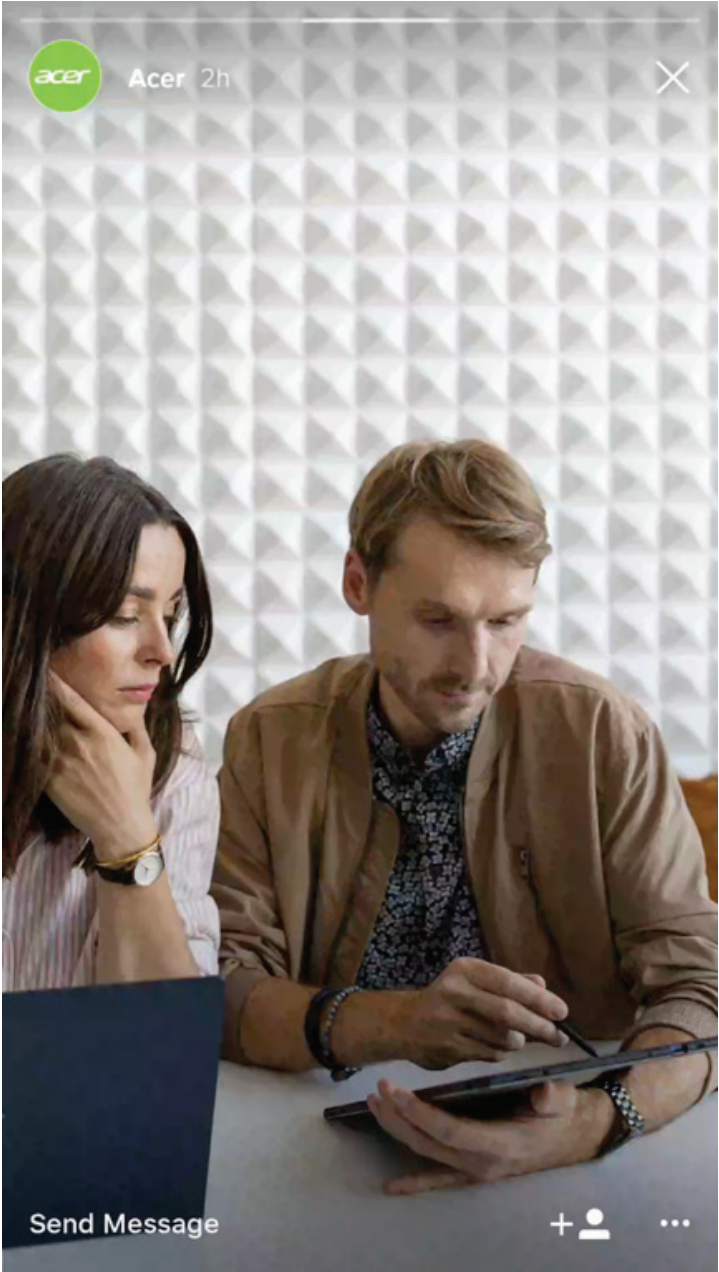
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Panel 1



Panel 2



Panel 3

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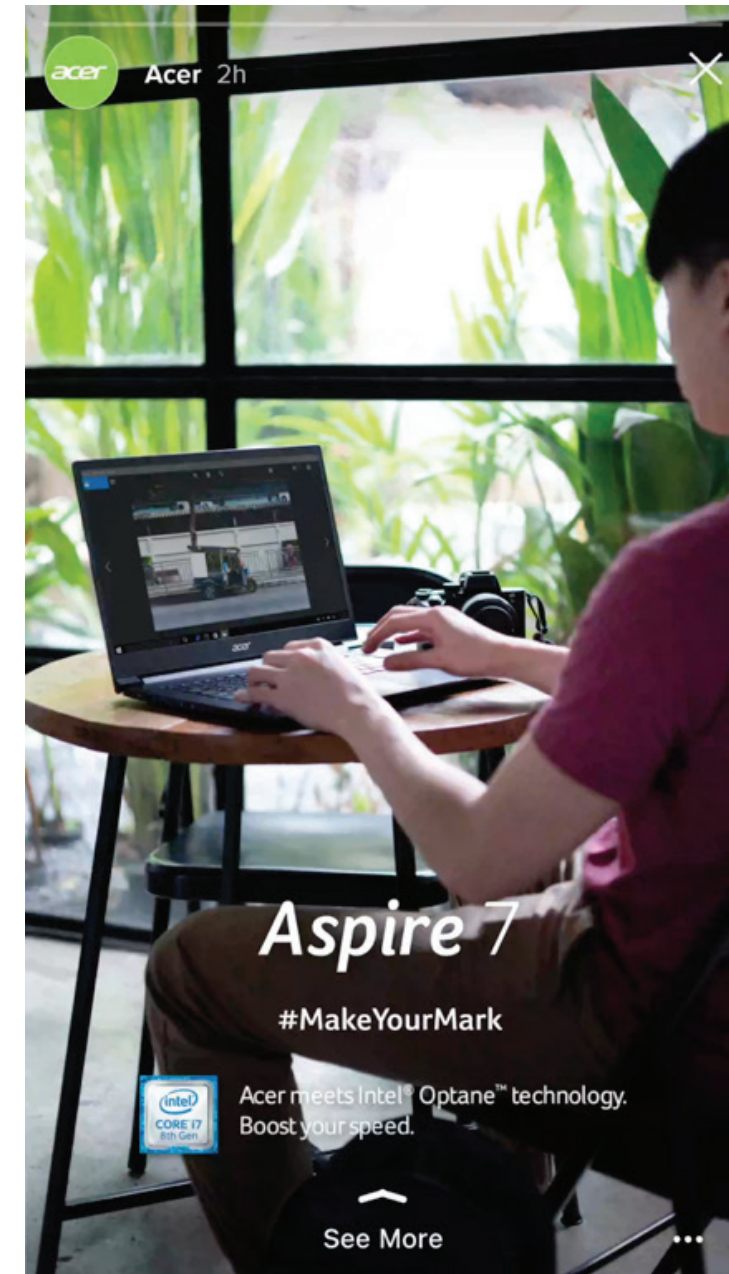
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Panel 1



Panel 2

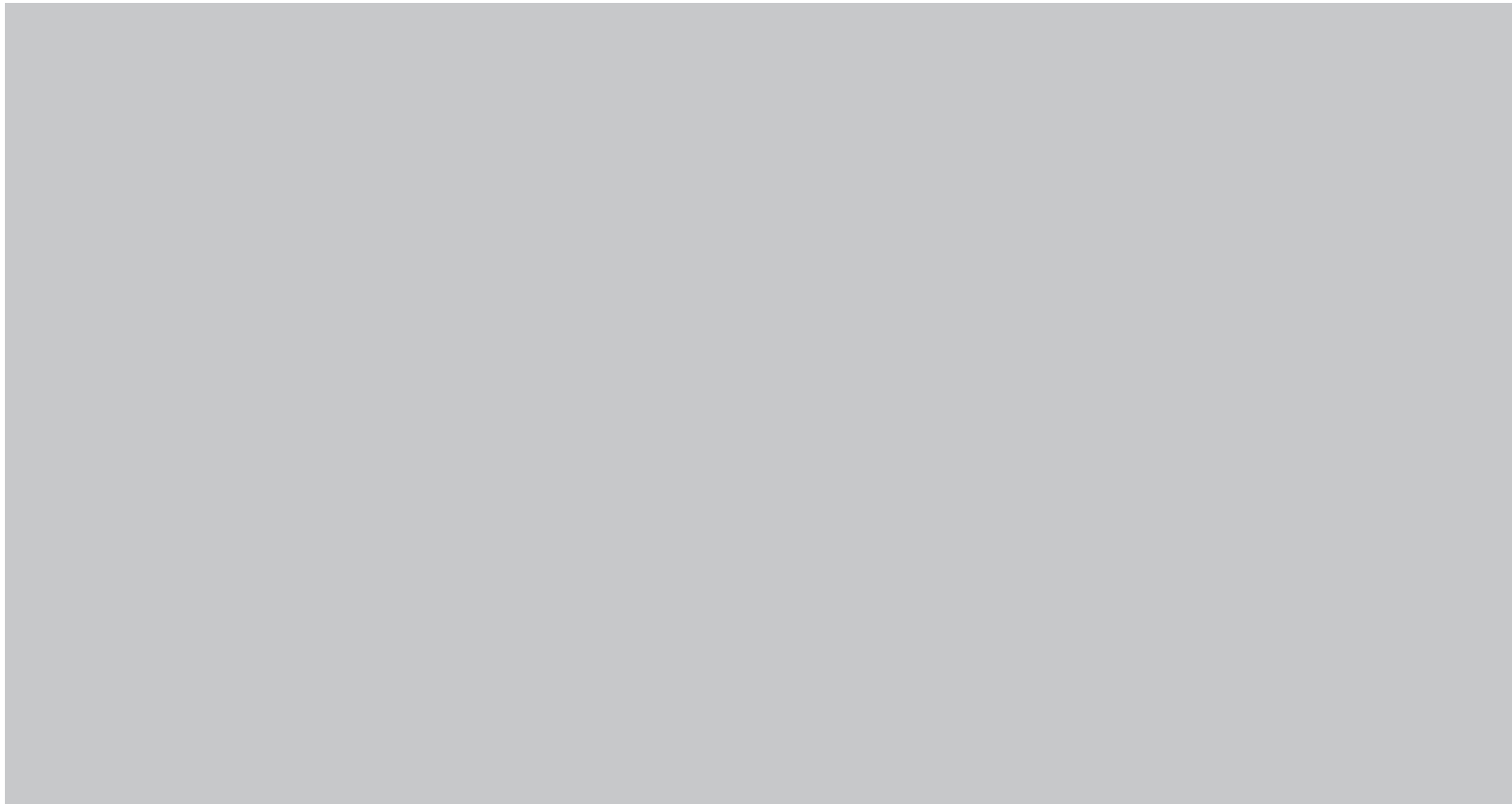


Panel 3

F A C E B O O K
C O L L E C T I O N A D

SPIN 5
PURCHASE
FACEBOOK COLLECTION AD

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1200 x 628 px



800 x 800 px (Thumbnail 1)



800 x 800 px (Thumbnail 2)



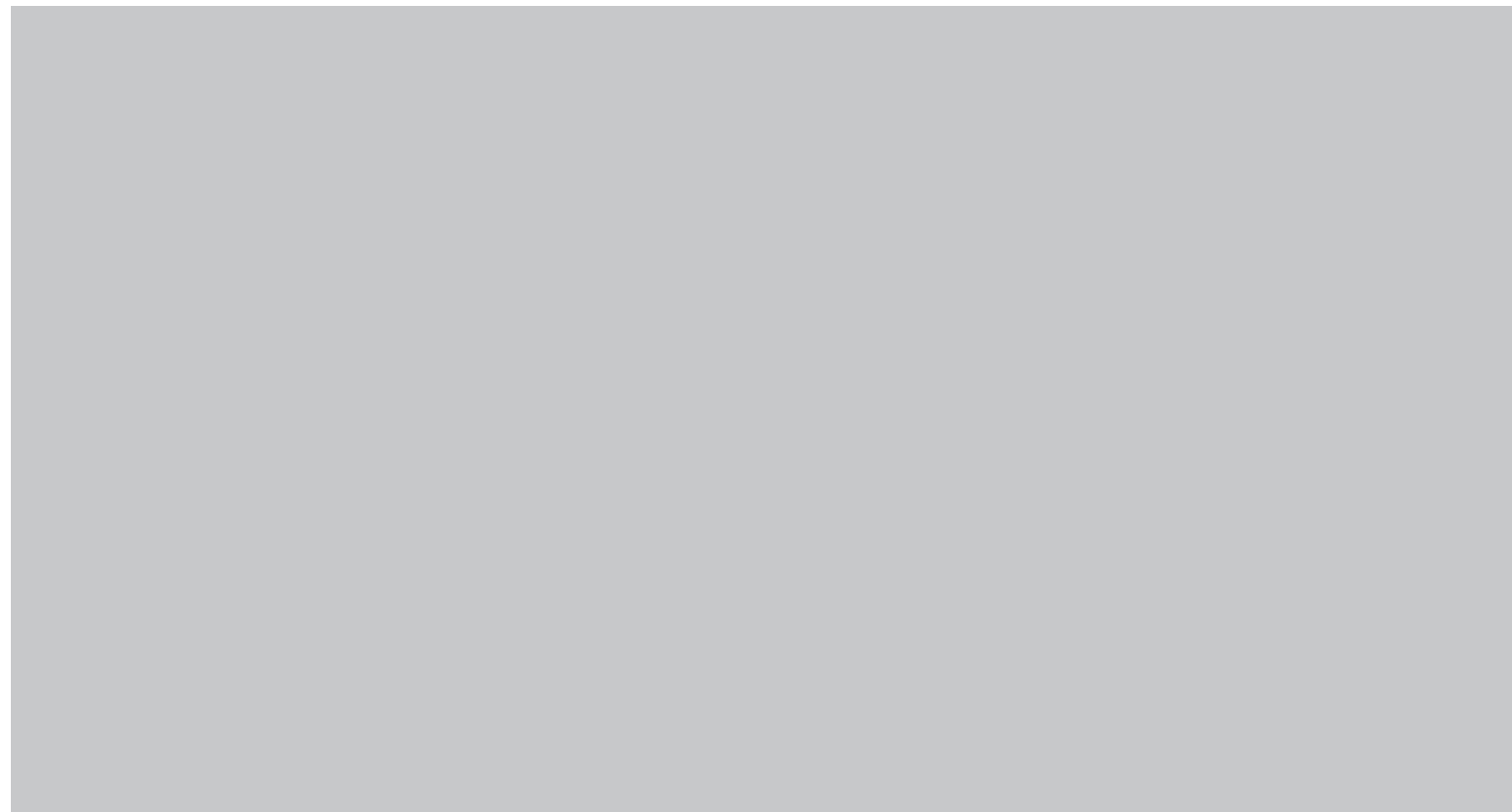
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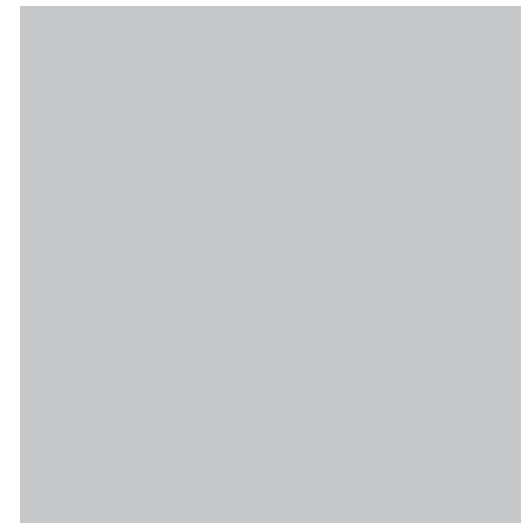
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SWIFT 5 PURCHASE FACEBOOK COLLECTION AD

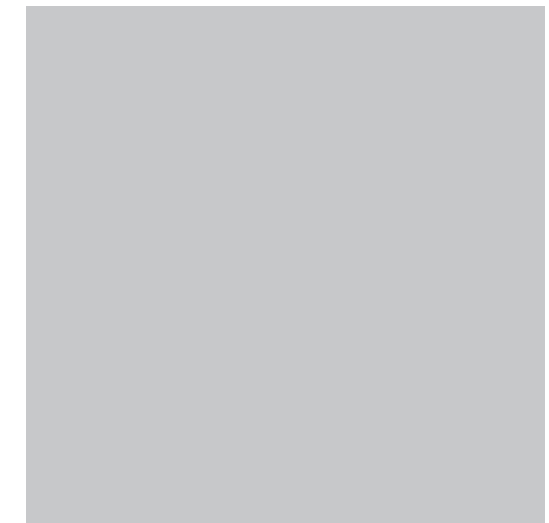
MDF compliant



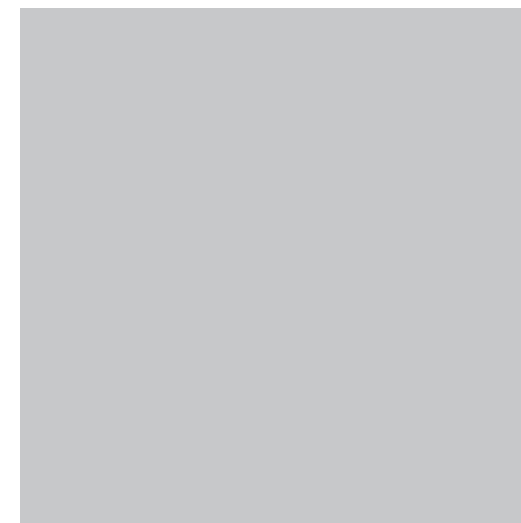
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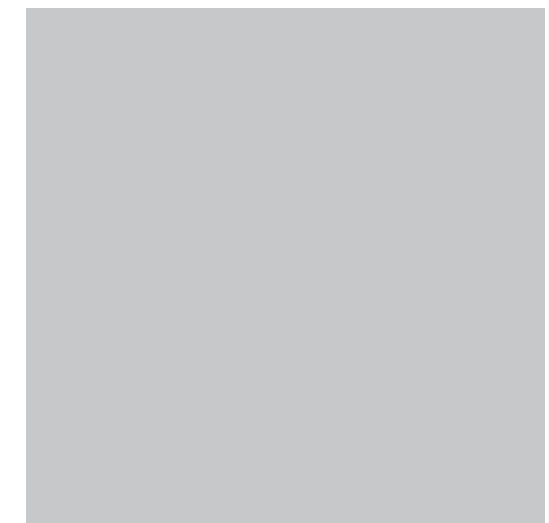
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800 x 800 px (Thumbnail 2)



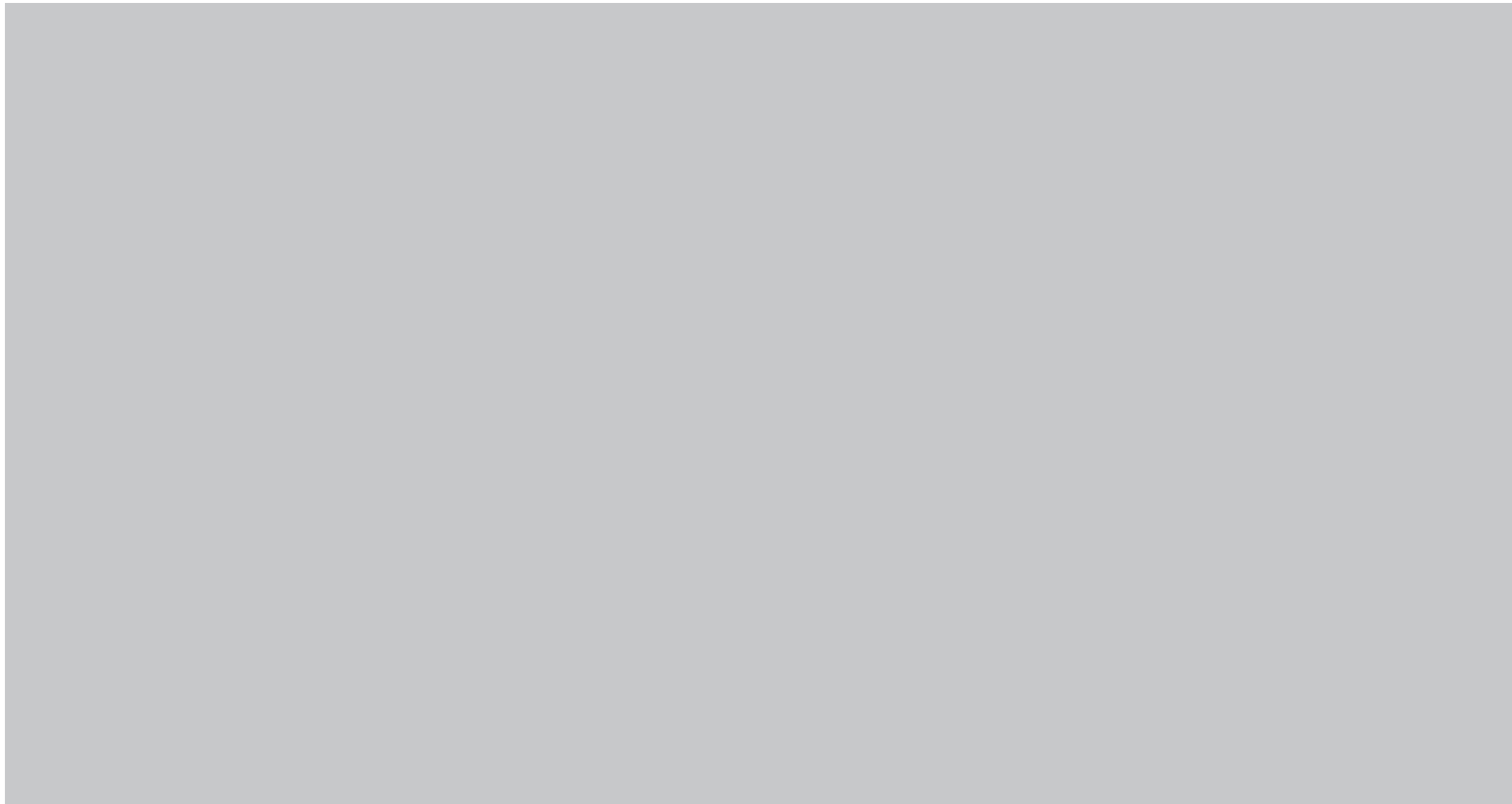
800 x 800 px (Thumbnail 3)



800 x 800 px (Thumbnail 4)

SWITCH 7
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1200 x 628 px



800 x 800 px (Thumbnail 1)



800 x 800 px (Thumbnail 2)



800 x 800 px (Thumbnail 3)

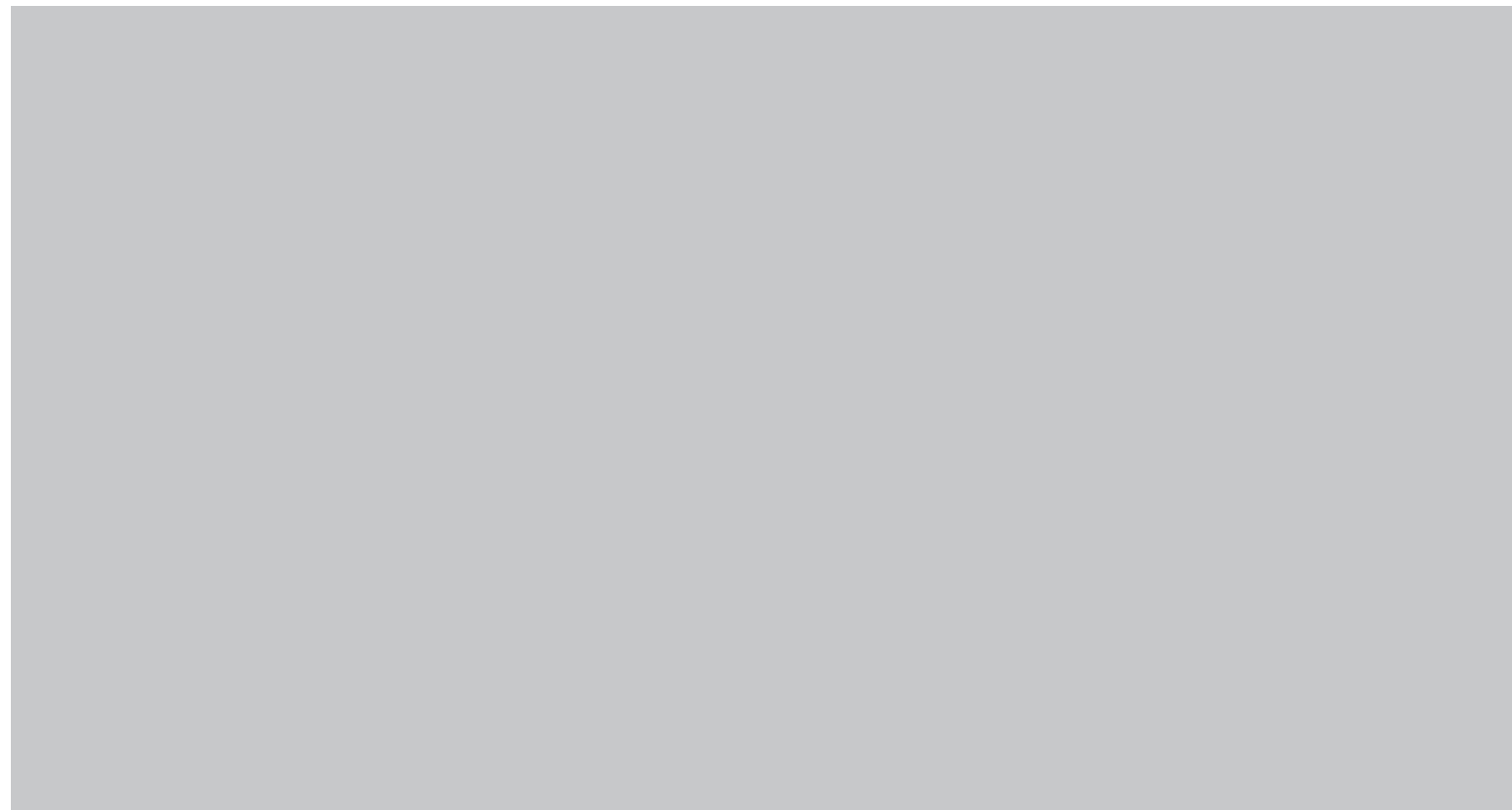


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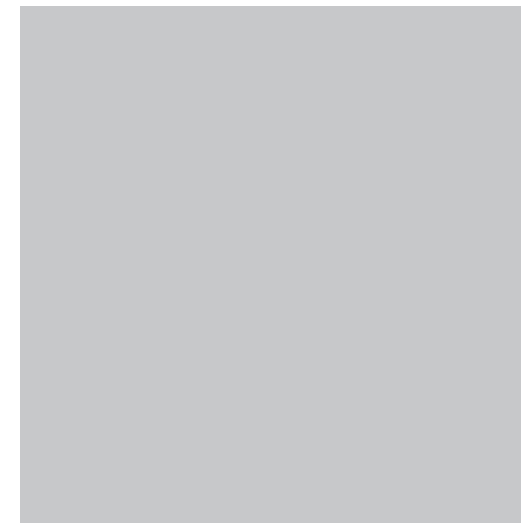
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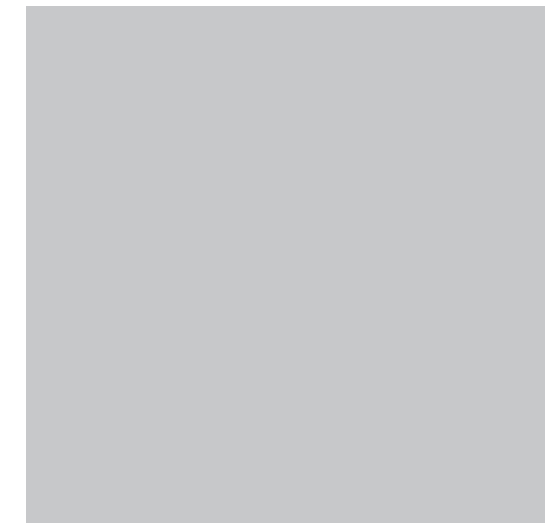
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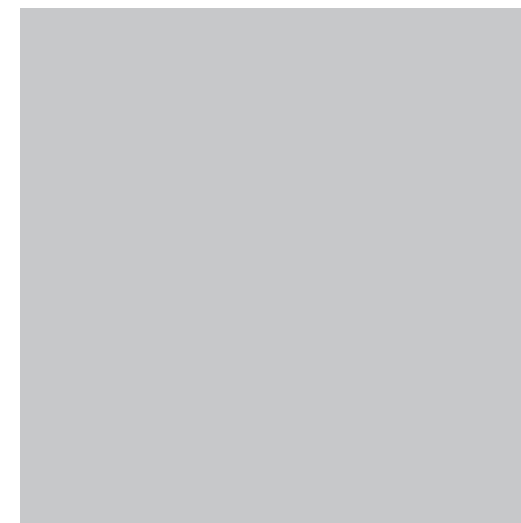
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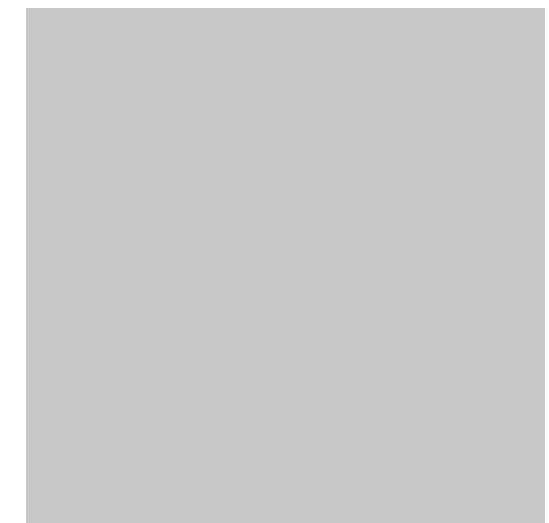
800 x 800 px (Thumbnail 1)



800 x 800 px (Thumbnail 2)



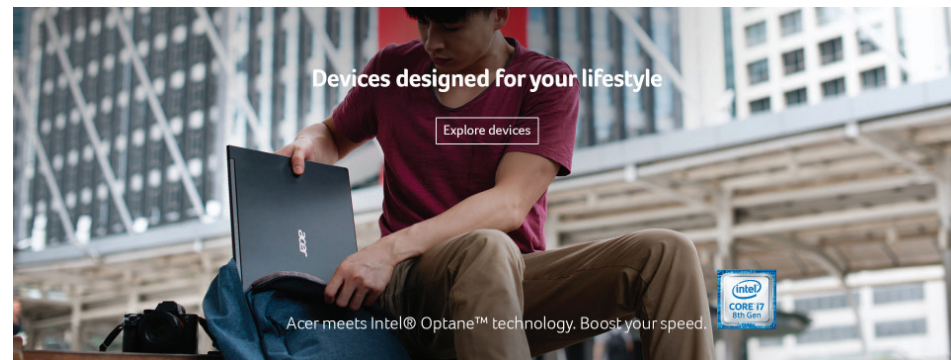
800 x 800 px (Thumbnail 3)



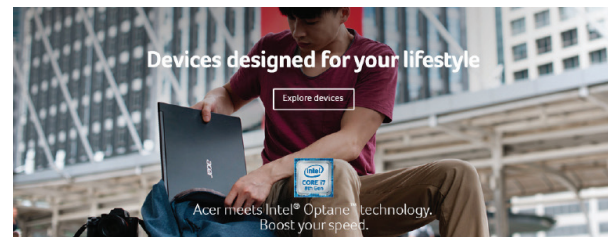
800 x 800 px (Thumbnail 4)

A C E R . C O M H O M E P A G E
B A N N E R

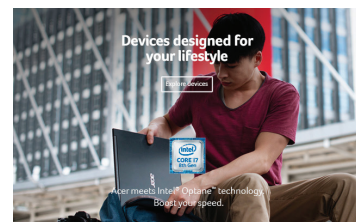
ACER.COM HOMEPAGE BANNER



Large: 1920 x 720 px



Medium: 1024 x 400 px



Small: 640 x 400 px

TO BE UPDATED

C A M P A I G N
L A N D I N G P A G E

LANDING PAGE

The Make Your Mark landing page will be live worldwide.

Australia: [link](#)

China: [link](#)

India: [link](#)

Indonesia: [link](#)

Malaysia: [link](#)

Taiwan: [link](#)

France: [link](#)

Germany: [link](#)

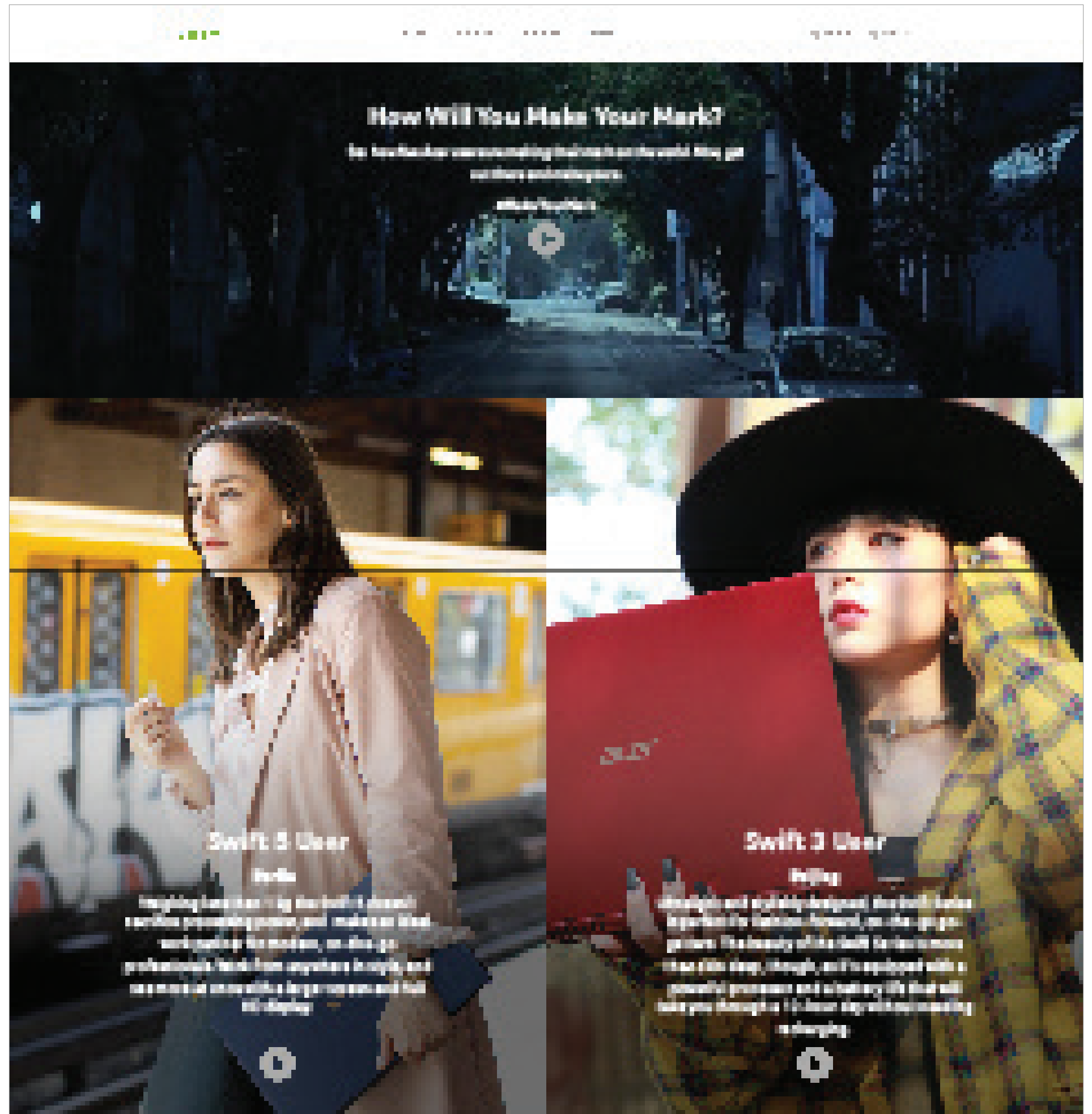
Brazil: [link](#)

United States: [link](#)

Russia: [link](#)

United Kingdom: [link](#)

Product selection will be mapped to each market's current product assortment (e.g., if country A does not sell the Swift 3, the Swift 3 will be removed from that page, leaving only the Swift 1, Swift 5, and Swift 7).



COPY + TYPOGRAPHY

COPY LIBRARY

Copy volume will be short (less than 150 words) but with an array of lines, similar to the ones below:

HEADLINE

Make Your Mark

JOINT MESSAGING FOR DEVICE WITH OPTANE™:

Acer meets Intel® Optane™ technology. Boost your speed.

JOINT MESSAGING FOR DEVICE WITHOUT OPTANE™:

Acer powered by Intel® processors. Outperform now.

CTAS

Learn more

Start here

Start now

Buy now

VOICE & TONE

ACER IS:

- Minimalistic, while still saying what needs to be said
- Conversational, without using too much slang or language that doesn't translate globally
- Supportive, but not pushy about product purchases
- Optimistic, but not overly peppy
- Realistic, acknowledging that success doesn't come easy in our world, but not too focused on hardship

DOS AND DON'TS

ACER DOES:

- Inspire
- Represent people in an authentic way
- Stay true to itself and write what it knows
- Tell the truth, and it's the first to own its mistakes
- Add value
- Help people achieve more
- Support a dialogue and exchange of ideas with users
- Meet challenges head on
- Highlight successes and excellence

ACER DOES NOT:

- Brag
- Try too hard to be cool
- Try to be an expert about everything
- Lie or sugarcoat
- Post to fill up space
- Encourage “workaholism”
- Dodge criticism
- Wait to be told what to do
- Preach

TYPOGRAPHY RULES

PRIMARY FONT

Acer Foco Light

DEFAULT HEADLINE STYLE

Acer Foco Light

COLOR

Acer Green or white

TYPE POINT SIZE 0-59

Tracking = 400

TYPE POINT SIZE 60+

Tracking = 500

CASE

All caps

EXAMPLE

MAKE YOUR MARK

DEFAULT SUBHEAD STYLE

Product name: Acer Foco Bold Italic

Product number: Acer Foco Light

COLOR

Black

CASE

Title

EXAMPLE

Swift 5

DEFAULT CTA STYLE

Acer Foco Bold

COLOR

Acer Green or white

CASE

All caps

TRACKING

300

EXAMPLE

LEARN MORE >

CAMPAIGN COLOR GRADIENT



ACER GREEN:

R G B

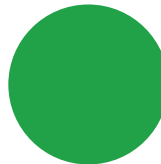
128 / 195 / 66

C M Y K

55 / 0 / 100 / 0

H E X #

80c343



MEDIUM GREEN:

R G B

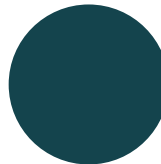
15 / 136 / 81

C M Y K

86 / 23 / 87 / 8

H E X #

0f8851



DARK GREEN:

R G B

19 / 68 / 77

C M Y K

91 / 59 / 54 / 40

H E X #

13444d

USAGE GUIDELINES

TALENT & USAGE

The Acer Consumer Make Your Mark campaign currently has four models, each with their own unique stories:

LaQuan Aragon—music producer

Samantha*—writer and book blogger

Holly Johnson—hiking blogger

Chino Lex—app developer

We have secured the rights to use their images as follows:

TIME PERIOD:

LaQuan Aragon: 9/30/2017–12/31/2018 at 11:59 p.m. PST

Samantha: 9/28/2017–12/31/2018 at 11:59 p.m. PST

Holly Johnson: 9/29/2017–12/31/2018 at 11:59 p.m. PST

Chino Lex: 9/26/2017–12/31/2018 at 11:59 p.m. PST

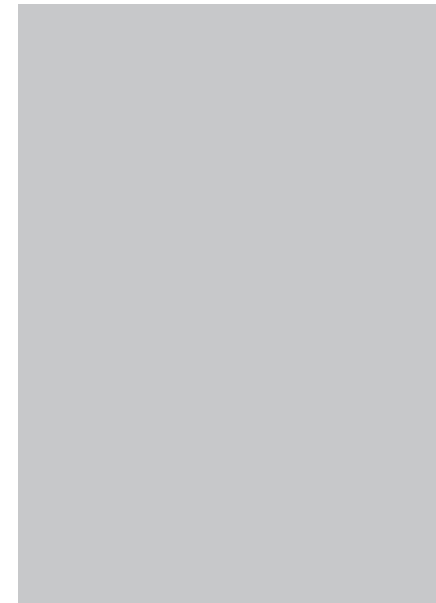
LOCATION:

Worldwide

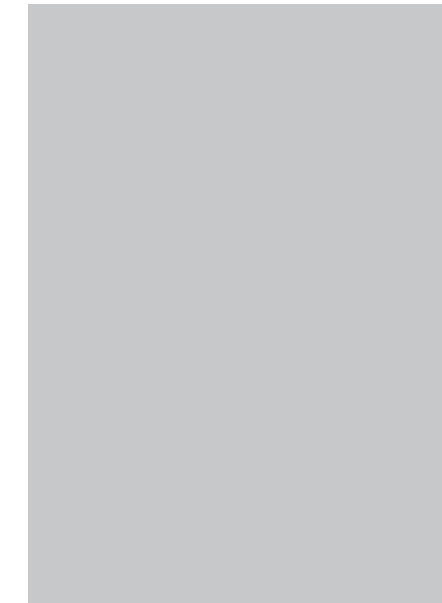
MEDIA:

All

You can use their images within the rights defined above. If you plan to cast and photograph your own talent, make sure to negotiate similar rights.



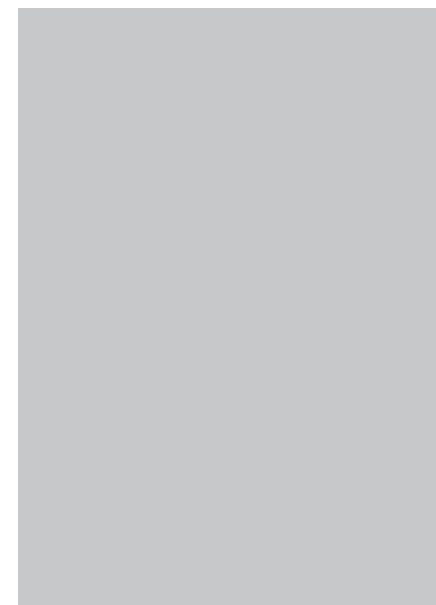
Adrian



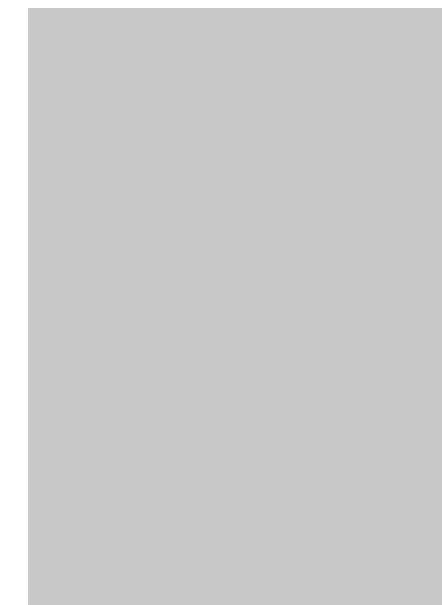
Anthony



Micha



Doreen



Nova

VIDEO USAGE RIGHTS



Brand anthem video

MUSIC

USAGE: In perpetuity

LOCATION: Worldwide

MEDIA: All, including TVC

VOICE-OVER

COMPLETE BUYOUT RIGHTS

USAGE: 12/5/2017–2/15/2019 at 11:59 p.m. PST

LOCATION: Worldwide

MEDIA: All



Spin 5 product feature video

MUSIC

USAGE: In perpetuity

LOCATION: Worldwide

MEDIA: All, including TVC



Swift 5 product feature video

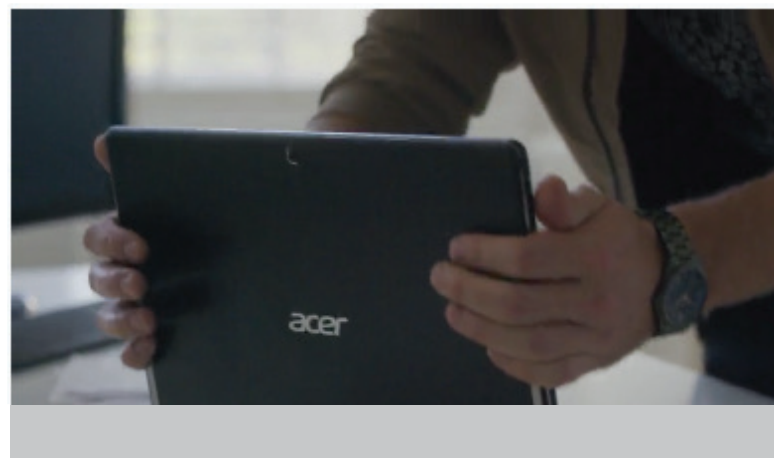
MUSIC

USAGE: In perpetuity

LOCATION: Worldwide

MEDIA: All, including TVC

VIDEO USAGE RIGHTS



Switch 7 product feature video

MUSIC

USAGE: In perpetuity

LOCATION: Worldwide

MEDIA: All, including TVC



Aspire 7 product feature video

MUSIC

USAGE: In perpetuity

LOCATION: Worldwide

MEDIA: All, including TVC



Swift 3 product feature video

MUSIC

USAGE: In perpetuity

LOCATION: Worldwide

MEDIA: All, including TVC

T H A N K Y O U