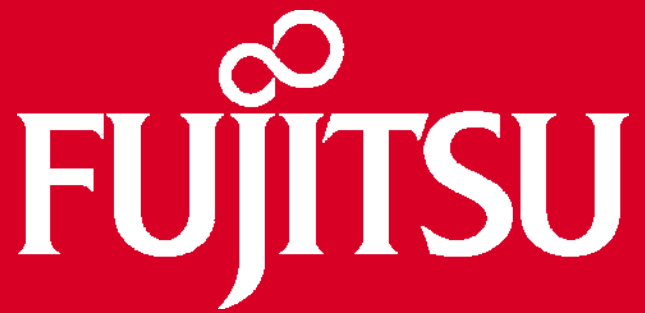




**NEW**  
**LIFEBOOK<sup>®</sup>**

Awareness campaign

**NEW**

**LIFEBOOK<sup>®</sup>**

**Small ideas.**

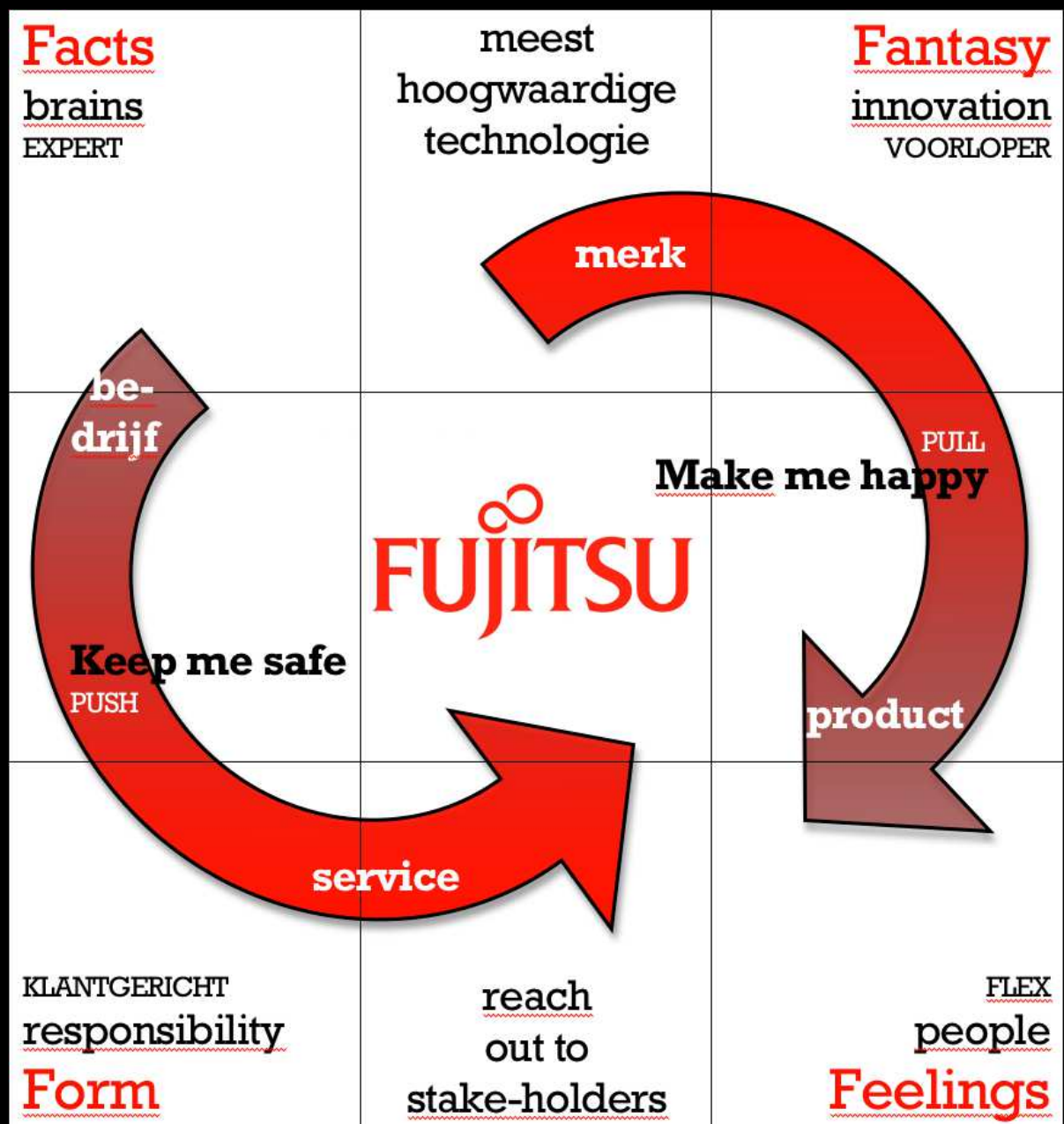
**Big smile.**

## core message

The new **LIFEBOOK®** of Fujitsu is engineered with a large number of small innovations, that ALL contribute to a durable, qualitative system.

All small innovations are designed to keep the system safe and stable. These small ideas will bring a big smile to the system manager and to the user.

# strategie



strategy

**Fujitsu.**

**Keep me safe.**

**Make me**

**happy.**

push strategy

**KEEP ME SAFE.**

Fujitsu works with **BRAINS** (expertise) and focus (**RESPONSIBILITY**) towards a sustainable relationship with partners, resellers and all stakeholders. A Business Model with excellent service and tested, proven technology.

pull strategy

**MAKE ME HAPPY.**

Fujitsu works on  
implementing **INNOVATION**  
(Technology Leader) of the  
latest technology for  
**PEOPLE** (flexibility). A  
Product claim of top quality  
products for more than  
satisfied customers.

media

## **PULL**

viral commercial

viral tag-on

viral seeding, social media

ringtone

webbanners

## **PUSH**

direct mailing

posters

emailing

thema website

webbanners

viral commercial

**Your new  
LIFEBOOK<sup>®</sup>  
is tested  
over 10,000  
times.  
In Germany.**

# viral commercial 1/2



# viral commercial 2/2



LIFEBOOK. Small ideas. Big smile.

FUJITSU

# viral tag-on



LIFEBOOK. Small ideas. Big smile.

FUJITSU

viral seeding

**Qualitative seeding.**

Online advertorials. Posting on three relevant ICT blogs.

Controlled attention value within editorial context in the look and feel of the blog.

Valueable for awareness, bringing traffic to the youtube channel. Average reach of 595.000 unique visitors per month.

viral seeding

**Quantative seeding.**

Placement on user generated platform. Online on premium positions op de homepages of partners, blogs, platform communities 20.000+, with an average reach of 800.000 unique visitors per month. Intent to maximize exposure to as many as possible.

# web banners



## web banners

NEW **LIFEBOOK®**

FUJITSU

magnesium lid / spill  
resistent keyboard /  
shock sensor / hard  
cushioned protection  
magnetic protection  
shield / solid state d  
adapter & 2nd batter  
family concept  
portreplicator / batte  
life / status led / ligh  
weight / application  
buttons / modular ba  
eco-button / ambilig  
sensor / advanced th  
protection / latest In  
mobile technology /  
anytime usb charge  
scroll wheel / Intel®  
Active Management  
technology (vPro) / c  
touch screen / mous  
/ tpm / integrated sm  
card reader / embed  
units / privacy filters

FUJITSU

**LIFEBOOK.** Small ideas. Big smile.

FUJITSU

direct mailing

## **NEW LIFEBOOK®**

Harmonica folder as a total overview of all the small ideas in the new LIFEBOOK series that will bring the product benefits: small ideas that make a big smile.

**NEW**  
**LIFEBOOK®**

**Small ideas.  
Big smile.**

Your PC, simplified.  
 Windows 7

**magnesium lid**  
Safe and strong. Your LIFEBOOK is more durable as internal parts are protected from all outward pressure on the lid.

**spill-resistant keyboard**  
Spilled coffee over your keyboard? Don't worry. You'll have enough time to shut down your LIFEBOOK and remove all liquids.

**shock sensor**  
When your LIFEBOOK senses shocks and vibrations, it will prevent damage to the hard disk by the magnetic head.

**hard disk cushioned protection**  
Your LIFEBOOK's hard disk drive comes with rubber cushions encasing the hard disk to absorb vibrations.

**magnetic protection shield**  
Your LIFEBOOK has a special film protecting the hard disk drive from magnetic interference.

**solid state drive**  
With a solid state drive your LIFEBOOK uses flash memory without an actual disk or magnetic head. Excellent for its durability.

**adapter and second battery**  
Save time and money with the LIFEBOOK family concept. You can easily swap systems and devices among each other.

**family concept port replicator**  
Connect your LIFEBOOK to several devices with just one click.

**battery life**  
Increase your productivity. You can work on your LIFEBOOK all day long using only battery power.

**status led**  
Your LIFEBOOK's LED indicators give an easy and quick view on power and configuration status.

Easy to carry in and out of office.  
Your LIFEBOOK will comfortably fit on your lap,  
even in the smallest plane seats.

You can insert all kinds of accessories in your LIFEBOOK's modular bay, like a second battery or extra hard disk drive.

With the press of one button your LIFEBOOK can save energy and extend battery life. This eco-button will give you enhanced power management settings.

The ambient sensor adapts the power management settings to the surrounding light. That way, your LIFEBOOK will save energy and extend battery life automatically.

Protect your LIFEBOOK from jealous eyes.  
You can disable, track and recover your missing LIFEBOOK.

With your LIFEBOOK you can increase your productivity.  
Do more at the same time with Intel inside.

You can shut down your LIFEBOOK when you sleep or are away and still power charge your accessories.

Enjoy the benefits of multiple touch  
with the dual digitizer mousepad

Limit access to your LIFEBOOK. It will not boot to the operating system without your SmartCard.

With built-in UMTS you can work online both in and outside the office

Your LIFEBOOK will last a very long time.  
That's why we can easily extend your  
product guarantee to five years.

All new technological improvements are rigorously tested in Germany before we implement them in your LIFEBOOK.

NEW **LIFEBOOK.**  
Small ideas.  
Big smile.

**IMMUTAR** richtbank van Fujitsu stelt voortdurend nieuwe technologie. Met tal van productverbeteringen is een nog langere levensduur. Maar ook kleine details die uw dagelijkse werk een stuk makkelijker maken. Met een grote glimlach op uw gezicht.

WWW.LIFEMOOK.NL

poster

Magnesium lid. Spill-resistant keyboard. Shock sensor. Hard disk cushioned protection. Magnetic protection shield. Solid state drive. Adapter and second battery. Family concept port replicator. Battery life. Status led. Light weight. Modular bay. Eco-button. Ambilight sensor. Advanced theft protection. Latest intel® mobile technology. Anytime usb charge. Multiple touch mousepad. Integrated smart card reader. Embedded UMTS. Extended guarantee. Tested over 10,000 times in Germany.

**NEW LIFEBOOK®**

**Small ideas.  
Big smile.**

**WWW.LIFEBOOK.NL**

**FUJITSU**

poster

Magnesium lid. Spill-resistant keyboard. Shock sensor. Hard disk cushioned protection. Magnetic protection shield. Solid state drive. Adapter and second battery. Family concept port replicator. Battery life. Status led. Light weight. Modular bay. Eco-button. Ambilight sensor. Advanced theft protection. Latest intel® mobile technology. Anytime usb charge. Multiple touch mousepad. Integrated smart card reader. Embedded UMTS. Extended guarantee. Tested over 10,000 times in Germany.

**NEW LIFEBOOK®**

**Tested over  
10,000 times.  
In Germany.**

**WWW.LIFEBOOK.NL**

**FUJITSU**

# e-mailing & e-mail template

Dit bericht is uitsluitend bestemd voor de geadresseerde: [ariedeelen@gmail.com](mailto:ariedeelen@gmail.com).  
Wordt dit bericht niet goed weergegeven, [klik dan hier](#).

**FUJITSU**

**LIFEBOOK.** Small ideas. Big smile.



**WHAT DOES SWOOSH SWOOSH  
HAVE TO DO WITH BIONIC  
QUALITY NOTEBOOKS?**

**→ FIND OUT**

## **AANBIEDING LIFEBOOK E780**

Processor  
Intel® Centrino® with vPro™ technology  
Intel® Core™2 Duo processor T9600

Besturingssysteem  
legitieme Windows® 7 professional 32 bit

Geheugen  
4 Gb (2 x 2Gb DDR3-1066)

Harddisk  
160 GB SATA 7.2k

[Meer details](#)



**AANBIEDING**

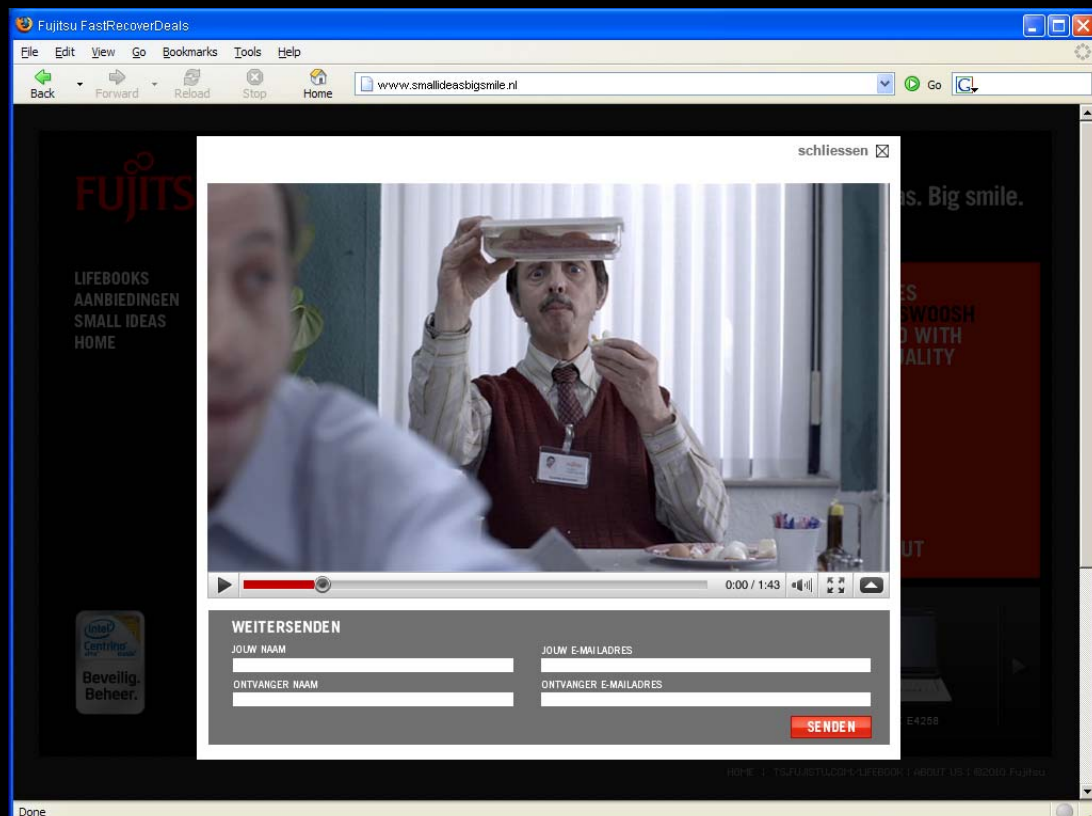
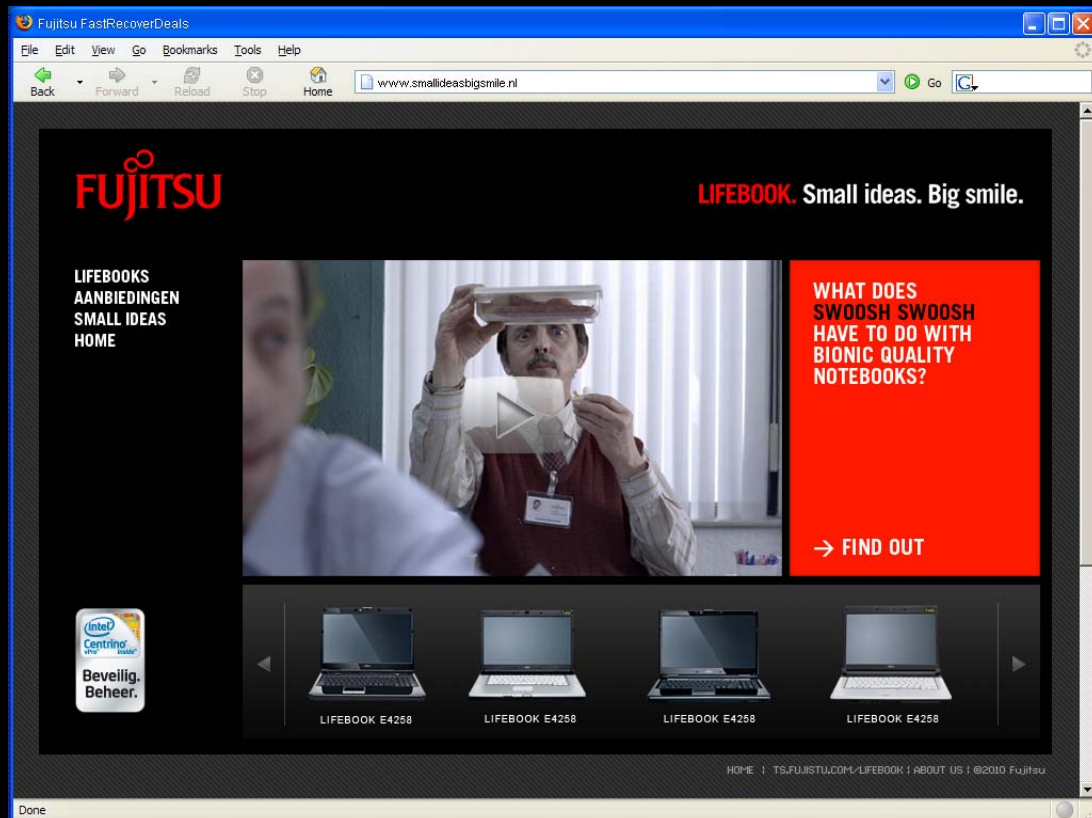
### **LIFEBOOK E780**

DUAL TOUCH  
van € 1719,- voor

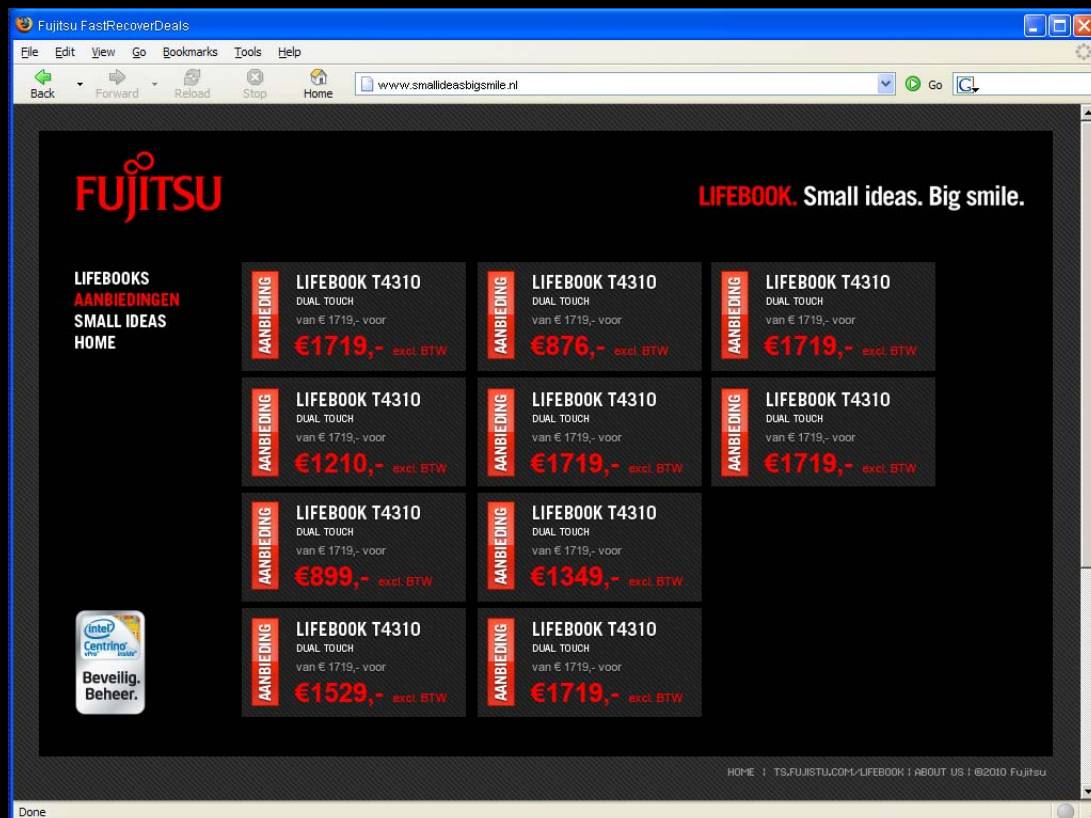
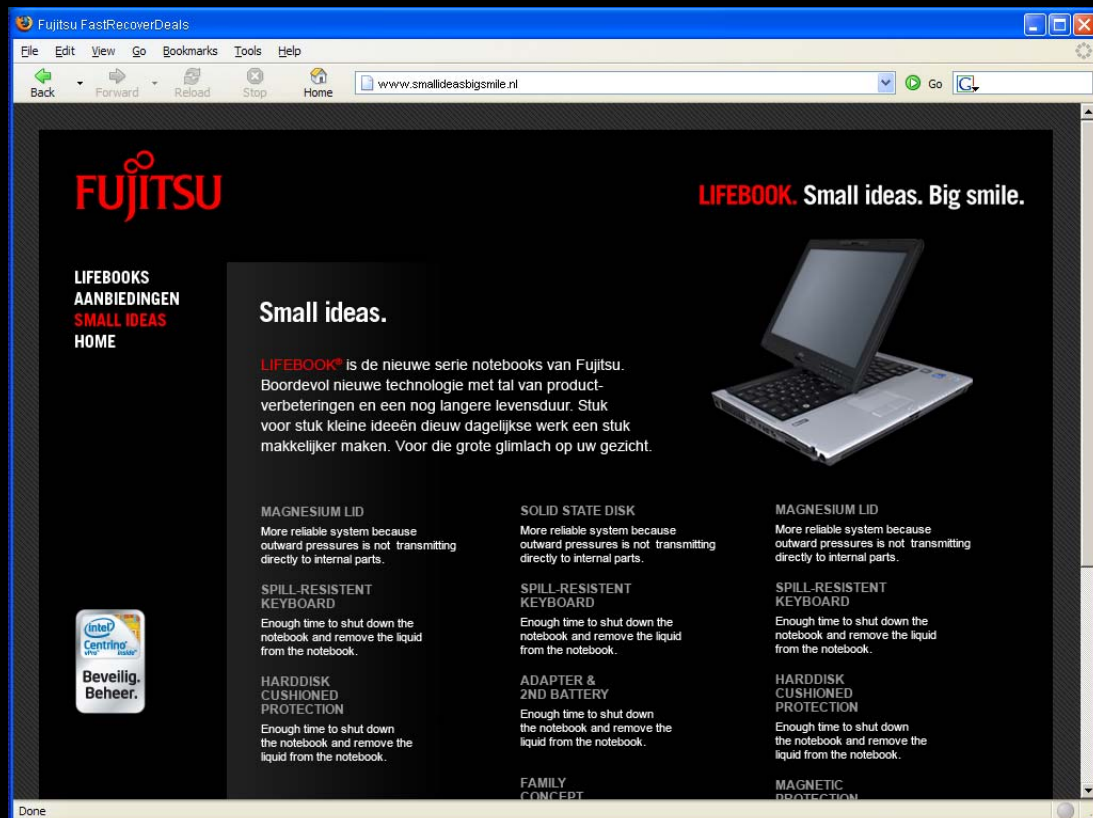
**€1419,-** excl. BTW

[Klik hier](#) om je af te melden voor de nieuwsbrief en  
om meer te lezen over de Fujitsu voorwaarden en privacy.

# landing page / web template



# Overview



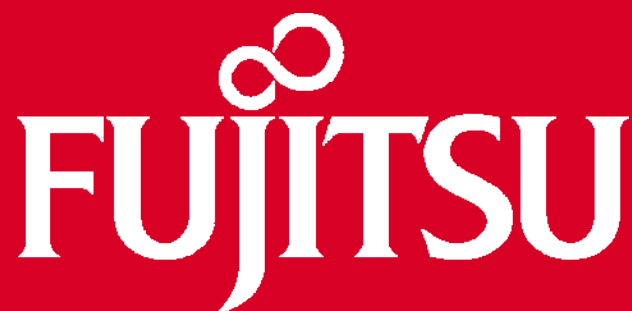
# LIFEBOOK positioning



**LIFEBOOK.** Small ideas. Big smile.

**LIFEBOOKS**  
AANBIEDINGEN  
SMALL IDEAS  
HOME

|           | GESTURE CONTROL<br>AND HANDWRITING                                                                                                                                                              | ULTRATHIN AND MINI<br>≤ 13 INCH                                                                                                                                                            | MAINSTREAM<br>14-15 INCH                                                                                                                                                                     | TRANSPORTABLE<br>≥ 16 INCH                                                                                                                                                                    |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SUPERIOR  | <b>LIFEBOOK T4410</b><br>12,1 Inch screen<br>Full keyboard size<br>extended battery life<br>WLAN, UMTS       | <b>LIFEBOOK P770</b><br>12,1 Inch screen<br>Full keyboard size<br>extended battery life<br>WLAN, UMTS   | <b>LIFEBOOK E780</b><br>12,1 Inch screen<br>Full keyboard size<br>extended battery life<br>WLAN, UMTS   |                                                                                                                                                                                               |
|           | <b>LIFEBOOK T4410/4310</b><br>12,1 Inch screen<br>Full keyboard size<br>extended battery life<br>WLAN, UMTS  | <b>LIFEBOOK S760</b><br>12,1 Inch screen<br>Full keyboard size<br>extended battery life<br>WLAN, UMTS   |                                                                                                                                                                                              |                                                                                                                                                                                               |
| ADVANCED  |                                                                                                                                                                                                 |                                                                                                                                                                                            | <b>LIFEBOOK S710</b><br>12,1 Inch screen<br>Full keyboard size<br>extended battery life<br>WLAN, UMTS   |                                                                                                                                                                                               |
|           |                                                                                                                                                                                                 |                                                                                                                                                                                            | <b>LIFEBOOK E780</b><br>12,1 Inch screen<br>Full keyboard size<br>extended battery life<br>WLAN, UMTS   |                                                                                                                                                                                               |
| ALL-ROUND |                                                                                                                                                                                                 | <b>LIFEBOOK P3110</b><br>12,1 Inch screen<br>Full keyboard size<br>extended battery life<br>WLAN, UMTS  | <b>LIFEBOOK AH550</b><br>12,1 Inch screen<br>Full keyboard size<br>extended battery life<br>WLAN, UMTS  | <b>LIFEBOOK NH 570</b><br>12,1 Inch screen<br>Full keyboard size<br>extended battery life<br>WLAN, UMTS  |
|           |                                                                                                                                                                                                 |                                                                                                                                                                                            | <b>LIFEBOOK A530</b><br>12,1 Inch screen<br>Full keyboard size<br>extended battery life<br>WLAN, UMTS   |                                                                                                                                                                                               |



**NEW**  
**LIFEBOOK®**

[nl.fujitsu.com/rl/lifebook](http://nl.fujitsu.com/rl/lifebook)