

GDSM全球数字营销峰会

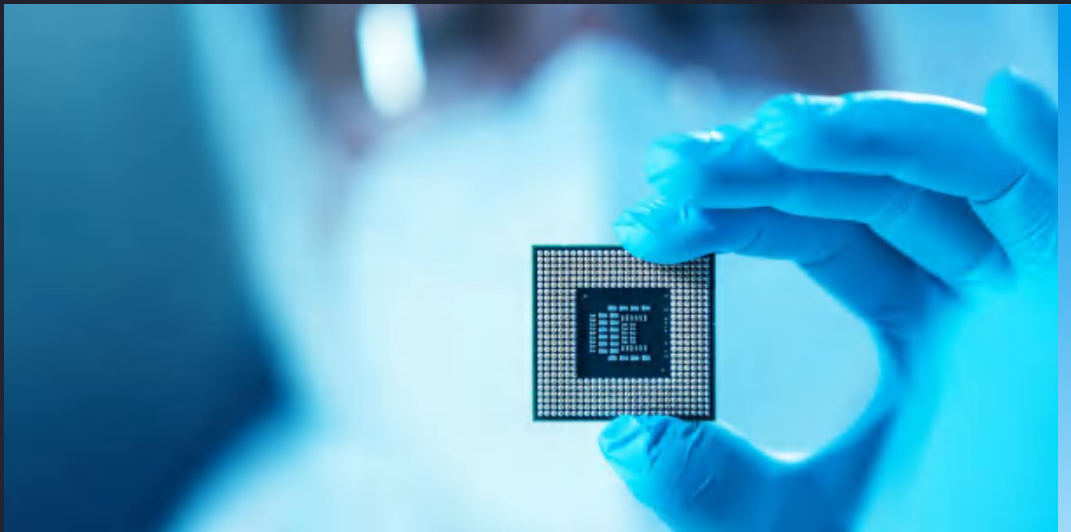
AI时代，创意与品牌共进化

吕冬

英特尔中国首席营销官

共营

CO-CREATION TO WIN THE MARKET



芯片品牌的 特殊性与挑战

- 保持科技领先型
- 多样化的产品线
- 用户对产品感知的断层
- 品牌年轻化



CO-CREATION TO WIN THE MARKET

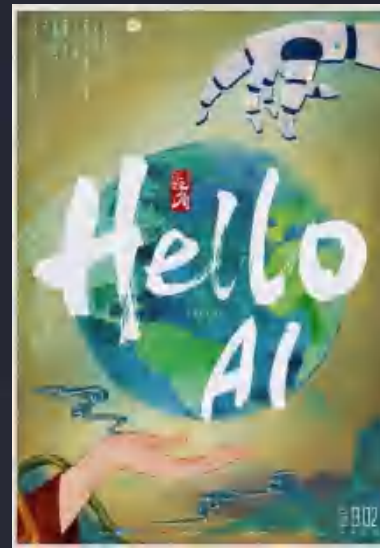


It Starts with Intel 芯生无限



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用创意讲述AI的故事



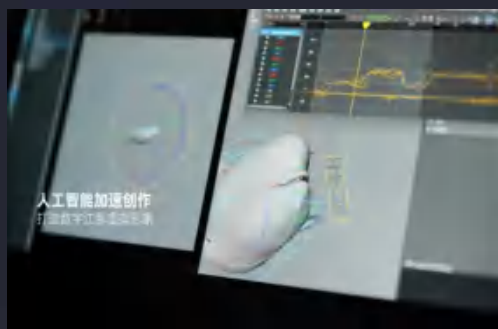
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打造元宇宙扣篮大赛



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用科技守护长江的美好



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AIGC开启创作新篇章



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让一部分艺术家先AI起来

intel evo

AIGC创作 超给力!

强大算力来自
英特尔Evo超能本

intel evo

英特尔Evo超能本
联想 YOGA Pro 14s

英特尔Evo超能本
联想小新 Pro 16 2023 酷睿版

The advertisement features a band of five musicians in traditional Chinese attire performing. The central text '超给力!' is written in large, bold, black calligraphic characters. The Intel Evo logo is positioned in the top left and bottom left. Two laptops are shown on the right, with their respective models listed below them. The background is white with scattered red petals.

共营



创造改变世界的科技
造福地球上每一个人

秉承开放，愿与业界伙伴共创品牌合作。

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CO-CREATION TO WIN THE MARKET



The Intel logo is centered on a light blue background. It features the word "intel" in a white, lowercase, sans-serif font. A small, dark blue square is positioned above the letter "i". To the right of the word "intel" is a registered trademark symbol (®).

intel®