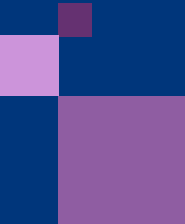


Product Marketing

AI PC

Jill Dechenne

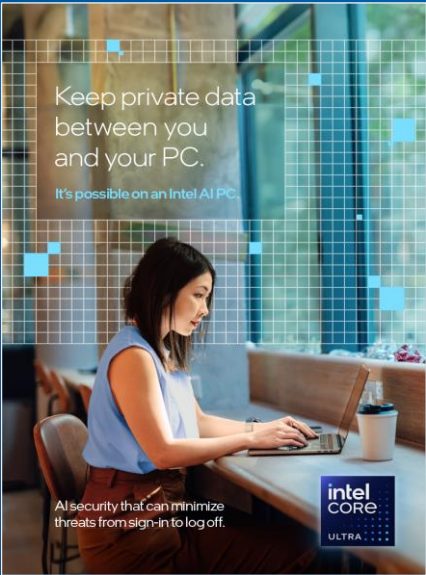
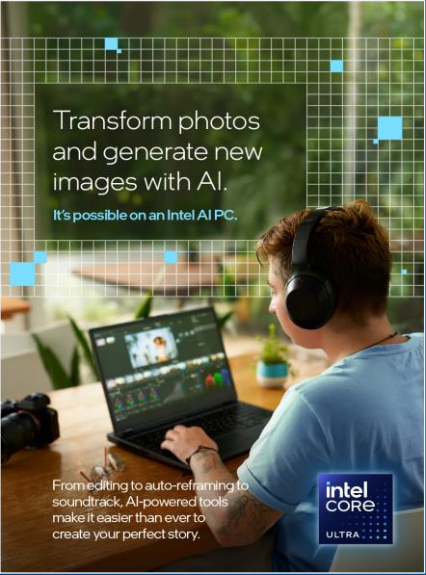
Global Integrated Marketing Leader, PC

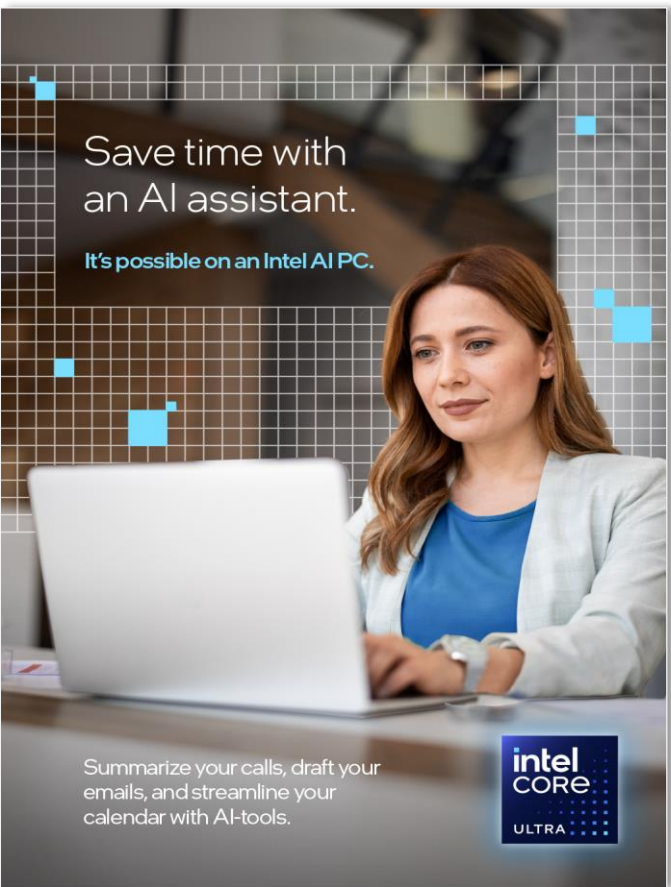


intel®



AI PC Cross-Segment Consideration Campaign

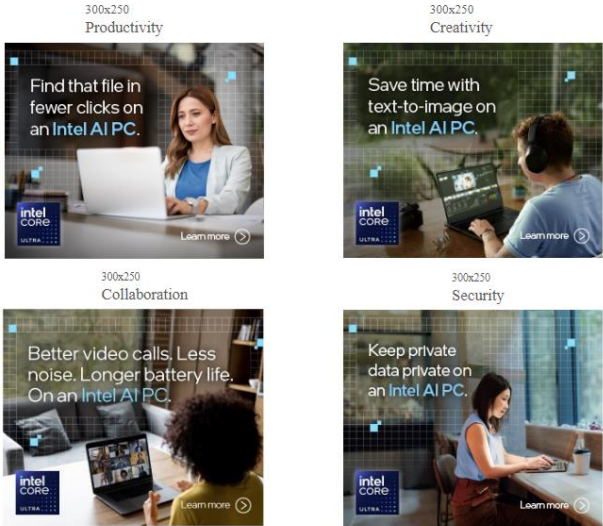
AIPC	2H Intel AI PC Consideration Boost Campaign AI on your PC opens a whole new world of possibilities for you. Only Intel can enable what's never been possible before. It's possible on an Intel AI PC
Target	Target Audiences: Consumers/End Users; Business PC Decision Makers (IT Ops , Tech C-Suite, Small Business @ Retail)
In-Market	Activation: • Early Sept-Nov/Dec Keep private data between you and your PC. It's possible on an Intel AI PC.  AI security that can minimize threats from sign-in to log off.  Transform photos and generate new images with AI. It's possible on an Intel AI PC.  From editing to auto-reframing to soundtrack, AI-powered tools make it easier than ever to create your perfect story. 



Cross Category Creative



Banners



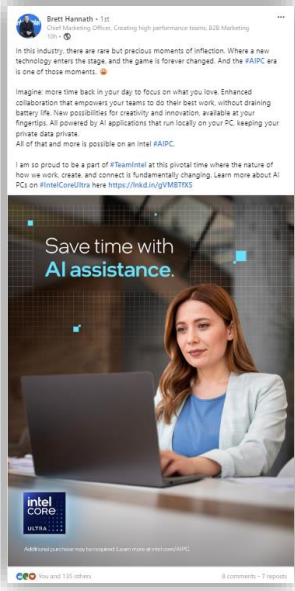
Social Stills



OOH



Print



Intel Voices Social



Intel.com Experience AI PC page

Creative Testing Results

All 4 tested assets performed well and are highly effective at driving the campaign's main goal of increasing Intel connection to AI PC



All 4 assets tested **drove significant lift in Intel Connection to AI PC** on the magnitude of about +30ppts above baseline



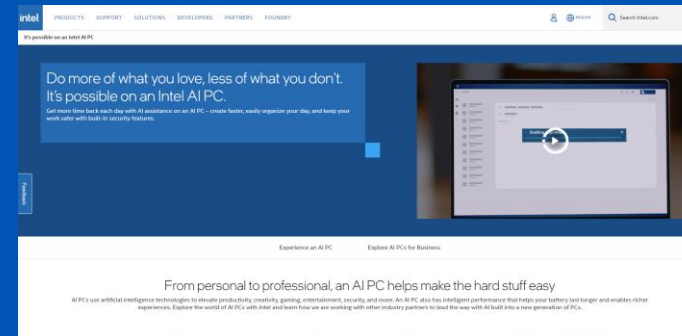
Intel lift took some AI PC connection away from other tech brands

AI PC Campaign Burst Journey

Cross Segment Audience
+
Consumer Audience



NEW Landing Page – live 8/30

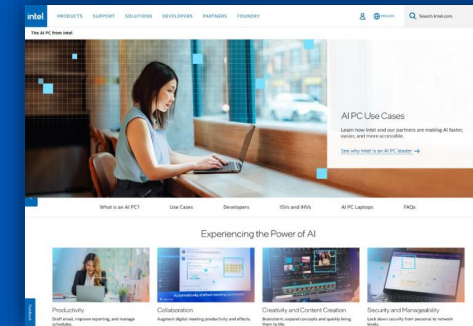


Short URL: intel.com/aipc

Full URL:

<https://www.intel.com/content/www/us/en/now/ai-pc-possibilites.html>

Retargeting (plus other options [here](#))



Short URL:

Full URL:

<https://www.intel.com/content/www/us/en/products/docs/processors/core-ultra/ai-pc-resources.html>

Commercial Audience



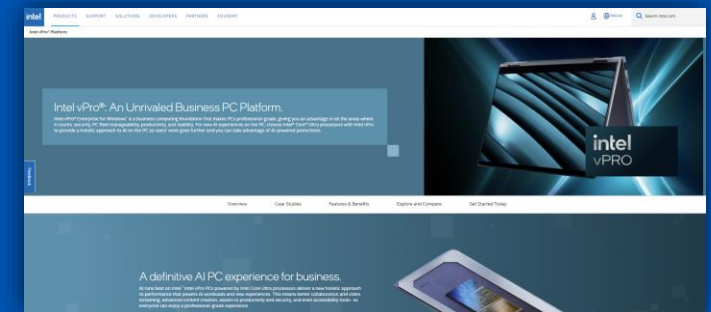
Landing Page



Short URL: intel.com/ITHeroes

Full URL: [Unlock AI for Business with Intel® Core™ Ultra and Intel vPro®](#)

Retargeting



Short URL: intel.com/vPro

Full URL:

<https://www.intel.com/content/www/us/en/architecture-and-technology/vpro/overview.html>