

PRO SERIES PORTFOLIO FY21

Master Creative Toolkit

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- :30 full length
- :15 cutdown
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- GooseBreeder
- Emy
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01

INTRODUCTION

BRIEF SUMMARY

OBJECTIVE

Be recognized as the #1 brand of choice for esports professionals through **PLAY TO WIN**

METHODOLOGY

- Develop a campaign that creates an **emotional connection to the Logitech G brand** using **players from our partnered teams to tell their story** and their relation to our brand and gear
- COMING SOON: Build on the storytelling content from Bazooka campaign - **storytelling** as a base
- **Video and static** assets expressing professional gamers emotional relation to their hardware
- Develop suite of assets within the PRO brand look and feel that creates an emotional reaction and is relatable for the target audience, and therefore gains traction for casual/mainstream gamers who follow esports
- Digital first, mobile first to convert gamers to buy our products but also convert them to become brand ambassadors thanks to our passion for esports
- Tell the **PRO Family story**

AUDIENCE

WHO

Highly competitive pros, primes and players who enjoy competitive play. Whether they are looking to break into the pro scene or just enjoy the challenge and satisfaction of competition and camaraderie, they are looking for gear that can keep up with their improvement.

HOW

- Gamers today do not see Logitech G as an esports partner compared to other brands in our space when in fact the opposite is true
- Logitech G is not a brand gamers relate to on a soft value level, they don't know who we are outside of Product, Technology and Price
- PRO Series is a lineup of products that is in fact used by pros across the entire world, but this goes largely unknown for the general esports fan
- For many of the best players, wireless is a natural next step and they feel the difference in terms of freedom

02

APPROACH

CREATIVE APPROACH

STORY

ZERO OPPOSITION expanded to focus on pro players and *now*

LOOK AND FEEL

White Void (Bazooka-style), Hyperminimal, Pristine-Premium

3 DIMENSIONS OF PRO

Lead with premium assets and create a tiered funnel that communicates PRO brand promise pillars:

1. Esports elevation
2. Pro player collaboration
3. Gear and technology leadership

REGIONAL EXECUTION

Continue developing roadmap and style guide for structured and templated asset reproduction around the world.

CAMPAIGN CONSIDERATIONS



EXISTING ASSETS

Campaign must flex to utilize new assets as well as existing campaign imagery.



PHASE 2: DOCU-SERIES


Training camp and additional edits from Phase 1 content to come later and family with the campaign LTF.

FEATURED PRO PLAYERS



 **Benita**
Valorant



 **GooseBreeder**
Counter-Strike:
Global Offensive



 **Emy**
Counter-Strike:
Global Offensive



 **Lost**
League of Legends



 **Spica**
League of Legends

03

CAMPAIGN











ZERO OPPOSITION

With SUPERLIGHT, we established the ZERO OPPOSITION philosophy. A potent and effective idea focused on eliminating weight, friction and distraction for the purest possible connection between player and game.

And we always knew that within ZERO there is a much bigger platform.

We aim to expand the ZERO OPPOSITION ethos and dimensionalize it to define the essence of PRO:

- Leading Esports Advancement
- Supporting Athletes' Pursuit for Perfection
- Innovating Gear and Technology Possibilities

As leaders in the industry, we can claim our vision and mission:

ZERO OPPOSITION is our relentless pursuit of the highest levels of esports performance so that pro players can truly PLAY TO WIN with nothing in their way.

CAMPAIGN FRAMEWORK

UPPER FUNNEL

BRAND

Logitech G Esports
Brand, Team, Promise



**BRAND
G JERSEY**
Feature pro players, even from several different teams with G-brand jerseys.

MID FUNNEL

PORTFOLIO

Player Collab/Win
with PRO Series



**PORTFOLIO
G JERSEY**
Feature pro players, even from several different teams with G-brand jerseys.




**PORTFOLIO
TEAM JERSEY**
Only one player (or many of one team) when wearing team jerseys.

LOWER FUNNEL

GEAR/TECH


Players Endorse
Individual Products,
Technology




**SINGLE PRODUCT
G JERSEY**
For player quotes, use team jersey photography.



**TECH FOCUS
G JERSEY**
For player quotes, use team jersey photography.



**SINGLE PRODUCT
TEAM JERSEY**
For player quotes, use team jersey photography.



**TECH FOCUS
TEAM JERSEY**
For player quotes, use team jersey photography.

GLOBAL ART DIRECTION :: PRO PLAYERS

Micro vs Macro Details

A natural evolution that leverages the best art direction from both Bazooka and Quake.



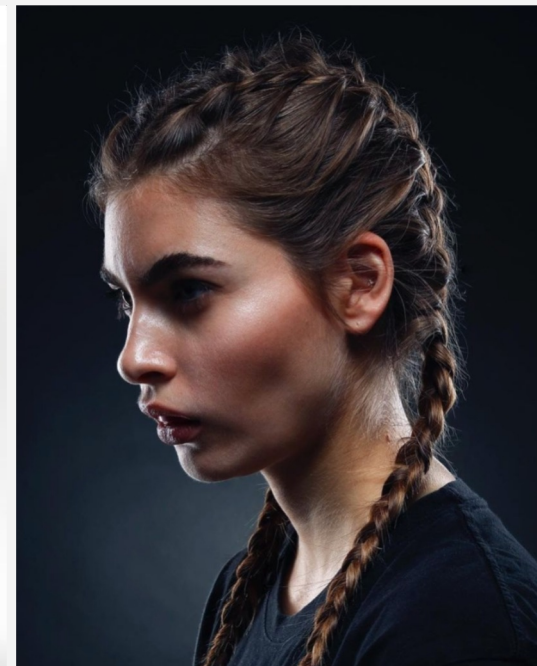
Infinite Space

Shot on a white cyc, our pros will be placed within our white environment, removing all distractions.



Attitude

A celebration of intense focus and the drive to relentlessly improve, emphasised by chiaroscuro.



GLOBAL ART DIRECTION :: PRODUCT

Hyper Minimalism

Evolve our hyper minimalism art direction from Bazooka campaign, now featuring black product on a white void for ZERO DISTRACTIONS

Product Form & Dramatic Lighting/Contrast

Feature the gorgeous product shapes, fresh angles, and intense, focused lighting to bring out dramatic contrast.



GLOBAL COPY DIRECTION

“If you improve at one thing every day, that day has been a success.”

— Bjergsen, 2020

This next phase of ZERO OPPOSITION will capture the moment of **now**:

- Continuous challenge
- The daily grind
- **Urgency to improve**

Simple, memorable and provocative. We **ask players to rethink their limits**:

- What is limiting you for your best possible performance?
- What are you doing right now, today, to play better?
- **Do you actually, actively PLAY TO WIN?**

Whatever you do, never let your gear hold you back. Pro players certainly don't.

**Use PRO Series for ZERO OPPOSITION.
Starting NOW.**

04

CAMPAIGN VIDEO

:30

FULL LENGTH



Brand Portal :: Campaign Video :30



Brand Portal :: Campaign Video :30, 9x16



Brand Portal :: Campaign Video :30, 1x1

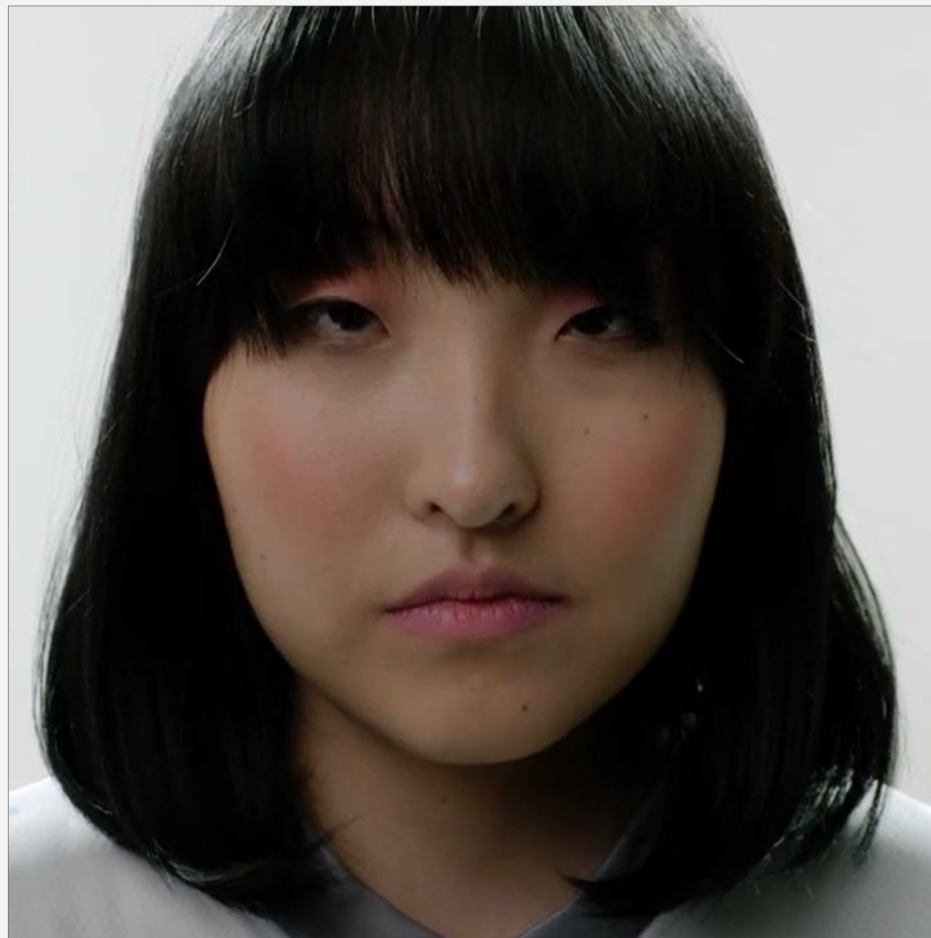
:15
CUTDOWN



Brand Portal :: Campaign Video :15



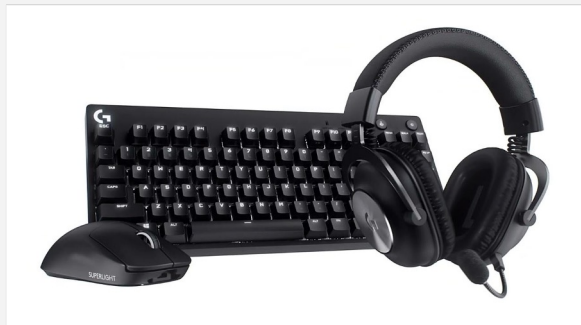
Brand Portal :: Campaign Video :15, 9x16



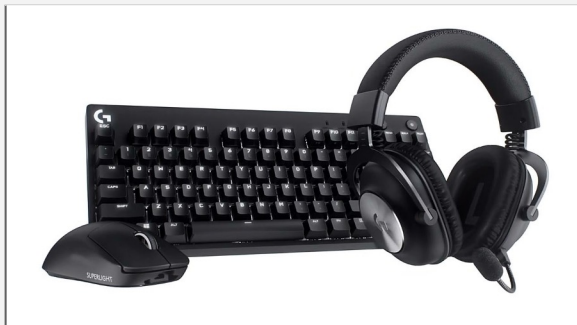
Brand Portal :: Campaign Video :15, 1x1

:07

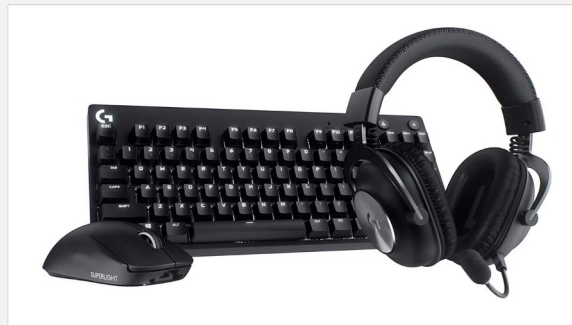
PRO FOCUSED



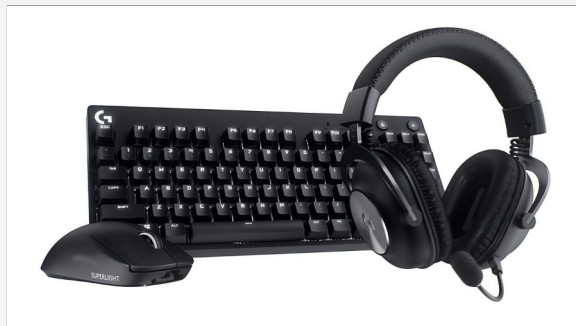
Brand Portal :: Individual Pro, Benita :07



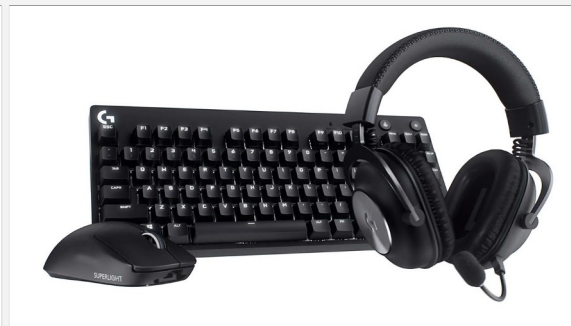
Brand Portal :: Individual Pro, GooseBreeder :07



Brand Portal :: Individual Pro, Emy :07



Brand Portal :: Individual Pro, Lost :07



Brand Portal :: Individual Pro, Spica :07



Brand Portal :: Individual Pro,
Benita :07, 9x16

Brand Portal :: Individual Pro,
GooseBreeder :07, 9x16

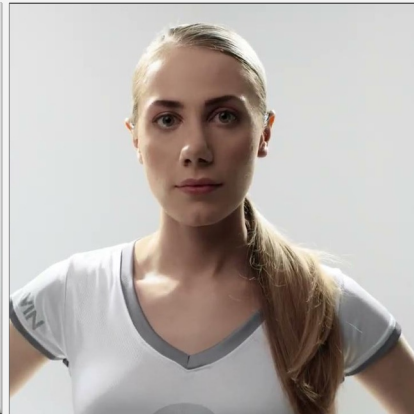
Brand Portal :: Individual Pro,
Emy :07, 9x16

Brand Portal :: Individual Pro,
Lost :07, 9x16

Brand Portal :: Individual Pro,
Spica :07, 9x16



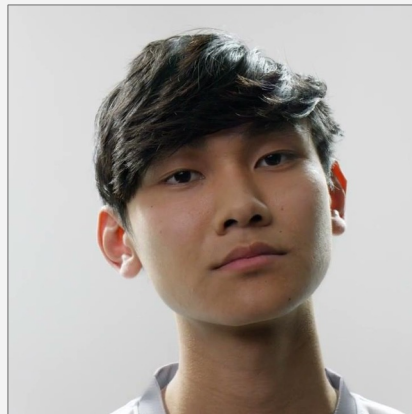
Brand Portal :: Individual Pro,
Benita :07, 1x1



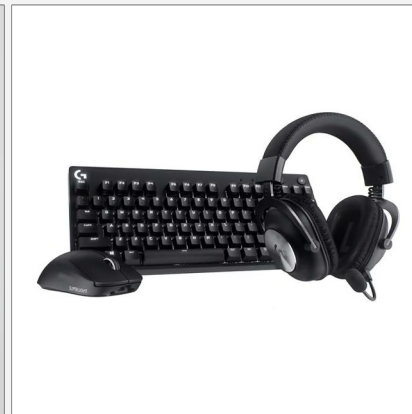
Brand Portal :: Individual Pro,
GooseBreeder :07, 1x1



Brand Portal :: Individual Pro,
Emy :07, 1x1



Brand Portal :: Individual Pro,
Lost :07, 1x1



Brand Portal :: Individual Pro,
Spica :07, 1x1

05

KEY VISUALS

a.

BRAND

BRAND **PRO ELEVATES ESPORTS**

Here we showcase our brand in lockstep with pro players at the highest level.

Bold, iconic, inspirational. This will be our most emotional work. The marquees, billboards and headliners. Focus will be on esports and the relationship that Logitech G has with pro players and the industry at large.



ZERO OPPOSITION

LET NOTHING STAND IN YOUR WAY



PLAY TO WIN



ZERO OPPOSITION

LET NOTHING STAND IN YOUR WAY

PLAY TO WIN



Brand Portal :: Brand Key Visual, Single Pro 16x9



Brand Portal :: Brand Key Visual, Single Pro 9x16



Brand Portal :: Brand Key Visual, Single Pro 1x1



PLAY TO WIN

Brand Portal :: Brand Key Visual, Multiple Pros 16x9



PLAY TO WIN

**ZERO
OPPOSITION**
PRO SERIES. ESPORTS GEAR FOR CHAMPIONS.





Brand Portal :: Brand Key Visual, Multiple Pros 9x16



Brand Portal :: Brand Key Visual, Multiple Pros 1x1

b.

PORTFOLIO

PORTFOLIO
ULTIMATE
PERFORMANCE

Your best performance is only possible with the best esports gear.

We will highlight the collaborative design that enables PRO Series and pro players to realize their highest potential. We celebrate speed, precision, and confidence to inspire passion and commitment to constant self-improvement.

**ZERO
OPPOSITION**

PRO SERIES YOUR FASTEST NEEDS TO BE FASTER.
COMPETE WITHOUT BOUNDS.

PLAY TO WIN



ZERO OPPOSITION

PRO SERIES YOUR FASTEST NEEDS TO BE FASTER.
COMPETE WITHOUT BOUNDS.



Brand Portal :: Portfolio Key Visual 16x9



Brand Portal :: Portfolio Key Visual 16x9

ZERO OPPOSITION

PRO SERIES YOUR FASTEST NEEDS TO BE FASTER.
COMPETE WITHOUT BOUNDS.

PLAY TO WIN

Brand Portal :: Portfolio Key Visual 9x16

ZERO OPPOSITION

PRO SERIES YOUR FASTEST NEEDS TO BE FASTER.
COMPETE WITHOUT BOUNDS.

PLAY TO WIN

Brand Portal :: Portfolio Key Visual 1x1

C.

GEAR TECH

(KEY VISUALS + QUOTES)

GEAR

FOCUS ON THE DETAILS

We will tell the story for each piece of gear, and the underlying technology, through our players' experiences.

We'll let the players tell us first-hand how Bazooka, Quake, Dewey—HERO, LIGHTSPEED, GX—impacts their play and makes them better.

ZERO OPPOSITION

LIGHTSPEED WIRELESS.
JOIN THE RANKS OF WORLD CHAMPIONS.



PRO SERIES





ZERO OPPOSITION

LIGHTSPEED WIRELESS.
JOIN THE RANKS OF WORLD CHAMPIONS.



PLAY TO WIN

PRO SERIES



logitech

**ZERO
OPPOSITION**
LIGHTSPEED WIRELESS.
JOIN THE RANKS OF WORLD CHAMPIONS.

PRO SERIES PLAY TO WIN logitech

Brand Portal :: Gear Tech Key Visual, Lightspeed 9x16

**ZERO
OPPOSITION**
LIGHTSPEED WIRELESS.
JOIN THE RANKS OF WORLD CHAMPIONS.

PRO SERIES PLAY TO WIN logitech

Brand Portal :: Gear Tech Key Visual, Lightspeed 1x1

ZERO OPPOSITION

HERO 25K SENSOR.
SUBMICRON PRECISION.



PRO SERIES





ZERO OPPOSITION

HERO 25K SENSOR.
SUBMICRON PRECISION.

PRO SERIES





Brand Portal :: Gear Tech Key Visual, Hero Sensor 9x16



Brand Portal :: Gear Tech Key Visual, Hero Sensor 1x1

QUOTES

#ZEROopposition

“LIGHTSPEED IS A
HUGE IMPROVEMENT
TO WIRED.”

-GOOSEBREEDER, CLG RED | CS:GO



PRO SERIES



PLAY TO WIN





#ZEROopposition

“I LIKE IT SIMPLE.
LIGHTSPEED
JUST WORKS.”

- EMY, CLG RED | CS:GO



PRO SERIES



“LIGHTSPEED
IS A HUGE
IMPROVEMENT
TO WIRED.”

-GOOSEBREEDER, CLG RED | CS:GO



PRO SERIES

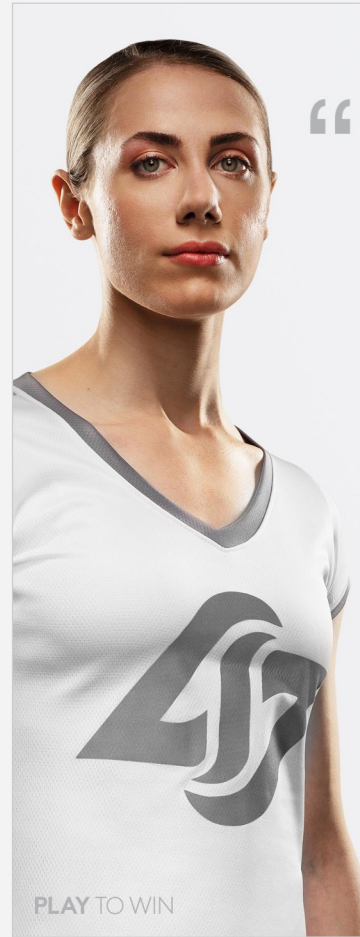
PLAY TO WIN



Brand Portal :: Gear Tech Quote, Lightspeed 9x16

“LIGHTSPEED
IS A HUGE
IMPROVEMENT
TO WIRED.”

-GOOSEBREEDER, CLG RED | CS:GO



PRO SERIES

PLAY TO WIN



Brand Portal :: Gear Tech Quote, Lightspeed 1x1



#ZEROopposition

“HERO 25K IS
SO ACCURATE. HELPS
ME FOCUS ON THE GAME.”

-LOST, TSM | LOL



PRO SERIES



“HERO 25K IS SO ACCURATE. HELPS ME FOCUS ON THE GAME.”

- LOST, TSM | LOL



Brand Portal :: Gear Tech Quote, Hero Sensor 9x16

“HERO 25K IS SO ACCURATE. HELPS ME FOCUS ON THE GAME.”

- LOST, TSM | LOL



Brand Portal :: Gear Tech Quote, Hero Sensor 1x1

#ZEROopposition

“WITHOUT A DOUBT
PRO SERIES IS GEAR
YOU CAN TRUST.”

- BENITA, CLG RED | VALORANT



PRO SERIES



PLAY TO WIN

logitech

06

ANIMATED BANNERS

c.
**BRAND
ALL PROS**

[Preview link](#)

Banners have been prepared in a range of sizes using Thunder*. See below for details.

Original Thunder ID: 822426

AMR Thunder ID: 822873

EAMEA Thunder ID: 822874

DIALECT Thunder ID: 822875

[Brand Portal](#)

Available sizes: 728x90 160x600 300x250
300x50 300x600



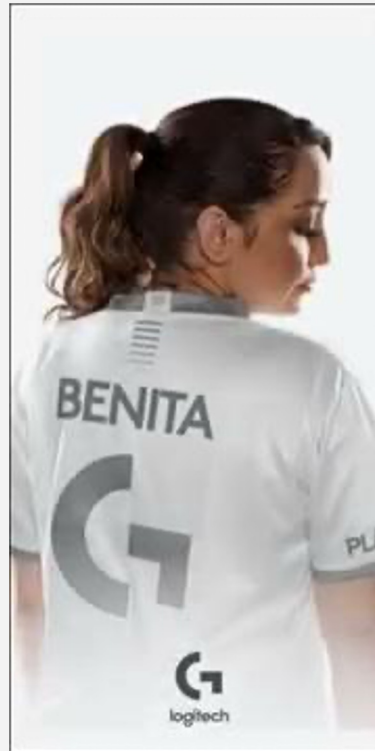
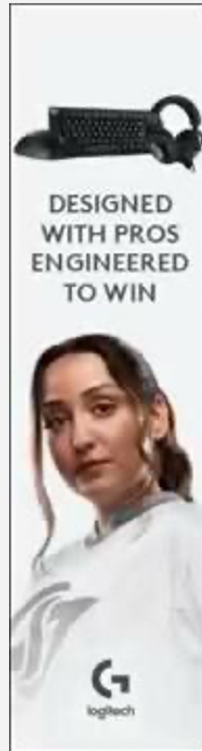
b.
**PORTFOLIO
BENITA**
[Preview Link](#)

Banners have been prepared in a range of sizes using Thunder[®]. See below for details.

Original Thunder ID: 822418
AMR Thunder ID: 822870
EAMEA Thunder ID: 822871
DIALECT Thunder ID: 822872

[Brand Portal](#)

Available sizes: 728x90 160x600 300x250
300x50 300x600



b.
PORTFOLIO
EMY

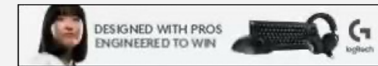
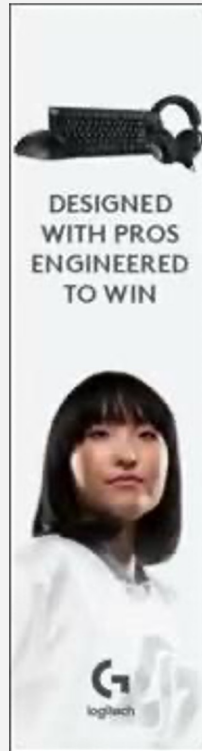
[Preview Link](#)

Banners have been prepared in a range of sizes using Thunder[®]. See below for details.

Original Thunder ID: 822426
AMR Thunder ID: 822873
EAMEA Thunder ID: 822874
DIALECT Thunder ID: 822875

[Brand Portal](#)

Available sizes: 728x90 160x600 300x250
300x50 300x600



b.
**PORTFOLIO
LOST**

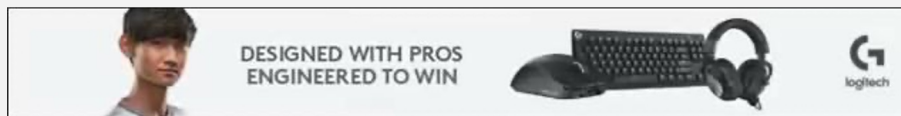
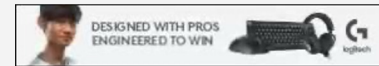
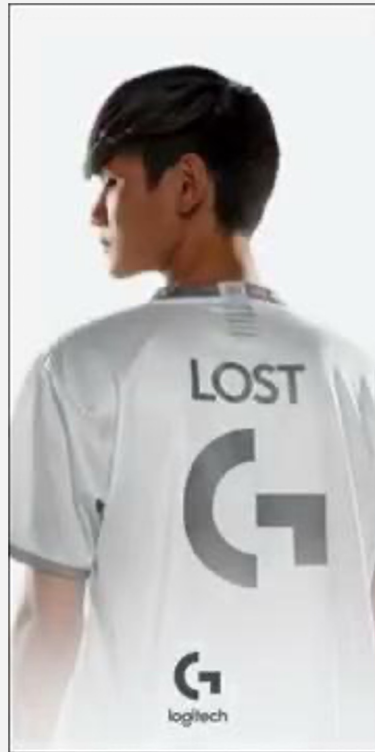
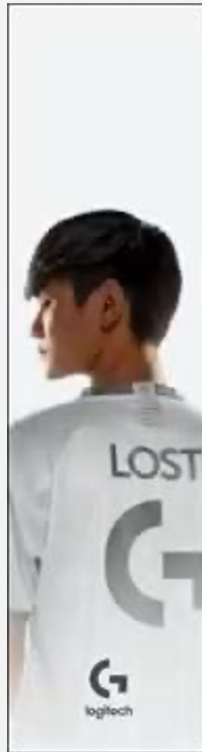
[Preview Link](#)

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DIALECT Thunder ID: 822869

[Brand Portal](#)

Available sizes: 728x90 160x600 300x250
300x50 300x600



C.
**GEAR TECH QUOTE
GOOSEBREEDER**

[Preview Link](#)

Banners have been prepared in a range of sizes using Thunder[®]. See below for details.

Original Thunder ID: 821881

AMR Thunder ID: 822861

EAMEA Thunder ID: 822862

DIALECT Thunder ID: 822863

[Brand Portal](#)

Available sizes: 728x90 160x600 300x250
300x50 300x600



C..
GEAR TECH QUOTE
SPICA

[Preview Link](#)

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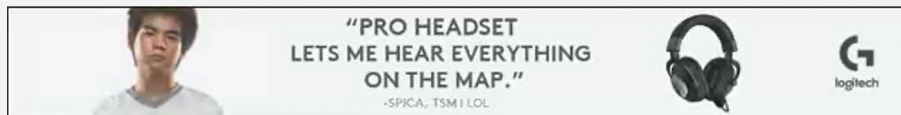
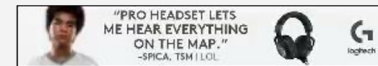
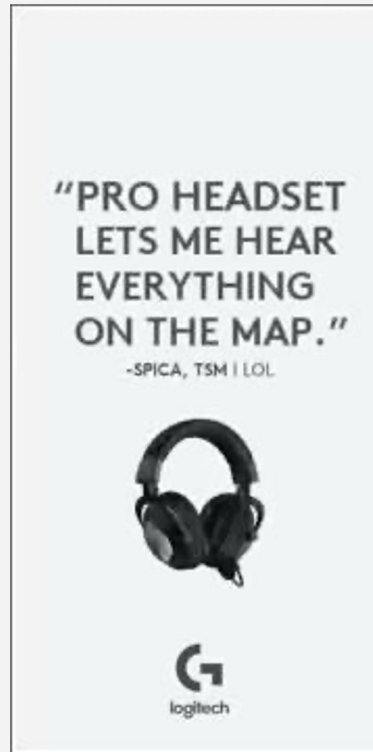
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DIALECT Thunder ID: 822866

[Brand Portal](#)

Available sizes: 728x90 160x600 300x250
300x50 300x600



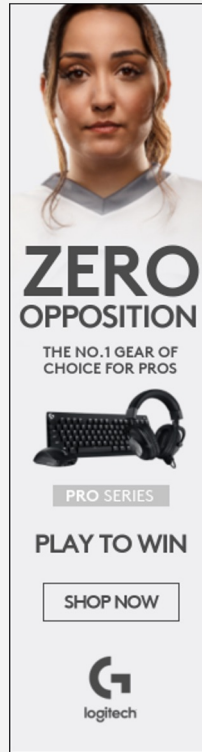
07

STATIC BANNERS

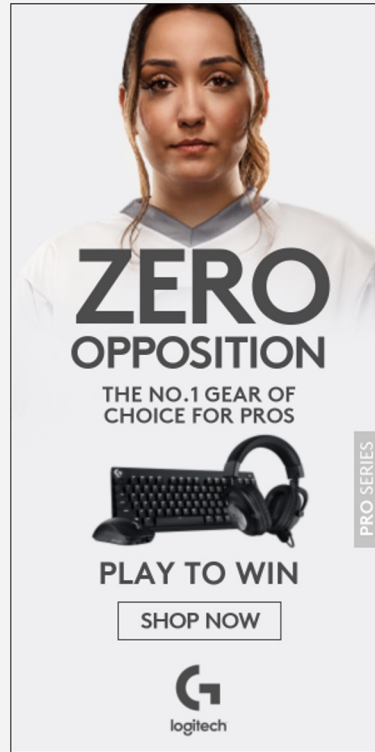
C. **BRAND BENITA**
[Preview Link](#)

Original Thunder ID: 822793
AMR Thunder ID: 822946
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DIALECT Thunder ID: 822948

[300x250 Brand Portal Link](#)



160 x 600



300 x 600



300 x 250



300x50

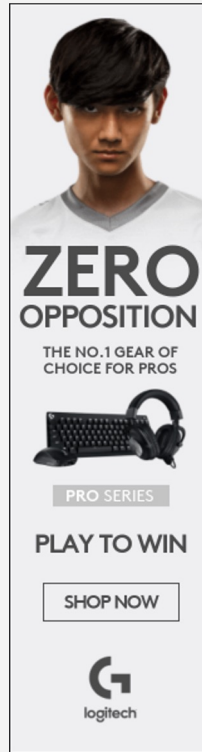


728 x 90

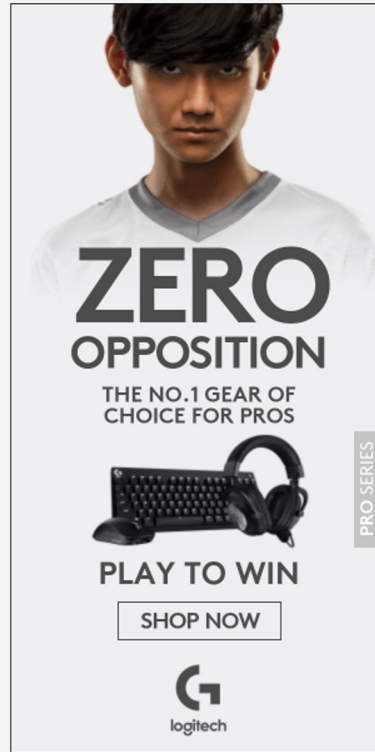
C.
**BRAND
LOST**
[Preview Link](#)

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DIALECT Thunder ID: 822945

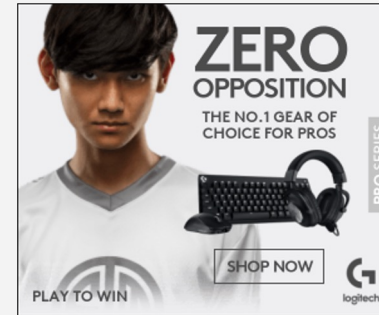
300x250
[Brand Portal Link](#)



160 x 600



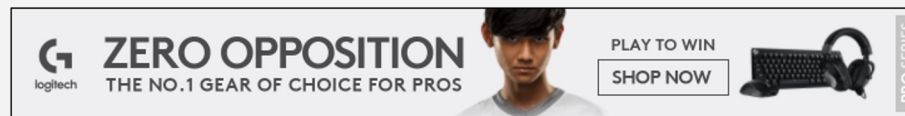
300 x 600



300 x 250



300x50



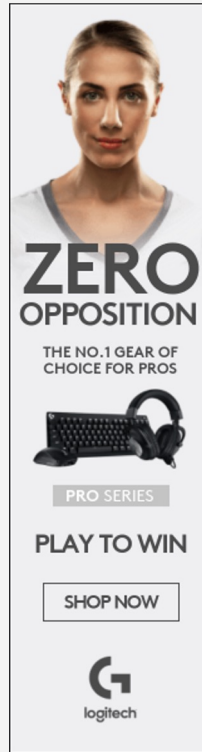
728 x 90

C. **BRAND
GOOSEBREEDER**

[Preview Link](#)

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DIALECT Thunder ID: 822942

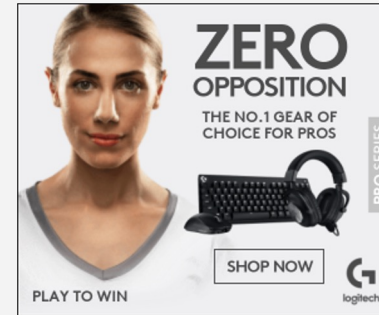
300x250
[Brand Portal Link](#)



160 x 600



300 x 600



300 x 250



300x50



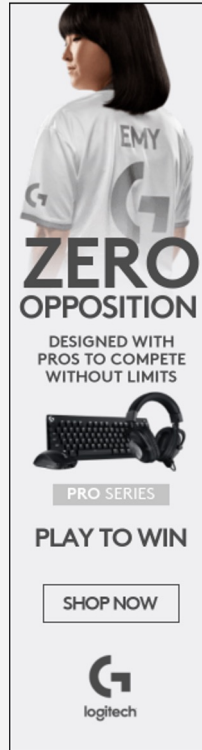
728 x 90

b. **PORTFOLIO EMY**

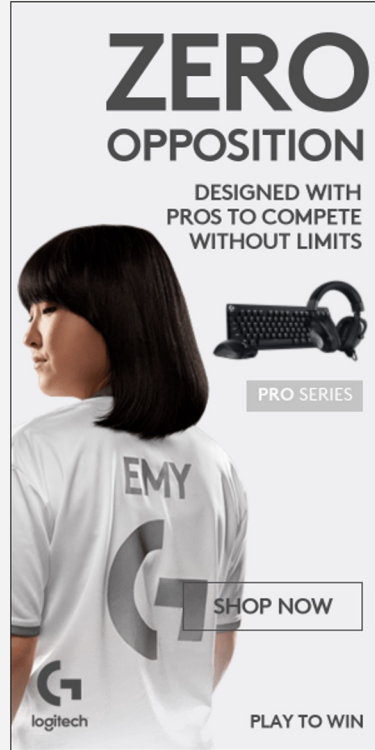
[Preview Link](#)

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DIALECT Thunder ID: 822951

300x250
[Brand Portal Link](#)



160 x 600



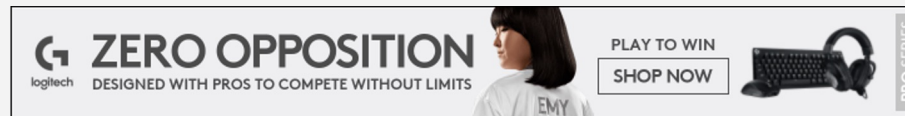
300 x 600



300 x 250



300x50



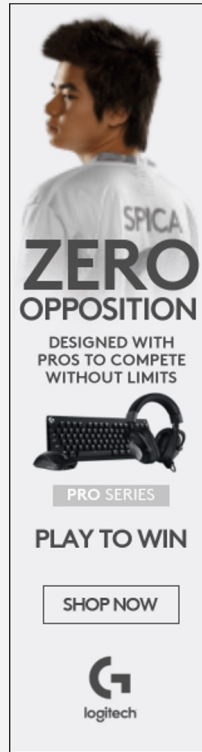
728 x 90

b. **PORTFOLIO SPICA**

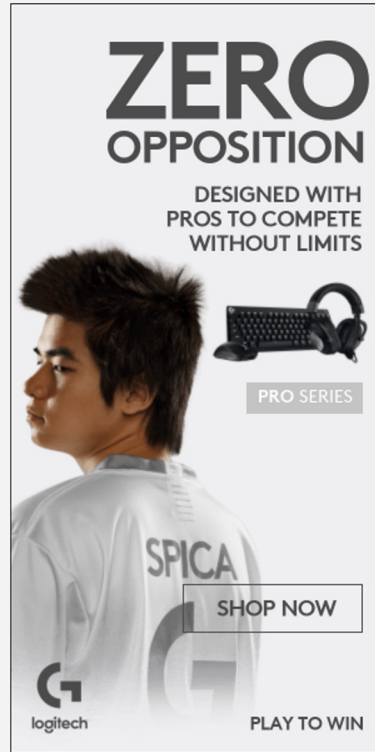
[Preview Link](#)

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DIALECT Thunder ID: 822954

300x250
[Brand Portal Link](#)



160 x 600



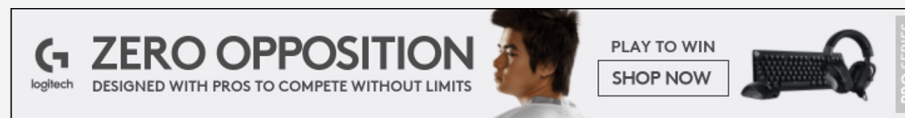
300 x 600



300 x 250



300x50



728 x 90

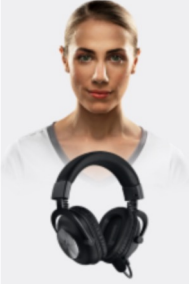
C. **GEAR/TECH**
GOOSEBREEDER

[Preview Link](#)

Original Thunder ID: 821840
AMR Thunder ID: 822955
EAMEA Thunder ID: 822956
DIALECT Thunder ID: 822957

300x250
[Brand Portal Link](#)


"LIGHTSPEED IS A HUGE IMPROVEMENT TO WIRED."
GOOSEBREEDER, CLG RED | CS:GO



PRO SERIES

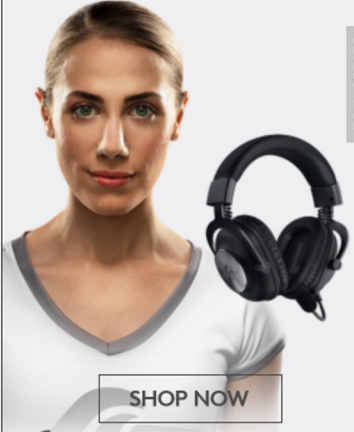
PLAY TO WIN

SHOP NOW




160 x 600

"LIGHTSPEED IS A HUGE IMPROVEMENT TO WIRED."
GOOSEBREEDER, CLG RED | CS:GO



PRO SERIES

SHOP NOW



PLAY TO WIN

300 x 600

"LIGHTSPEED IS A HUGE IMPROVEMENT TO WIRED."
GOOSEBREEDER, CLG RED | CS:GO



PLAY TO WIN

SHOP NOW



PRO SERIES

300 x 250

"LIGHTSPEED IS A HUGE IMPROVEMENT TO WIRED."
GOOSEBREEDER, CLG RED | CS:GO



PRO SERIES

300x50

"LIGHTSPEED IS A HUGE IMPROVEMENT TO WIRED."
GOOSEBREEDER, CLG RED | CS:GO



PLAY TO WIN

SHOP NOW



PRO SERIES

728 x 90


C. **GEAR/TECH**
SPICA

[Preview Link](#)

Original Thunder ID: 822106
AMR Thunder ID: 822958
EAMEA Thunder ID: 822959
DIALECT Thunder ID: 822960

300x250
[Brand Portal Link](#)


"PRO HEADSET LETS ME HEAR EVERYTHING ON THE MAP."
SPICA, TSM | LOL



PRO SERIES


PLAY TO WIN

SHOP NOW




160 x 600

"PRO HEADSET LETS ME HEAR EVERYTHING ON THE MAP."
SPICA, TSM | LOL



PRO SERIES

SHOP NOW



PLAY TO WIN

300 x 600

"PRO HEADSET LETS ME HEAR EVERYTHING ON THE MAP."
SPICA, TSM | LOL



PLAY TO WIN



SHOP NOW



PRO SERIES

300 x 250

"PRO HEADSET LETS ME HEAR EVERYTHING ON THE MAP."
SPICA, TSM | LOL

PRO SERIES

300x50

logitech "PRO HEADSET LETS ME HEAR EVERYTHING ON THE MAP."
SPICA, TSM | LOL




PLAY TO WIN

SHOP NOW

PRO SERIES

728 x 90

XX

**PRO PLAYER
PHOTOGRAPHY**

PRO PLAYER PHOTOGRAPHY :: BENITA



Brand Portal :: Pro Player Photography, Benita

PRO PLAYER PHOTOGRAPHY :: GOOSEBREEDER



PRO PLAYER PHOTOGRAPHY :: EMY



[Brand Portal](#) :: [Pro Player Photography, Emy](#)

PRO PLAYER PHOTOGRAPHY :: LOST



Brand Portal :: [Pro Player Photography, Lost](#)

PRO PLAYER PHOTOGRAPHY :: SPICA



Brand Portal :: [Pro Player Photography, Spica](#)

09

CG STILLS

CG STILLS



Brand Portal :: Pro Campaign Family



Brand Portal :: Pro Campaign Family ALT



Brand Portal :: Angled PRO X Headset



Brand Portal :: PRO X SUPERLIGHT (white)



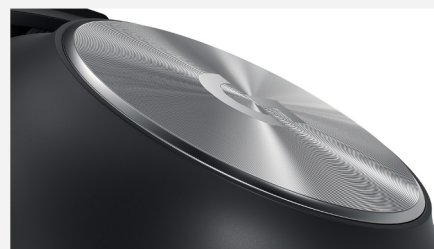
Brand Portal :: Angled PRO X Keyboard



Brand Portal :: PRO X SUPERLIGHT (black)



Brand Portal :: Macro PRO X Keyboard



Brand Portal :: Macro PRO X Headset

CG STILLS (RGB Keyboard)



Brand Portal :: Pro Campaign Family (RGB)



Brand Portal :: Pro Campaign Family (RGB) ALT



Brand Portal :: Angled PRO X Keyboard (RGB)



Brand Portal :: Macro PRO X Keyboard (RGB)

10

CG MOTION STRINGOUT

CG STRINGOUT



[G Drive :: CG Stringout](#)
[Brand Portal](#)

CG STRINGOUT (RGB Keyboard)



[G Drive :: CG Stringout \(RGB Keyboard\)](#)
[Brand Portal](#)



**THANK
YOU!**

APPENDIX

XX

PRO SERIES CAMPAIGN

STYLE GUIDE

[\(EXTERNAL LINK\)](#)

XX

PRO SERIES BADGE DESIGN

1. Horizontal PRO SERIES badge



2. Stacked PRO SERIES badge



XX

BAZOOKA LAUNCH:

ZERØ OPPOSITION

Athlete Exposé

Some of the world's best esports pros talk about their own pursuit of ZERO OPPOSITION.

CG Sizzle

The new exciting features, tech improvements, and product beauty on full display for PRO X SUPERLIGHT.

