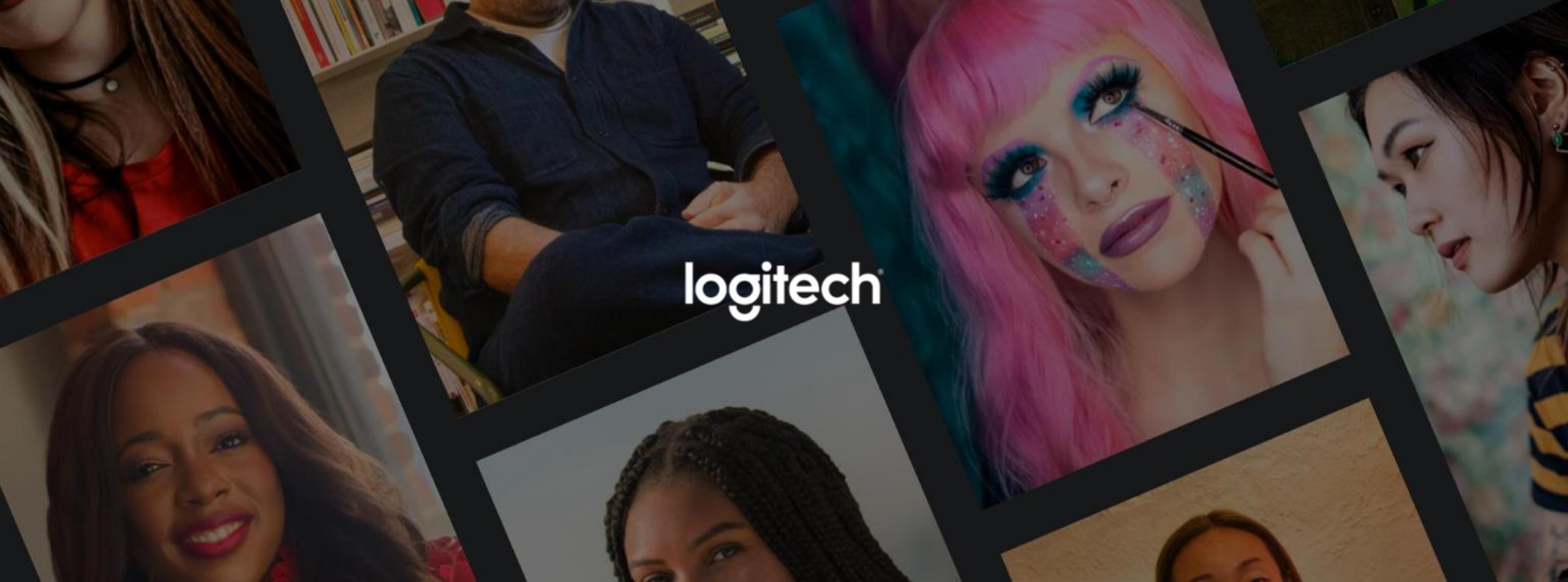


logitech®

**Defy Logic**  
**Enhancing Logitech's Consumer**  
**Experience to Drive Growth**

**data**  
**axle**





logitech®

**Defy Logic**  
**Enhancing Logitech's Consumer**  
**Experience to Drive Growth**

**data**  
**axle**

# Hello and Welcome



**Stacia Goddard**

*Senior Vice President,  
Consulting & Strategy*

**data axle**



**Jun Boo**

*Global Brand &  
Audience Marketing*

**logitech®**



# OUR PURPOSE

We design experiences  
so you can  
**CREATE, ACHIEVE,**  
and **ENJOY** more.



7

# MASTER BRANDS

logitech®



logitech

astra



streamlabs



JAYBIRD

ULTIMATE  
EARS

# A unique brand identity and consumer-centric conversation

Unique brand Identity

Your personal brand



**Innovative, yet  
consistent  
campaign design**



**Smart  
lifecycle  
communications**



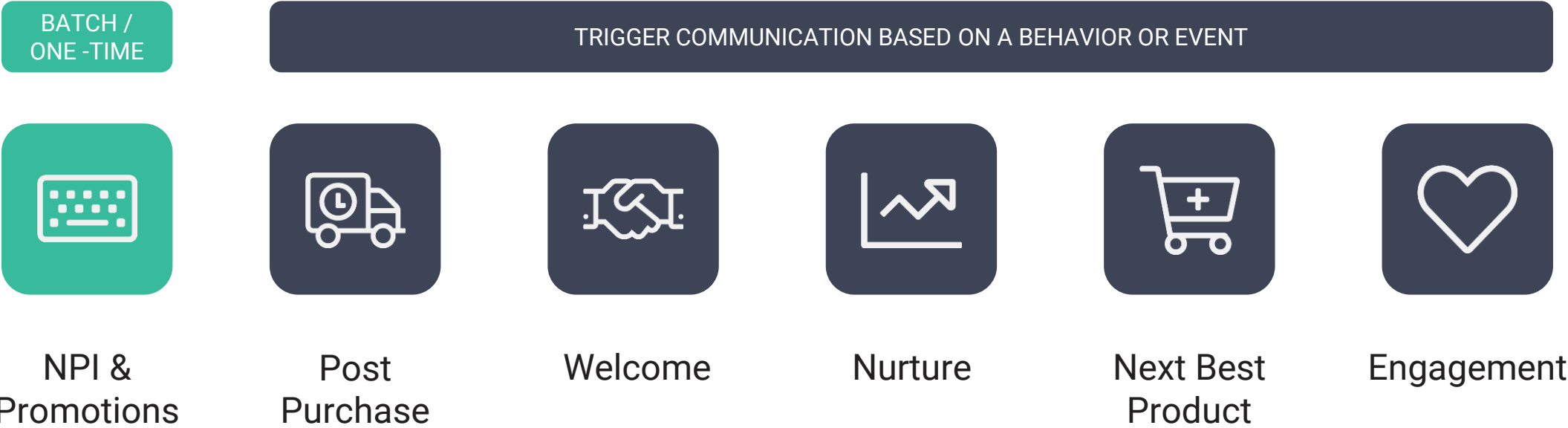
**Brand storytelling  
and solution  
messaging**



**Enhanced  
email  
deliverability**

# Creating a brand dialogue

A shift from promotional one-offs to hyper-personal, individual experiences across the lifecycle to provide the communications and experiences consumers need, want or like as they move from prospects to customers then advocates.







Campaign execution reduced  
from 2 weeks to a few hours.



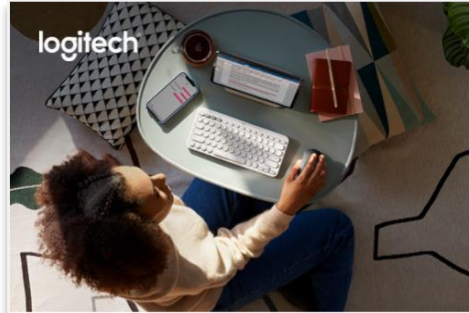
# Innovative, yet consistent campaign design

## Modern Responsive Email Template System

- Unified brand identity and voice
- Enhanced, responsive design
- Mobile first
- Consistent, dynamic experience
- Production efficiency

## Enhanced In-box Experience

- Dynamic personalization; CCS headline animation; Animated GIFs; Dynamic image carousel; Pin-board layout, Cross-brand design; Telling brand stories



logitech

## GET SOCIAL. STAY CONNECTED

Follow us to stay up to date on all things Logitech. You'll be the first to know about the products that connect you to experiences you care about.

LET'S CONNECT

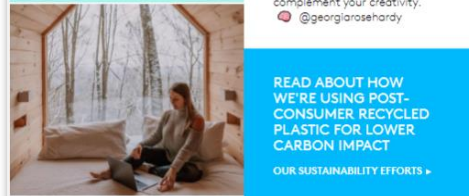


WE DO BETTER WHEN WE FEEL BETTER

GET WELLNESS TIPS >

#MADEWITHMX

Expand your idea of what's possible with tools built to complement your creativity. @georgiarosehardy

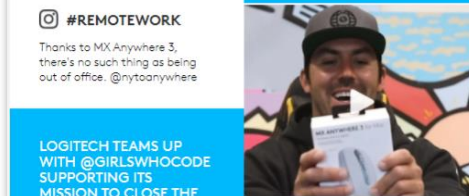


#REMOTEWORX

Thanks to MX Anywhere 3, there's no such thing as being out of office. @nytaanywhere

READ ABOUT HOW WE'RE USING POST-CONSUMER RECYCLED PLASTIC FOR LOWER CARBON IMPACT

OUR SUSTAINABILITY EFFORTS >



LOGITECH TEAMS UP WITH @GIRLSWHOCODE SUPPORTING ITS MISSION TO CLOSE THE GENDER GAP IN TECH

MORE ON OUR PARTNERSHIP >

#MXANYWHERE3

Illustrator and visual artist @iamsloth is ready for



logitech

## ISABELLA, REFRESH YOUR WORKSPACE

Meet the newest generation of the Combo Touch. Combining a full-size keyboard with a precise trackpad, this is a case you'll really click with. Full Multi-Touch™ gesture support transforms your iPad into a productivity machine – the possibilities are endless.

BUY NOW

LEARN MORE



### CONTROL & PRECISION

Provides ultimate productivity with access to multi-finger gesture controls.



### VERSATILE & FLEXIBLE

This detachable keyboard is a 2-piece flexible solution for all of your streaming, sketching, and reading needs.



### SIMPLE & EASY

Combo Touch provides automatic pairing and sources power directly from the iPad thanks to Smart Connector technology.

## WHAT YOU'LL GET



### POWER AND PAIR IN ONE CLICK

Batteries aren't included, because you'll never need them. Combo Touch sources power all via the Smart Connector.

LEARN MORE>

# NEW PRODUCT INTRODUCTION (NPI) EXPERIENCE


logitech

INTRODUCING ERGO M575

## LESS MOVEMENT, MORE COMFORT


Meet ERGO M575, a wireless trackball with easy thumb control and sculpted ergonomic shape for all-day comfort.

BUY NOW



logi AVAILABLE EXCLUSIVELY AT LOGITECH.COM

### WORK IN YOUR COMFORT ZONE




**SCULPTED TO FIT YOUR HAND**

No need to move your hand to move the cursor – keep your hand and arm relaxed.

Pre-purchase

logitech



## WE NOTICED YOU NOTICE US


STILL INTERESTED IN THE ERGO M575?

This wireless trackball mouse is designed and optimized for your comfort. With easy thumb control and sculpted ergonomic shape, this mouse is the perfect addition to your workstation.

BUY NOW

logi AVAILABLE EXCLUSIVELY AT LOGITECH.COM

### WORK IN YOUR COMFORT ZONE




**SCULPTED TO FIT YOUR HAND**

No need to move your hand to move the cursor – keep your hand and arm relaxed.

Nurture (you've browsed)

logitech



## REFRESH YOUR WORKSPACE


It's been a while since you've treated yourself. The new Ergo M575 is just what you need.

With easy thumb control and sculpted ergonomic shape, this wireless trackball mouse is designed and optimized for your comfort.

LEARN MORE

logi AVAILABLE EXCLUSIVELY AT LOGITECH.COM

### WORK IN YOUR COMFORT ZONE



**SCULPTED TO FIT YOUR HAND**

No need to move your hand to move the cursor – keep your hand and arm relaxed.

Upgrade (Next Best Product)

## INNOVATIVE, YET CONSISTENT CAMPAIGN DESIGN

14D: SUSTAINABLE



### ECO-CONSCIOUS DESIGN YOU'LL LOVE


The ERGO M575 contains post-consumer recycled plastic. Responsible packaging and eco-design capability you can trust.

BUY THE ERGO M575

logi AVAILABLE EXCLUSIVELY AT LOGITECH.COM

14 - Heka Ergo M575 Modules

14A: INTRO



### INTRODUCING THE ERGO M575

A wireless trackball. Shaped right for your hand. Designed for all-day comfort.

BUY NOW


logi AVAILABLE EXCLUSIVELY AT LOGITECH.COM

14C: COMFORT

### SCULPTED TO FIT YOUR HAND

The ergonomic shape of ERGO M575 minimizes movement and maximizes comfort – keeping your hand and arm relaxed.

BUY NOW



logi AVAILABLE EXCLUSIVELY AT LOGITECH.COM

Dynamic Campaign Modules



# ENHANCED IN-BOX EXPERIENCE: ANIMATED GIFS

INNOVATIVE, YET CONSISTENT CAMPAIGN DESIGN

## COMFORT IN ANY SPACE

ERGO M575 is great for tight spaces, busy desks, and any surface.



## TRACK ANYWHERE

MX Anywhere 3 tracks on virtually any surface, including glass.



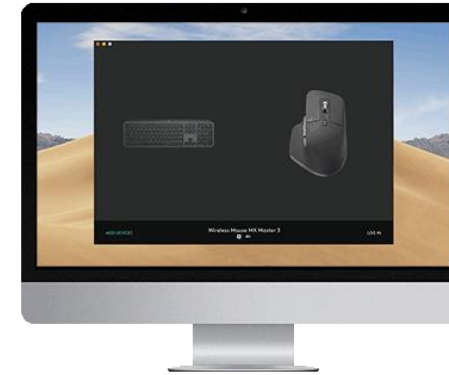
logitech

## CUSTOMIZE YOUR MX MASTER 3

Download Logitech Options and register your MX Master 3 to get started. Your devices show up as on-screen images, so they're easy to find, switch, and set up in seconds.

DOWNLOAD FOR macOS

DOWNLOAD FOR PC

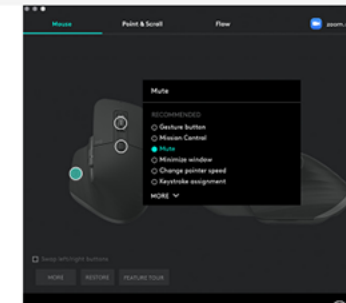


## BECOME MORE PRODUCTIVE IN AN INSTANT

### CREATE CUSTOM ZOOM SETTINGS

Mute or unmute from Zoom in a flash right from your mouse – you can even choose which button to use.<sup>1</sup>

GET STARTED WITH OPTIONS >



# ENHANCED IN-BOX EXPERIENCE: CSS ANIMATION

INNOVATIVE, YET CONSISTENT CAMPAIGN DESIGN





# Smart lifecycle communications

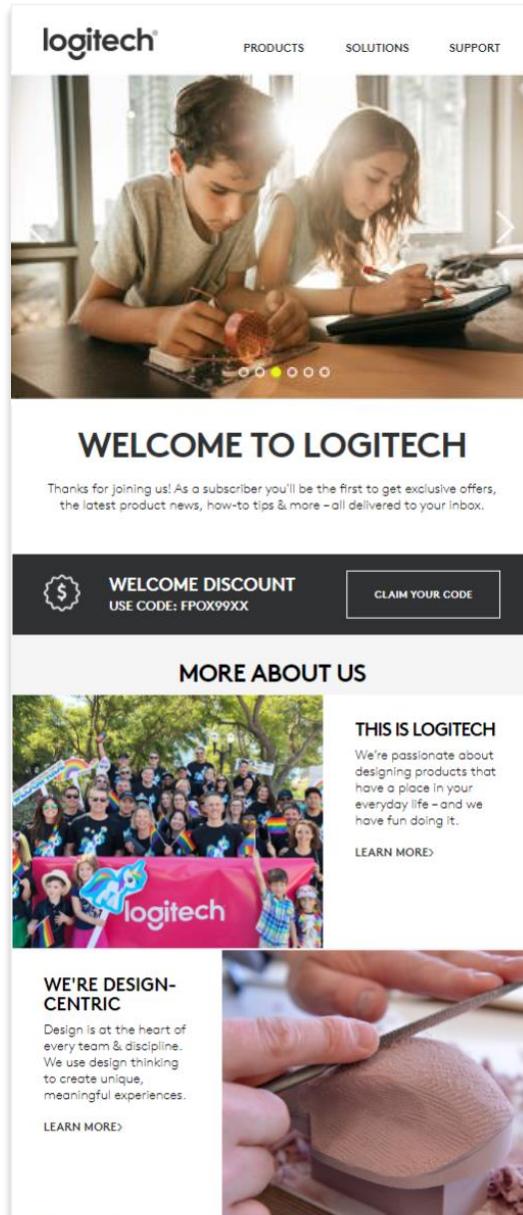
Automated lifecycle campaigns across the customer journey

- 1 Multi-touch welcome series to introduce Logitech
- 2 Personalized post purchase series to drive satisfaction and seamless product onboarding
- 3 Milestone, seasonal and solution campaigns to engage and retain customers




# WELCOME AND MILESTONE RECOGNITION

SMART LIFECYCLE COMMUNICATIONS



logitech® PRODUCTS SOLUTIONS SUPPORT



**WELCOME TO LOGITECH**

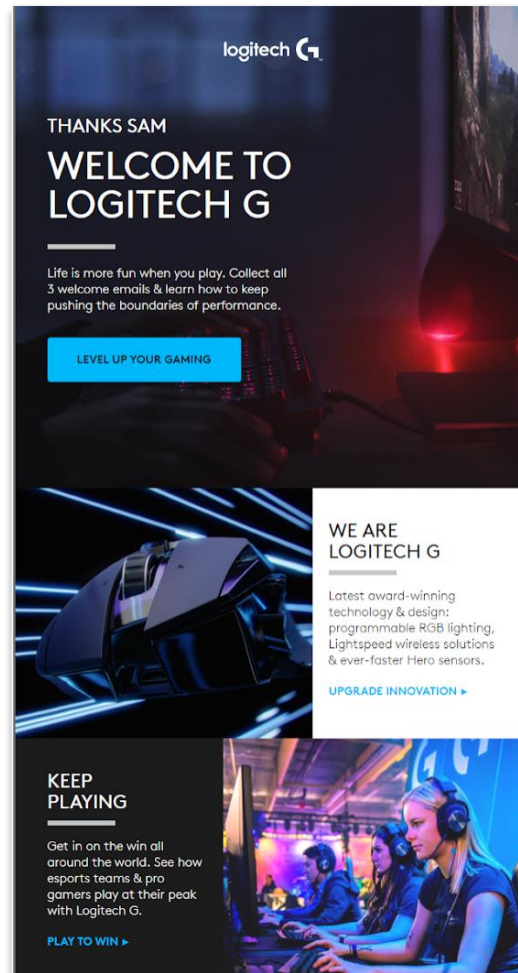
Thanks for joining us! As a subscriber you'll be the first to get exclusive offers, the latest product news, how-to tips & more – all delivered to your inbox.

**WELCOME DISCOUNT**  
USE CODE: FPOX99XX [CLAIM YOUR CODE](#)

**MORE ABOUT US**

**THIS IS LOGITECH**  
We're passionate about designing products that have a place in your everyday life – and we have fun doing it.  
[LEARN MORE](#)

**WE'RE DESIGN-CENTRIC**  
Design is at the heart of every team & discipline. We use design thinking to create unique, meaningful experiences.  
[LEARN MORE](#)



logitech G

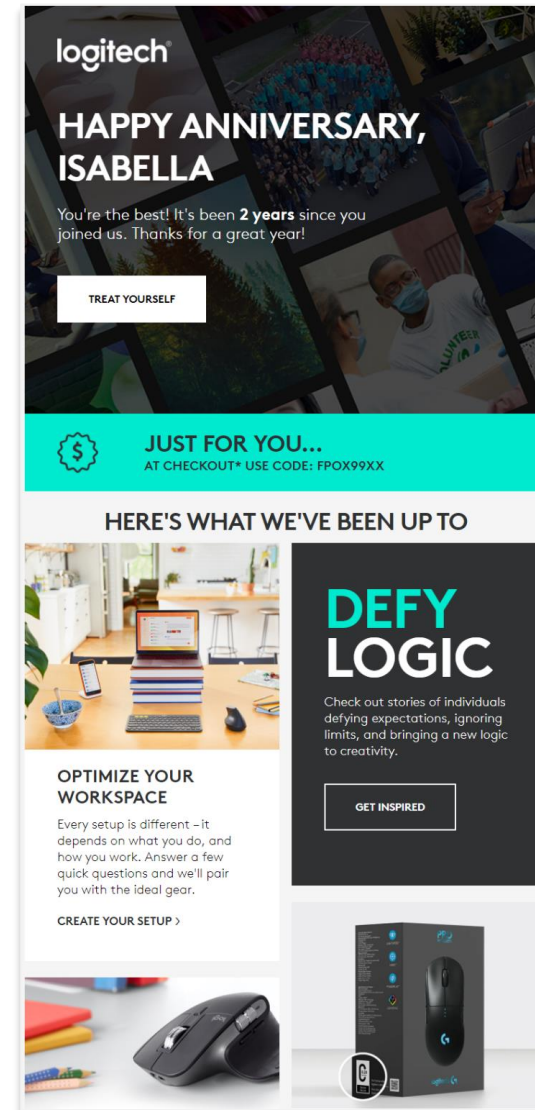
THANKS SAM  
**WELCOME TO LOGITECH G**

Life is more fun when you play. Collect all 3 welcome emails & learn how to keep pushing the boundaries of performance.

[LEVEL UP YOUR GAMING](#)

**WE ARE LOGITECH G**  
Latest award-winning technology & design: programmable RGB lighting, Lightspeed wireless solutions & ever-faster Hero sensors.  
[UPGRADE INNOVATION](#)

**KEEP PLAYING**  
Get in on the win all around the world. See how esports teams & pro gamers play at their peak with Logitech G.  
[PLAY TO WIN](#)



logitech®

**HAPPY ANNIVERSARY, ISABELLA**

You're the best! It's been **2 years** since you joined us. Thanks for a great year!



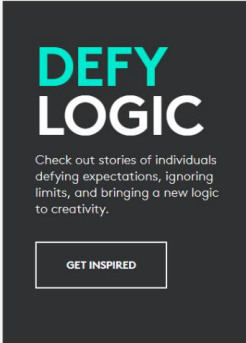

[TREAT YOURSELF](#)

**JUST FOR YOU...**  
AT CHECKOUT\* USE CODE: FPOX99XX

**HERE'S WHAT WE'VE BEEN UP TO**

**DEFY LOGIC**  
Check out stories of individuals defying expectations, ignoring limits, and bringing a new logic to creativity.  
[GET INSPIRED](#)

**OPTIMIZE YOUR WORKSPACE**  
Every setup is different – it depends on what you do, and how you work. Answer a few quick questions and we'll pair you with the ideal gear.  
[CREATE YOUR SETUP](#)



Pre-Delivery

Getting Started

Enhance It

logitech

## GREAT CHOICE, GREYSON!

You're going to love your ERGO M575.



### WHAT YOU'LL GET



#### SHAPED FOR HANDS LIKE YOURS

ERGO M575 offers you superior palm support and keeps your hand and arm relaxed.†



#### EASY THUMB CONTROL

Enjoy a smooth thumb control and precise tracking on any surface.



#### ALL-DAY, ALL-NIGHT BATTERY LIFE

Get up to 24-months of use from a single AA battery with the included USB receiver—you might just forget your trackball uses batteries at all.†



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## GET THE MOST OUT OF YOUR ERGO M575

Work fast and precise in total comfort throughout your entire day.



### GETTING STARTED



#### 1. BACK/FORWARD BUTTONS

Moving between documents or browsing your favorite websites is a breeze with large, easy-to-reach Back/Forward buttons.

#### 2. THUMB CONTROL

Your thumb will glide across the smooth ball surface with total ease thanks to transparent finish coating.



#### 3. PRECISION SCROLL WHEEL

Precision Scroll Wheel with middle click.

#### 4. DUAL CONNECTIVITY

Bluetooth® Low Energy or the included USB receiver.

#### 5. BATTERY

Up to 24 Months with USB Receiver.†

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## ADVANCED WORK-FROM-HOME ERGONOMICS



### SETUP STEP #1

### SIT UP STRAIGHT – JUST LIKE MOM ALWAYS TOLD YOU TO

Make your workspace more ergonomic – and productive – with these simple steps.

7 STEPS TO A FEEL-BETTER SETUP

### THE PERFECT PAIRING

#### COMPLETE YOUR WORK SETUP WITH ERGO K860

Introducing ERGO K860, a split ergonomic keyboard designed for better posture, less muscle strain, and more wrist support.

LEARN MORE >





Pre-Delivery

Getting Started

Master Your Setup

Enhance It

logitech

## GREAT CHOICE, GREYSON!

You're going to love your MX Master 3



### WHAT YOU'LL GET



#### 90% FASTER<sup>1</sup>

We reinvented the wheel. Scroll 1,000 lines in a second. Oh, and it's nearly silent.



#### 87% MORE PRECISE<sup>2</sup>

All-new MagSpeed™ Electromagnetic scrolling is precise enough to stop on a pixel.



#### 70 DAYS OF USE<sup>3</sup>

USB-C cable gives full charge lasting up to 70 days. Quick 1 minute charge gives 3 hours of use.

logitech

## GET TO KNOW YOUR MX MASTER 3

This email is full of tips and tricks to master your MX Master 3



### GETTING STARTED



#### 1. MAGSPEED™ WHEEL

Automatically shifts from line-by-line scrolling to free-spinning when you scroll faster.

#### 2. MODE SHIFT BUTTON

Manually toggle between Ratchet and Free-Spin modes.

#### 3. THUMB WHEEL

Scroll horizontally with a gentle turn of the thumb wheel.

#### 4. BACK & FORWARD

Move forward and back with perfectly placed buttons.

#### 5. GESTURE BUTTON

Click and hold the button as you move the mouse to use gesture commands.

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## MASTER YOUR SETUP

MX MASTER 3 + MX KEYS

This first-ever MX keyboard was designed for creatives and engineered for coders.



LEARN MORE

### MX MASTER 3 + MX KEYS

#### PRECISION TYPING

Confidently type on a keyboard crafted for stability and precision.



#### FLOW-ENABLED

MX Keys follows your MX Master 3 from one computer to another, allowing you to type on multiple devices in one fluid motion.

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## CUSTOMIZE YOUR MX MASTER 3

Download Logitech Options and register your MX Master 3 to get started. Your devices show up as on-screen images, so they're easy to find, switch, and set up in seconds.

DOWNLOAD FOR macOS

DOWNLOAD FOR PC



### PRO TIP: MUTE MEETINGS & TURN ON VIDEO WITH CUSTOMIZED BUTTONS<sup>1</sup>

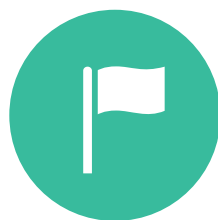
1. Go to All Applications then Add application.
2. Choose your meeting app, Zoom or Teams.
3. Select Install Profiles, then click Install.
4. Assign Mute and Start Video to the buttons that suit your workflow.

GET STARTED WITH OPTIONS >

## BECOME MORE PRODUCTIVE IN AN INSTANT

### GO BEYOND GLOBAL DEVICE SETTINGS

Fine-tune your device and window position buttons to



# Brand storytelling and solution messaging

- 1 Solution-focused campaigns that inspire creativity
- 2 Enhanced content across a multi-touch experience
- 3 Automated campaigns for added engagement (and demand creation)
- 4 Curated content, collected and created to encourage ongoing engagement across and between campaigns
- 5 Dynamic and varied layouts to maintain and optimize interest




# MAKING IT WORK FROM HOME

logitech **IAC WINNER**

## HOME OFFICE ESSENTIALS

[SHOP NOW](#)



**GET FREE EXPRESS SHIPPING STOREWIDE.\***  
AT CHECKOUT, USE CODE: [PIZVAYEGV](#)

### OPTIMIZE YOUR WORKSPACE

#### FOCUS ON WORK

Get more out of your home office with gear designed to work with your flow.

[SHOP MICE + KEYBOARDS](#)

**TIP** **BLOCK OUT YOUR TIME:** Give multitasking a rest – turn off your phone for a bit to get work done.

#### COMFORT IN ACTION

Ergonomic equipment can make a huge difference to your productivity.

[SHOP ERGO SERIES](#)

**TIP** **FEEL BETTER, DO BETTER:** Physical discomfort can cause emotional stress, so get comfortable.

logitech **IAC WINNER**

## MAXIMIZE PRODUCTIVITY

Set up your desk with tech essentials designed to work with your flow.

[LEARN MORE](#)

**GET FREE EXPRESS SHIPPING STOREWIDE.\***  
AT CHECKOUT, USE CODE: [PIZVAYEGV](#)

### OPTIMIZE YOUR WORKSPACE

#### POWER THROUGH TASKS

Our combos give you the digital tools to dig in and work smart.

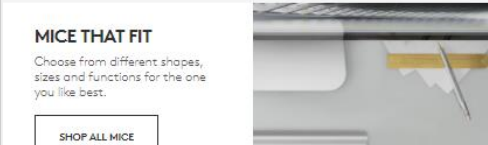

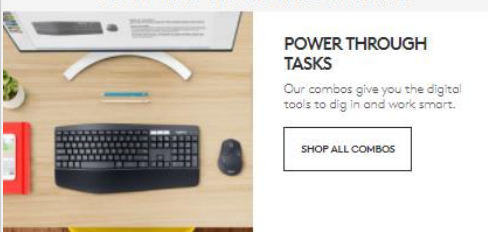
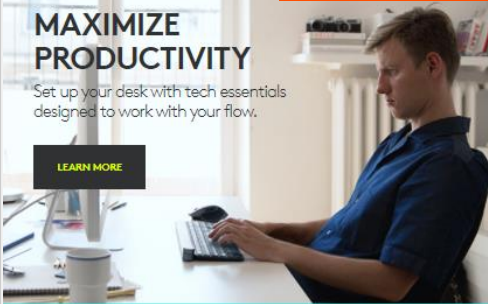
[SHOP ALL COMBOS](#)

**TIP** **CREATE STRUCTURE:** Setting up routines and schedules can keep you on track, especially with kids at home.

#### MICE THAT FIT

Choose from different shapes, sizes and functions for the one you like best.

[SHOP ALL MICE](#)



logitech **IAC WINNER**

## WORK IN COMFORT

Set up your home office with our ERGO series – designed to help you feel better, so you do better.


[LEARN MORE](#)

### ERGO SOLUTIONS

#### COMFORT IN ACTION


Improve posture and relieve discomfort without compromising performance.

[SHOP ERGO MICE](#)



#### LISTEN TO YOUR BODY


Muscle fatigue and discomfort are important signs that you need to make a change.



#### TYPE NATURALLY, TYPE BETTER

Natural typing posture helps reduce strain on your wrists and forearms.

[SHOP ERGO KEYBOARDS](#)



logitech **IAC WINNER**

## CONNECT AND CREATE

Set up your home workspace with tech essentials that help you look and sound your best.


[LEARN MORE](#)

### OPTIMIZE COLLABORATION

#### LOOK YOUR BEST


Stay connected with pro-quality video for meetings and home conferencing.

[SHOP WEBCAMS](#)



#### TIP: ADJUST YOUR ANGLE

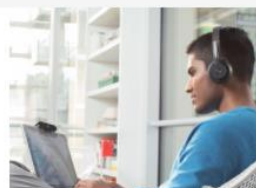
Take time to properly position your external webcam, add lighting, and find a flattering angle.



#### STAY FOCUSED

Block out background noise and improve call clarity with a lightweight headset.

[SHOP HEADSETS](#)



## BRAND STORYTELLING AND SOLUTION MESSAGING

# MAKING IT WORK FROM HOME

BRAND STORYTELLING AND SOLUTION MESSAGING

The screenshot shows the Logitech website homepage. At the top, there is a navigation bar with the Logitech logo, menu items (PRODUCTS, SOLUTIONS, BUSINESS, SUPPORT), and a search bar. The main hero section features a top-down view of a desk with a white keyboard, mouse, and a red mug. The headline reads "CREATE YOUR HOME WORKSPACE". Below this is a sub-section titled "CONNECT AND CREATE IN COMFORT" with a short paragraph and a menu for "PRODUCTIVITY", "COLLABORATION", and "ERGONOMICS". The next section is titled "MAXIMIZE PRODUCTIVITY" and features a top-down view of a desk with a black keyboard, mouse, and a cup of coffee. Below this are three circular icons: a calendar, a sofa with a red 'X' over it, and a person in a yoga pose. Each icon has a corresponding title and a short paragraph of text.

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PRODUCTS SOLUTIONS BUSINESS SUPPORT SEARCH

## CREATE YOUR HOME WORKSPACE

### CONNECT AND CREATE IN COMFORT

We'll help you set up your desk with tech essentials designed to work with your flow, so you can be more productive, easily connect and collaborate, and minimize discomfort and distraction.

PRODUCTIVITY ▾ COLLABORATION ▾ ERGONOMICS ▾

## MAXIMIZE PRODUCTIVITY

Our mice and keyboards work with you, so you can focus. Choose from mice of all shapes, sizes, and functions. Select a keyboard for your preferred typing style, keyboard layout, and innovative features.

### SET A ROUTINE

Make a schedule and stick to it - including when you're done for the day. Include breaks to eat lunch, hydrate, and let your brain and body relax. Block out this time on your calendar just like your other commitments.

### AVOID THE SOFA

If you can, set yourself up with a separate screen, mouse, and keyboard and adjust them for comfort. Why? Our studies show working with your laptop on your knees, even for only a few hours, can cramp your posture and cause neck strain.

### SHAKE IT UP

Sitting for hours takes a psychological toll. Try varying your position based on activity, like standing for calls. Stretching, cardio, and breathing exercises - away from the screen - can help you rest and refocus.

The smartphone mockup displays a mobile version of the Logitech website. The top section features the Logitech logo and the headline "HOME LEARNING MADE EASIER" over a background image of a young girl wearing a headset and working on a laptop. Below the headline is a sub-headline and a "LEARN MORE" button. The next section is titled "OPTIMIZE E-LEARNING" and features a background image of a young boy wearing a headset and working on a laptop. To the right of the image is a sub-headline "MAXIMIZE IMMERSION" and a short paragraph. Below this is an "E-LEARNING GEAR" button. At the bottom, there are four small product images: a mouse, a keyboard, a webcam, and a headset.

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## HOME LEARNING MADE EASIER

Set up student workspaces with tech designed to enhance remote learning.

LEARN MORE

## OPTIMIZE E-LEARNING

### MAXIMIZE IMMERSION

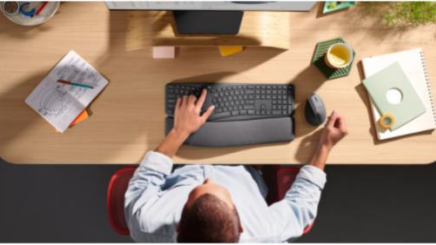
Get more out of e-learning with gear designed to help students collaborate and get things done.

E-LEARNING GEAR



logitech

## ADVANCED WORK SPACE ERGONOMICS



### RE-ESTABLISH YOUR COMFORT ZONE

With an external screen, and an external mouse and keyboard, it's easy to recreate a proper work environment. Avoid fatigue, discomfort and even pain simply by choosing the right equipment.


[SET UP YOUR WORKSTATION](#)


### THE PERFECT PAIRING

#### COMPLETE YOUR SETUP WITH MX VERTICAL


Introducing MX Vertical, an advanced ergonomic mouse designed to improve posture, decrease wrist pressure and reduce muscle strain.

[LEARN MORE >](#)






IMPROVED WRIST POSTURE



LESS WRIST PRESSURE




10X LESS MUSCLE ACTIVITY


logitech


## GREAT CHOICE, ALEXZANDER!


You're going to love your ERGO K860.



### WHAT YOU'LL GET

- 

**A FEEL-BETTER TYPING EXPERIENCE**  
Type more naturally with a curved, split keyframe that improves typing posture. Your hands and shoulders stay relaxed thanks to its unique shape.
- 



**USER TESTED, ERGONOMIST APPROVED**  
ERGO K860 has been proven to improve posture, lower muscle strain, and reduce contact pressure<sup>1</sup>.
- 

**MULTI-COMPUTER WORKFLOW**  
ERGO K860's dual layout is designed for both Mac<sup>®</sup> and Windows<sup>®</sup> users. Connect to up to 3 devices and easily switch between them with the touch of a button.

### 3 LAYERS OF COMFORT

A pillowed wrist rest places your forearms just above the keyboard, offering more wrist support while reducing wrist bending<sup>2</sup>.

[LEARN MORE >](#)

logitech

PRODUCTS SOLUTIONS BUSINESS SUPPORT

ERGONOMICS

Overview Wellness Tips The Ergo Lab Ergo Products


[SHOP ERGO](#)

## FEEL BETTER, DO BETTER

Science-driven ergonomics at logitech

# INCREASING DEMAND: STORYTELLING

# BRAND STORYTELLING AND SOLUTION MESSAGING




**logitech**

## CREATE YOUR ULTIMATE SETUP

Answer a few questions and we'll help you choose the perfect products for your workspace.

[START THE QUIZ](#)

### IDEAL FOR WHEREVER YOU WORK



**DEDICATED WORKSPACE**


"I've got a fixed desk and leave everything where it is when I'm done"


[HELP ME CHOOSE >](#)

**POP-UP SPACE**

"I mostly work at a desk, but also spend time working away from the desk. I pack my gear up when I'm done."

[HELP ME CHOOSE >](#)





**logitech**


## MAKE WORK A FEEL-GOOD STORY


Introducing the new ERGO K860 Wireless Ergonomic Keyboard

[LEARN MORE](#)

### TYPE NATURALLY, TYPE BETTER

Work in a more natural posture and support your wrists while reducing common stresses and strains.

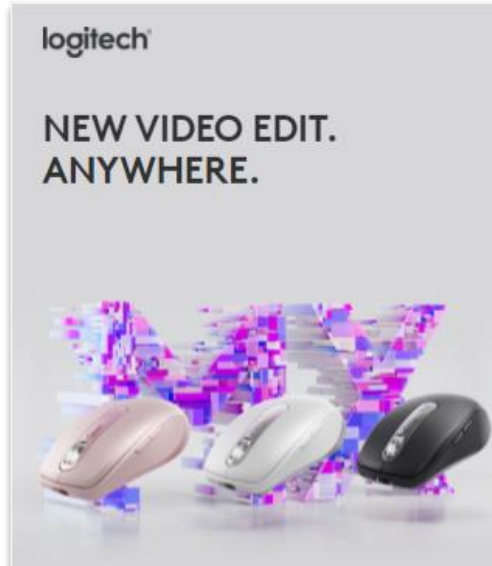




**ergo** series


**USER TESTED. ERGONOMIST APPROVED.**

ERGO K860 has been designed, developed, and tested with criteria set out by leading ergonomists to improve posture and lower muscle strain. ERGO K860 is certified ergonomic by United States Ergonomics.



**logitech**

## NEW VIDEO EDIT. ANYWHERE.




### MX ANYWHERE 3

Master it, anywhere with MX Anywhere 3 – a compact performance mouse designed for mobile work – from the home office, to the cafe, to the airport lounge.


[MX ANYWHERE 3](#) [MX ANYWHERE 3 FOR MAC](#)

### MASTER IT. ANYWHERE.



**MAGSPEED SCROLLING**

Speed, precision, and silence. Effortlessly scroll 1,000 lines at once, and stop on a pixel.




**logitech**

## STILL THINKING ABOUT THE MX ANYWHERE 3?

There's a reason you were looking. This compact performance mouse is designed and optimized for mobile work. From the home office to the cafe, to the airport lounge, MX Anywhere 3 is the perfect addition to your setup.

[MX ANYWHERE 3](#) [MX ANYWHERE 3 FOR MAC](#)

### MASTER IT. ANYWHERE.




**MAGSPEED SCROLLING**

Speed, precision, and silence. Effortlessly scroll 1,000 lines at once, and stop on a pixel.

**TRACK ANYWHERE**

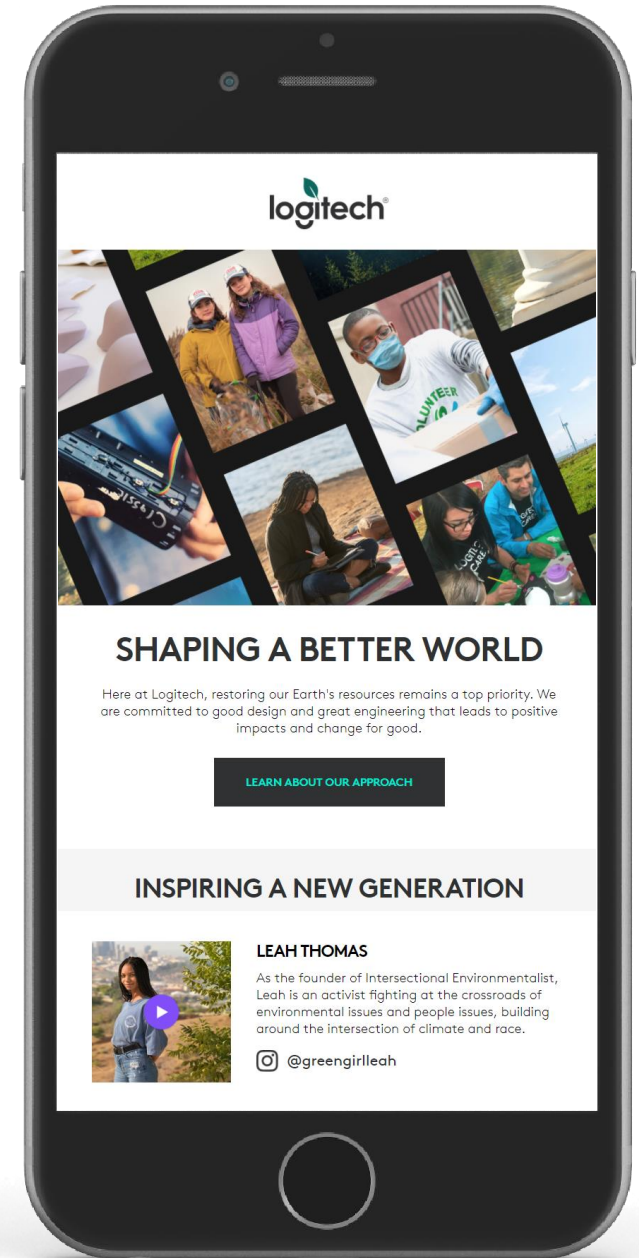
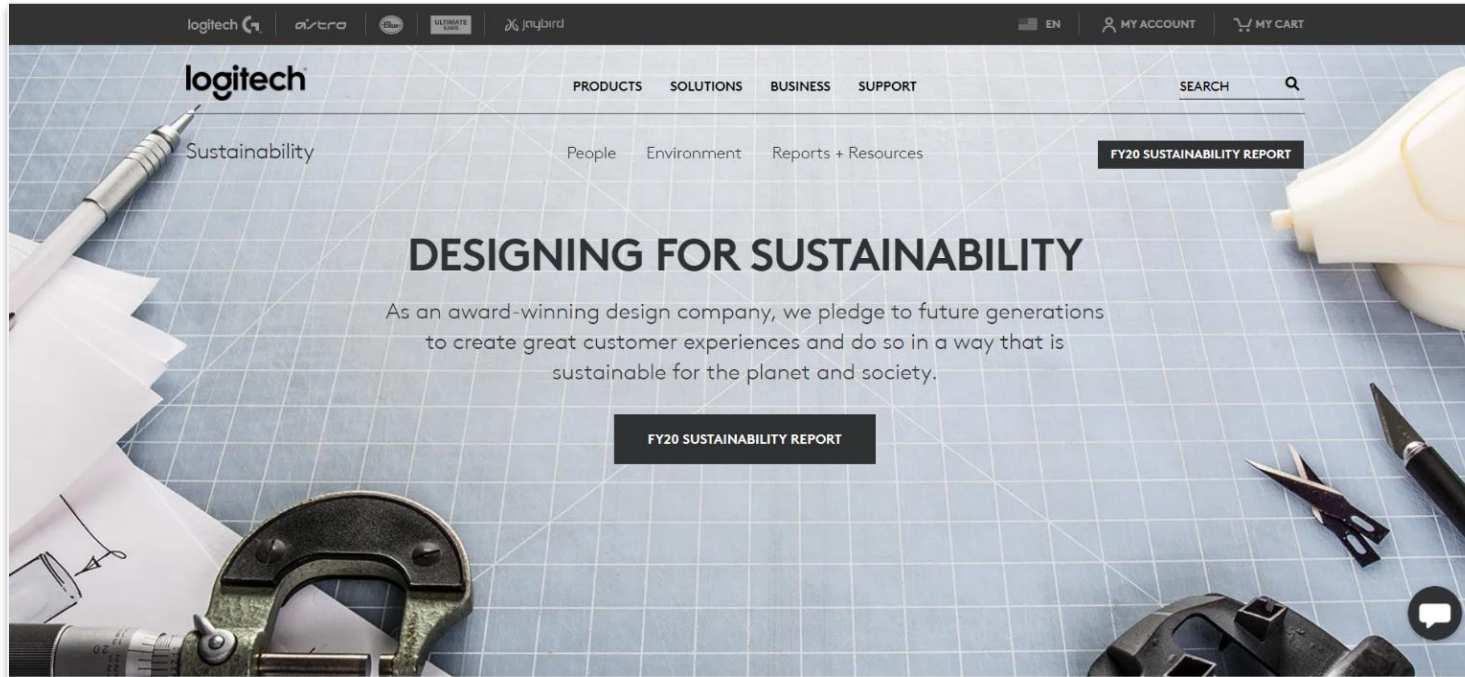
MX Anywhere 3 tracks on virtually any surface, including glass.





# SUSTAINABILITY: STORYTELLING

BRAND STORYTELLING AND SOLUTION MESSAGING



# "STICKY" AND USER-GENERATED CONTENT

BRAND STORYTELLING AND SOLUTION MESSAGING



@andyto

Did you know? Teleworkers are 30-40% more productive than their office counterparts.

#WorkFromAnywhere



WE LOVE SEEING YOUR GAMING SETUPS  
#MYLOGITECHG

@errormakingname's

## TIPS TO GET YOU STARTED



### HOW TO BUILD YOUR BRAND ON YOUTUBE

"Your brand is important... it communicates to viewers what they can find on your channel, and what you're all about."

### USING A RING LIGHT WITH YOUR SETUP

Follow this introductory walkthrough with make-up artist Kimberly Margarita to find out the advantages of using a ring light.

STEP UP YOUR SET-UP >



### STREAMING GEAR FOR NEWBIES

From microphone picks to webcam preferences, full-time Twitch streamer Meg Kaylee shares her complete checklist of what your priorities should be when investing in your stream.

GET IN THE GAME >



### READY FOR YOUR FIRST TWITCH STREAM?

Veteran Twitch streamer Meg Kaylee walks us through her journey of turning content creation into her full-time job and shares her best tips for beginner streamers.

### UPLEVEL YOUR CONTENT AND GROW YOUR INFLUENCE

Hear straight from the pros on



### WORK FROM HOME TIPS STOP THE SLUMP

Put your keyboard at the edge of your desk to avoid pressure on your forearms.

[MORE TIPS >](#)



### TIP: STICK TO A SCHEDULE

Help students get it done by setting up their day with regular times for work and play.



### WELLNESS TIPS

### SET UP FOR SUCCESS

See our quick tips for a more ergonomic workspace.

GO ERGO



# DEFY LOGIC BRAND CAMPAIGN

## BRAND STORYTELLING AND SOLUTION MESSAGING



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## DEFY LOGIC

### IT'S TIME TO FORGET LIMITS

Logic is safe, reasonable. These are some stories of individuals defying expectations, ignoring limits, and creating a new logic that fits whatever they want to do next. Now it's your turn.

GET INSPIRED



LIL NAS X

A leader and celebrator of those pushing limits, Lil Nas X shows how defying logic produces new ways of creativity. It's time to become the uncommon among the common.

WATCH THE VIDEO

Campaign Introduction



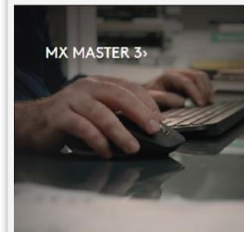
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### THE MAGIC OF YESYESNO

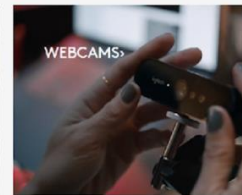
YesYesNo explores the outer reaches of today's technology - creating magical and interactive AR experiments. They bring imagination to life and reinvent reality. See how they're defying logic.

GET INSPIRED

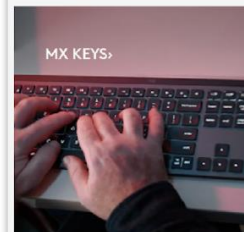
### CREATE THE FUTURE



MX MASTER 3



WEBCAMS



MX KEYS



@molkkuo

Influencer



logitech

### WOMEN MAKING WAVES

Today is a day meant to celebrate ALL women - to call attention to the many social, cultural, and economic achievements of women. Women who #defylogic.

Dr. Roshwina Novellus, founder of @EnrichHER, offers women CEOs and founders a fair chance at financing so that women can continue to push limits.

LEARN MORE

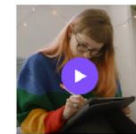
### INFLUENCERS WHO INSPIRE



YVETTE YOUNG

Yvette Young developed a non-traditional structure to the guitar that allows her to bond genres. Now with a strong following, she uses her platform to share her techniques with the world.

@YvetteYoung



MERCEDES BAZAN

Mercedes Bazan's work combines a love of online with her experiences. The women she draws are full of emotion and powerful enough to spark conversations on issues she's passionate about.

@mechibaz

International Women's Day



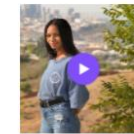
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### SHAPING A BETTER WORLD

Here at Logitech, restoring our Earth's resources remains a top priority. We are committed to good design and great engineering that leads to positive impacts and change for good.

LEARN ABOUT OUR APPROACH

### INSPIRING A NEW GENERATION



LEAH THOMAS

As the founder of Intersectional Environmentalist, Leah is an activist fighting at the crossroads of environmental issues and people issues, building around the intersection of climate and race.

@greengirlleah



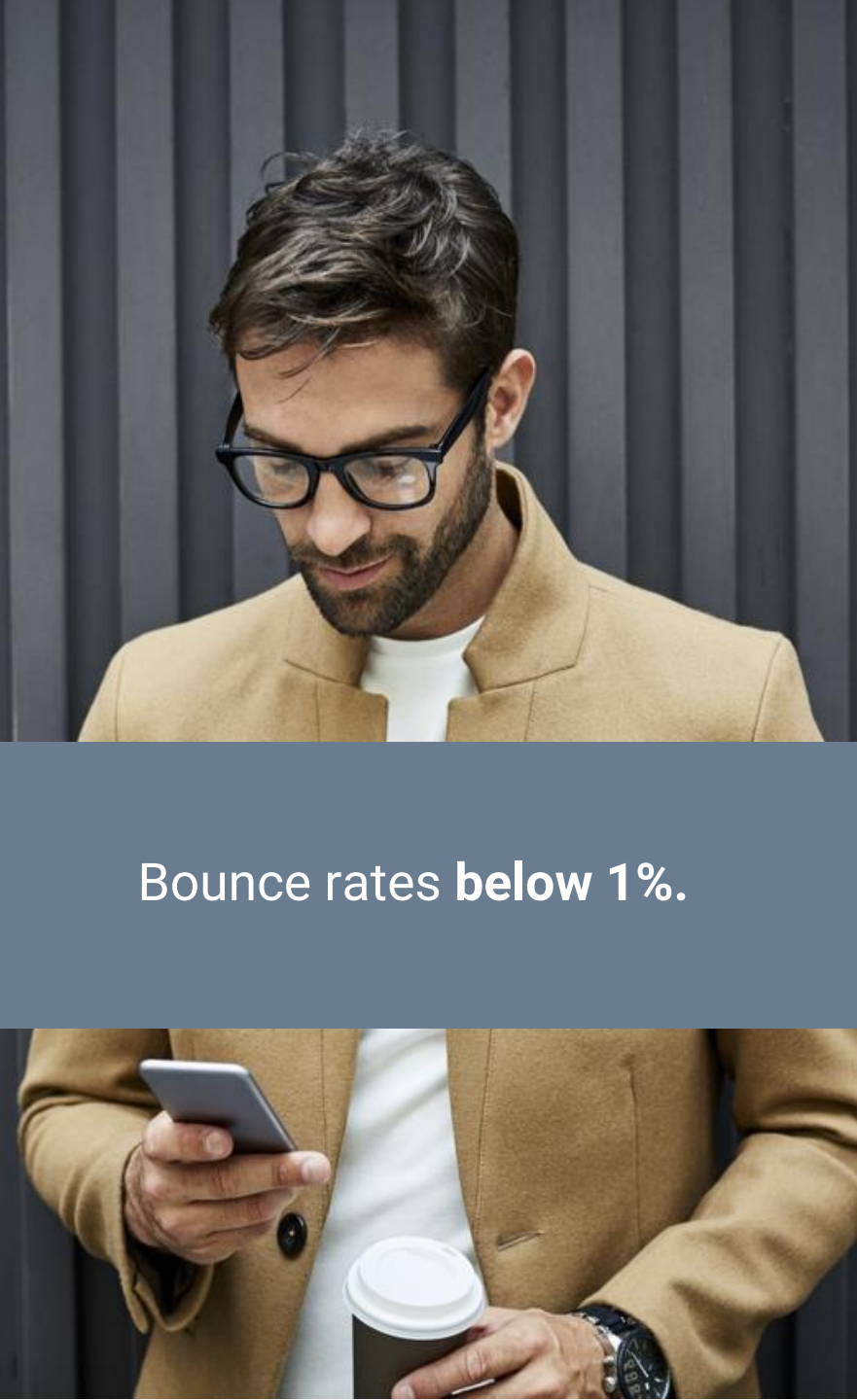
AMY & ELLA MEEK

The founders of Kids Against Plastic use social media to create a youth social action project. Tackling one of the world's biggest problems, they're uniting people against single-use plastics and leading their generation to save the planet.

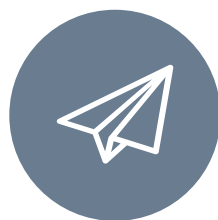
@kidsagainstplastic

DESIGNING FOR SUSTAINABILITY

Earth Day



Bounce rates **below 1%**.



## Enhanced INBOXABLE email deliverability

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**Dedicated deliverability experts monitor inbox placements, optimize overall deliverability health, and provide actionable recommendations**

- Deliverability strategy
- ISP remediation
- Blacklisting alerts
- Inbox placement monitoring
- Bounce metrics monitoring
- Spamtrap hit scanning
- Sender reputation assessment
- Authentication expertise



# Results



- Consumer engagement
- Aided / un-aided brand awareness
- Customer satisfaction
- Revenue
- Campaign KPIs

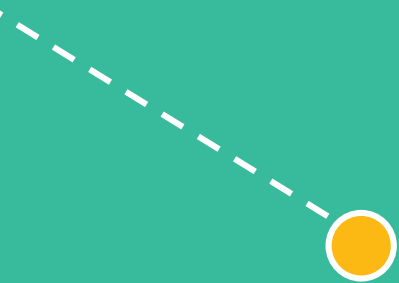
# Taking the Brand and *results* to a new level

Drive demand with  
storytelling



# Taking the Brand and *results* to a new level

Drive demand with  
storytelling



Create on-going  
content strategies



# Taking the Brand and *results* to a new level

Drive demand with  
storytelling



Expand lifecycle  
program



Create on-going  
content strategies



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Create on-going  
content strategies



Experiment with  
advanced tactics in email



# Taking the Brand and *results* to a new level

Drive demand with  
storytelling



Expand lifecycle  
program



Trigger email based on  
zero-party data signals



Create on-going  
content strategies

Experiment with  
advanced tactics in email



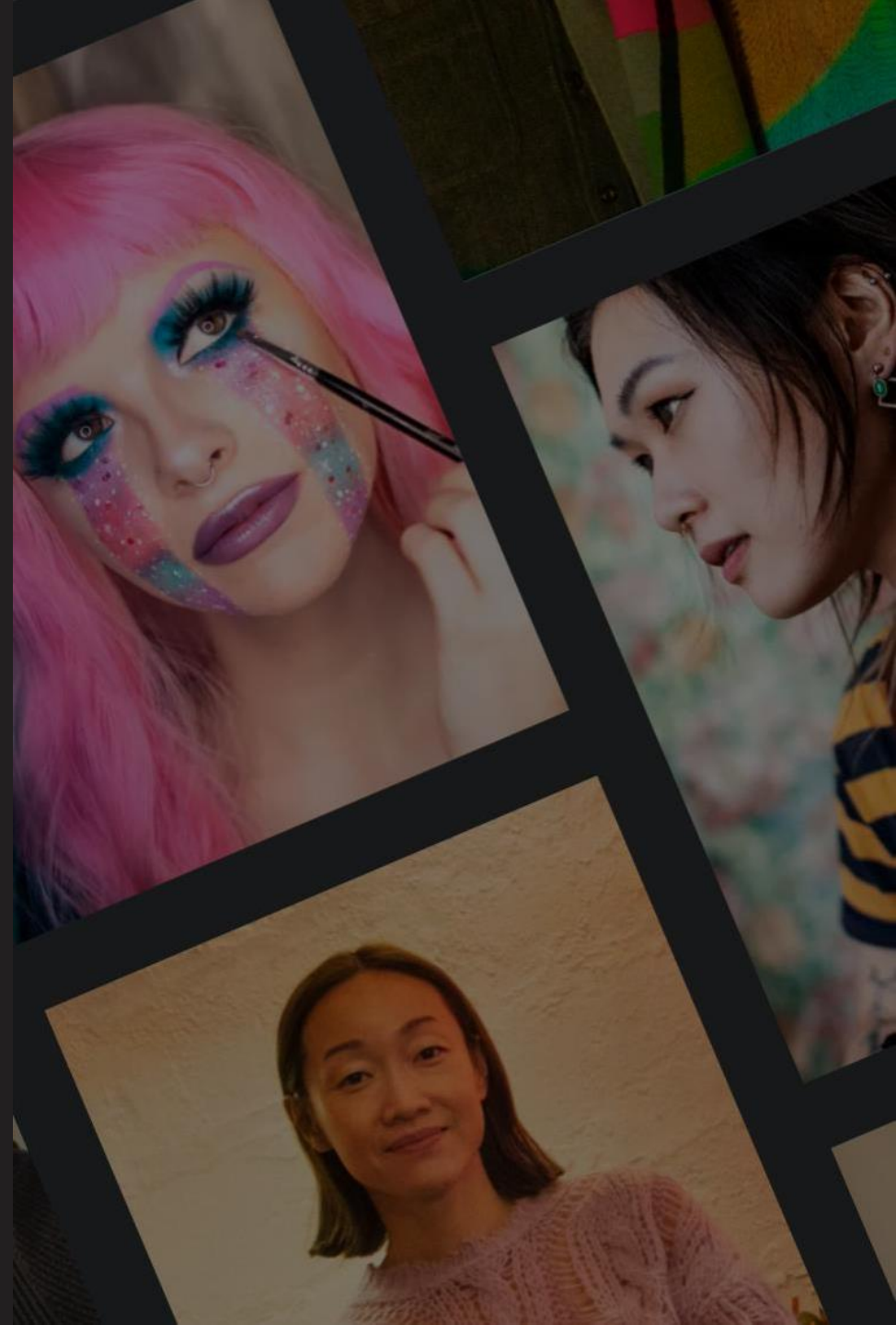




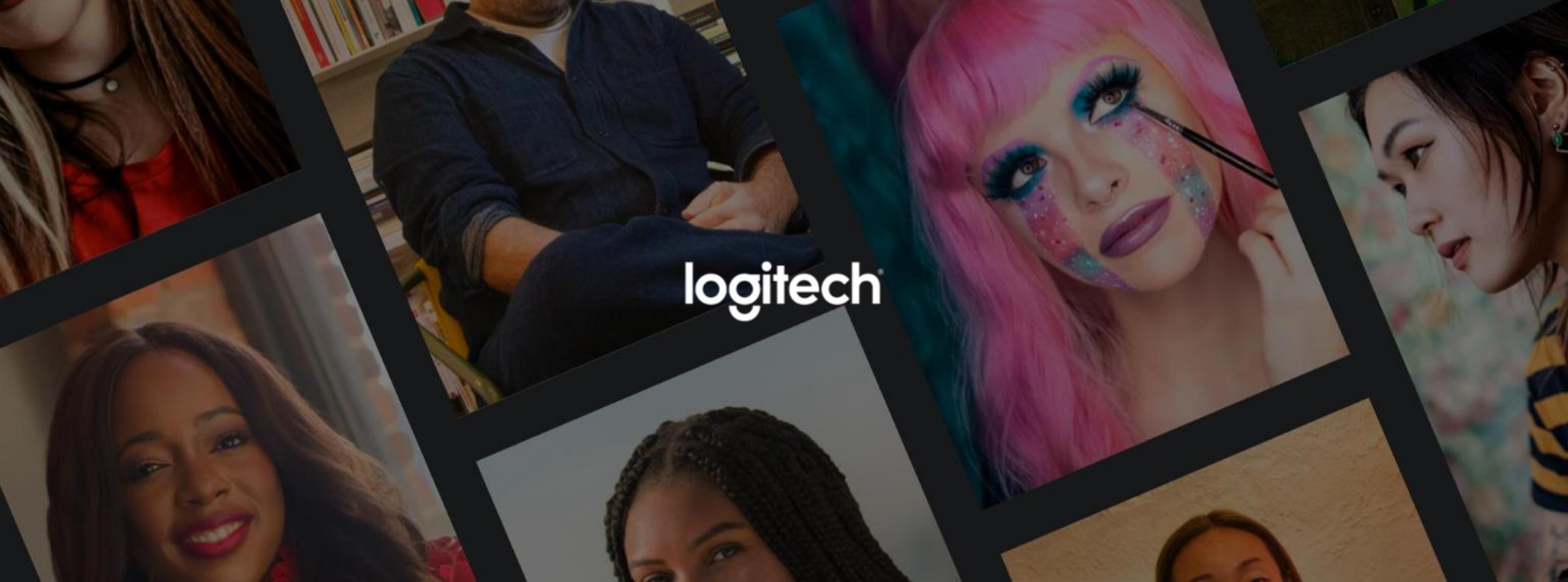
**SCAN ME**

**Data Axle. Driving real-time  
business intelligence.**

**Thank you.**







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**Defy Logic**  
**Enhancing Logitech's Consumer**  
**Experience to Drive Growth**

**data**  
**axle**