

## Panasonic | Diamond Winner

### Repositioning the Brand

Over the last decade, Panasonic has transformed from a predominantly consumer electronics company to an integrated solutions provider of B2B technologies, developing and applying disruptive technologies in industries that are changing the future. In 2017, market research led to a new brand platform of “Technologies that Move Us.” Business units across the organization have been successfully using this platform to inspire communication to their current customers.

Panasonic North America took the lead in expanding the global impact of this campaign to connect with the next generation of potential customers and employees. As the largest generation in the US, Millennials represent a critical audience of potential workers and purchasers for business. Additionally, they are involved in 73% of B2B purchase decisions, making them an important audience for all companies.

However, the Panasonic story was not widely understood by this important audience.

How does a 102-year-old Japanese company build a relationship with its new target audience who has little awareness of the brand? Market research showed that Millennials and Generation Z look for a brand has an enduring commitment to contribute to society and connect with brand influencers who authentically relate to a brand.

Leveraging these insights, the #whatmovesus Team Panasonic campaign incorporates elite Olympic athletes who share Panasonic’s passion for improving people’s lives and making the world better a better place. This campaign is part of a broader platform with athlete, employee, and partner stories that share how passion is moving the world forward. It has resulted in successfully shifting the perception of Panasonic in the eyes of Millennials and Generation Z.

To understand how the “Technologies That Move Us” (TTMU) brand articulation could fit into the context of Millennial values and expectations, the team conducted a one-day workshop with Business Unit Marketing Leads and an agency partner. A mix of primary and secondary research was presented about the lifestyle, purpose and dynamics of today’s Millennials.

The workshop and additional research showed that Millennials care about the brands they work for and purchase from. They want to connect with authentic brands that are purpose-driven and inspire action that helps to move the world forward. Furthermore, they are interested in the influence of peers, celebrities or athletes if they genuinely relate to a brand message.

Panasonic saw an opportunity to connect with Millennials by highlighting both the innovative technologies that foster progress as well as the passion of employees, celebrities and partners that share a similar commitment to making things better, both for individuals and communities.

The #whatmovesus Team Panasonic campaign showcases specific Olympic athletes who share a vision of the future and a personal passion that helps overcome obstacles. Authentic stories of progress were told through the lens of Olympic and Paralympic athletes: Michael Phelps, Katie Ledecky, Sakura Kokumai and Lex Gillette. Each has specific passions, has overcome obstacles and is moving the world forward through inspirational programs and initiatives.

Two elements of innovation are key to this campaign:

1. Communicating about emerging technologies by bringing it to a new, human level, using spokespeople and employees to tell personal stories about passion and progress.
2. Providing a foundation for globally integrated communication efforts across the organization utilizing the same communication strategies across siloed businesses within Panasonic is unique to usual efforts.

Content was activated through paid social, native, programmatic, and video placements. The team leveraged social channels to initiate engagement and seed the Team Panasonic story while continuing the narrative with premium video placements and contextually aligned native units. In addition, cost-efficient programmatic display and video units drove relevance and resonance amongst the Millennial audience.

Performance results are based on a mix of awareness, reach, engagement, and site conversion activity. Team Panasonic has already been proven to show elevated levels of engagement over prior awareness efforts. This has resulted in increased ad efficiency with a 2.4X improvement in clickthrough while at the same time generating over incremental 66k site visitors that have exhibited a nearly 25% on-site video engagement. Through paid media efforts, the team drove drive 2.6M video views at a completion rate of 65%. Furthermore, the paid campaign drove a combined .53% clickthrough rate—4X higher than the industry benchmark of .14%—resulting in 33,000 landing page visits in the first eight weeks.

This initiative not only ensures connection with the next generation of workers and customers by acting on key insights, but also takes a new approach to B2B marketing—acknowledging that the next generation will make decisions with their heads and their hearts. By humanizing the stories and tying the technologies to passions and progress, it makes the efforts of Panasonic much more real and compelling to an earnest, but sometimes skeptical, generation. Leveraging the interest in Olympic athletes brings awareness to their efforts as well as Panasonic's while providing a larger foundation for credibility in the shared space of Panasonic and trusted athletes.