

After having positioned itself among premium consumers under the slogan “Panasonic, Bigtime”, the company decided to conquer the mainstream of electronics consumers using the slogan “Those in the know choose Panasonic”

Japanese company Panasonic (formerly Matsushita) was founded in 1918 by Konosuke Matsushita as a lighting fixture workshop.

Underlying Matsushita's vision and that of the company he founded was a commitment to improve the lives of consumers and make the world a better place.

Today, Panasonic manufactures and markets over 15,000 products through several divisions. The company incorporates co-operations and holdings with over 800 companies, and employs a staff of 290,000.

Eurocom Digital Communications is Panasonic's official representative in Israel since 1986. Eurocom-Panasonic operating in three main areas:

Consumer Electronics Sector – LED television screens, plasma screens, video and audio systems, home cinema, projectors, home and professional cameras, and more;

Communication solutions sector – IP switchboards and communication systems, Call Center solutions, security cameras, wireless phones, DECT, and more;

Integration sector – establishment of projects and integration of systems in communication sector, multimedia, CCVE security, broadcast, and more;

Panasonic, Bigtime

In the past, Panasonic was known in Israel primarily for advanced technology in wireless telephones and switchboards.

But, with the transition to marketing

consumer products, the brand needed to expand and stretch to other product lines. Panasonic positioned television screens as the brand's “tip of the iceberg”, and its slogan “Panasonic, Bigtime” referred to technology and to the fact that Japanese company Panasonic was large in all aspects. In addition to hinting that the brand is becoming a major player in the big-screen market in Israel (double entendre in the slogan, large in both technology and in quality), the entire distribution chain used the slogan, and it quickly became the slogan among sales staff in Israel's consumer electronics retail chains. At a later stage, after success was recorded in the thin screen sector, the brand expanded its activities, extending the same slogan to other Panasonic products marketed in Israel.

Those in the Know Choose Panasonic

Although the Panasonic brand was successful among the premium consumer crowds and among technological experts, among the general public, brand awareness and preference were limited in comparison with the competition in the market. Furthermore, in contrast with Panasonic, the brand's main competition invested large

advertising budgets in other categories of electronics and electric appliances as well.

In addition, Eurocom is the only importer of leading brands in the electronic products market in Israel that does not own a large electronics retail chain, which gives the advantage on the sales floor to the competition.

The main realization that arose during the preliminary study for the campaign was that consumers find it difficult to distinguish between the various brands in the market, with all the major brands promising the best viewing quality. The study revealed an interesting fact: most sales representatives in Israeli electronics chains have Panasonic products in their homes. For example, two out of every three sales representatives in specialty stores have a Panasonic television at home.

As a result, the slogan selected to lead the company's new strategy was “Those in the know choose Panasonic”. In the television campaign that stood at the center of the marketing effort, a couple arrives at a store and deliberates the purchase of a new screen. The seller in the store approaches them and offers them his assistance while pointing at the apple that the man is eating and declares that he has exactly the same at home. When the couple shows interest in the screen, the seller recommends





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Panasonic, claiming that he “has the exact same one at home”. At this point, the couple questions the credibility of the salesman and turns to leave the store, but in the next scene, the salesman is seen going home, sits on his sofa with his partner, who looks exactly like the woman from the store, and turns on their Panasonic screen. The promotional activity that accompanied the effort focused on leading opinion makers: bloggers, journalists and sales staff. In order to accomplish this, the company channeled significant resources towards reinforcing the bond with store owners through a wide range of various field activities. In addition, Eurocom established the Eurocom Academy at its Ashdod service and distribution center, where it trains marketers and sales staff on new products it is marketing. At the same time, once Eurocom realized that Panasonic products are characterized by top quality and reliability, it became the first importer in its field promising a 5-year warranty “without footnotes or fine print” on every Panasonic screen, as part of a move that demonstrates unreserved confidence in its product and lack of concern to provide an extended warranty.

The results: on the image level, Panasonic displayed an impressive leap to become one of the leading brands of TV screens in Israel, at the expense of strong brands with much larger marketing budgets that had until this point dominated the category. On the business level, Panasonic presented results that significantly surpassed the company’s goals, while the screen market in general recorded a quantitative decline in sales in comparison with the year that preceded the launch of this effort.

Activity on social networks

In addition to appealing to customers through traditional advertising channels, Eurocom spearheads the use of social networks as a significant tool in communicating with end consumers and distribution channels. Subsequently, the company encourages a two-way relationship with consumers in order to encourage involvement during the initial stage, and to increase sales in the second stage. Furthermore, the brand use the social networks in order to receive direct feedback from consumers, in order to understand market requirements and improve the service and support for all company products.

Things You Didn't Know About Panasonic

- The Matsushita group changed the corporate name to Panasonic only in 2008.
- Panasonic sales around the world reaches \$77 billion annually.
- The Panasonic corporation invests a vast sum of money every year of approximately \$5 billion in research and development.
- Since 1984, the company is senior partner and official sponsor of the Olympic Games.
- Panasonic is one of the first companies around the world that began reworking its factories to use environmentally-friendly materials.
- Eurocom represents Panasonic in Israel in the whole range of company products.

Investment in this field has proven itself and the Panasonic audience on Facebook currently includes 62,000 members while the brand page is the most active and the largest in its category.



1918
Start of Panasonic brand and activity.

1986
Eurocom becomes the franchiser for Panasonic products in Israel.

2006
Panasonic launches the “Bigtime” campaign.

2011
The brand change its tone of voice in Israel and launch the slogan “Those in the know choose Panasonic”.

2013
Panasonic's Facebook page has 62,000 fans