

**LUMIX**



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## **Diploma In Sales and Marketing 65<sup>th</sup> Intake**

**DSM 402: Marketing Communications  
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# 1. COMPANY OVERVIEW

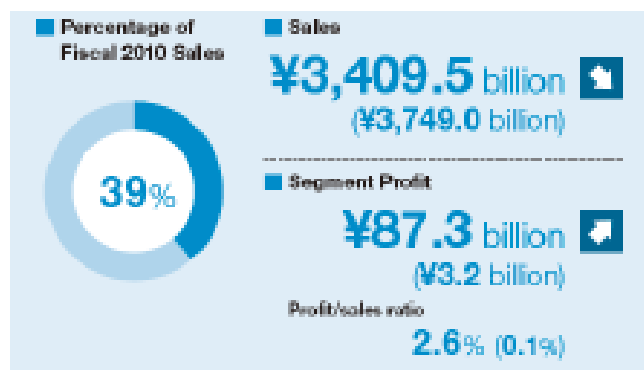
## 1.0 Panasonic Company Overview

Panasonic Corporation is a multinational corporation and also the largest electronics manufacturer in Japan. They are in the industry of semiconductor/electronics with a focus on consumer/home electronics. Panasonic is ranked the 89th-largest company in the world in 2009 by the Forbes Global 2000 and is today among the Top 20 semiconductor sales leaders worldwide. Their net sale is about 7,418 billion yen and they have about 384,586 employees worldwide.

### 1.1 Panasonic - Nature of Business

Panasonic Corporation has six business segments which are the Digital AVC Networks, Home Appliances, Components and Device, PEW & PanaHome, Sanyo Electric and Other Business Domains. These six units manufactures a wide range of products, from audiovisual and information/communication equipment to home appliances and components.

Of these six business units, we will be focusing in Panasonic's Digital AVC Network and into their range of Digital Cameras. The Digital AVC Network comprises of products such as consumer televisions, DVD/blu-ray players, home/car audio systems, digital camcorders and finally their aggressive range of Digital cameras. It is a 3409.5 billion dollar yen business and accounts for 39% of Panasonic's business. [1]



**Business Industry:** Semiconductors and Electronics

**Focus Segment:** Digital AV – Digital Cameras



## 1.2 Panasonic's Origin & Background



Panasonic's history goes back to 1918 when Konosuke Matsushita founded Matsushita Electric Housewares Manufacturing, selling duplex lamp sockets. Founder Konosuke Matsushita objectives were to devote themselves to the progress and development of society and well being of all people around the globe.

In the 1927, Panasonic launched their range of bicycle lamps under the brand of National. Making it through the World War II, they produced electrical components and appliances such as light fixtures, motors and electric irons.

In 1961, Konosuke Matsushita traveled to the United States and met with American dealers. Panasonic began producing television sets for the U.S. market under the Panasonic brand name, and expanded the use of the brand to Europe in 1979.

The birth of the digital camera from the late 1980s were expensive and of low quality and it was not until the mid-1990s that the real digital revolution begins with better quality and higher storage capacity. Panasonic digital technologies through its collaborations with German camera maker Leica, a lens expert in its field, consolidated Panasonic presence in the market. Panasonic brand for cameras uses the Lumix name from digital cameras to SLR point to shoot cameras.

Much accredited to the great vision of an industrialist - Konosuke Matsushita, Panasonic has developed itself to what it is today. Their distinct R & D, production and sales function is set up to satisfy consumer needs worldwide.



### 1.3 The Panasonic Brand

The Panasonic brand name was created in 1955 and was first used as a brand for audio speakers. It is a combination of the words, "Pan", and "Sonic", sound and has a meaning of bringing sound our Company creates to the world.

From October 1<sup>st</sup> 2008, the name Panasonic Corporation has been replaced to reflect the changing of times and further consolidate its brands worldwide. The slogan 'ideas for life' continues what the pre-successor has been advocating and in fact added another new dimension to providing values and lifestyles customer aspire to be.

The name Panasonic is synonymous with innovation, quality, performance and ease of use. Panasonic aims to be the No.1 Green Innovation Company in the Electronics Industry in 2018, the 100th anniversary of our founding. They make the 'environment' central to all their business activities and take the lead in promoting the 'Green Revolution' which is taking place around the world for the next generation. Specifically, Panasonic will work to realize their vision with these two 'innovations.' [1]

Brand Slogan

**Panasonic**  
ideas for life

Brand Promise

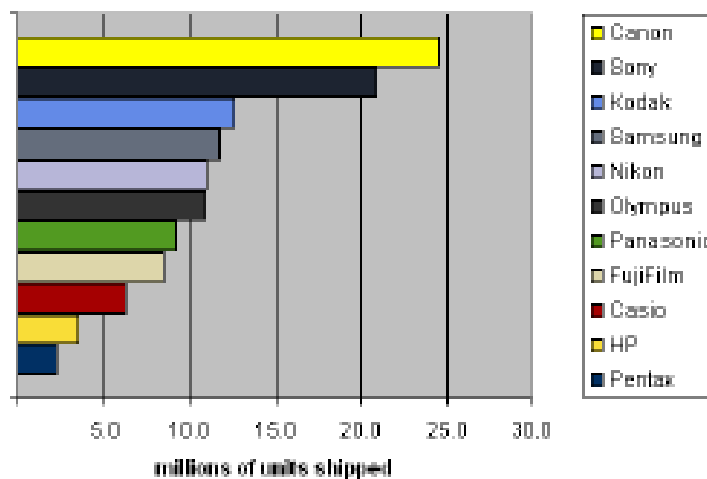
Panasonic generates ideas for life ...today and tomorrow.  
Through innovative thinking, we are committed  
to enriching people's lives around the world.

### Panasonic Lumix Popularity

Lumix is Panasonic's brand of digital cameras, ranging from pocket point-and-shoot models to digital SLRs. Many Lumix models are fitted with Leica lenses that have been designed by Leica's German optical engineers and are assembled in Japan, some are rebadged as Leica cameras with different cosmetic styling. Leica had a similar relationship with Minolta in the past, where late model Leica SLRs (and some 35mm point and shoot models) were strongly based on Minolta bodies. The

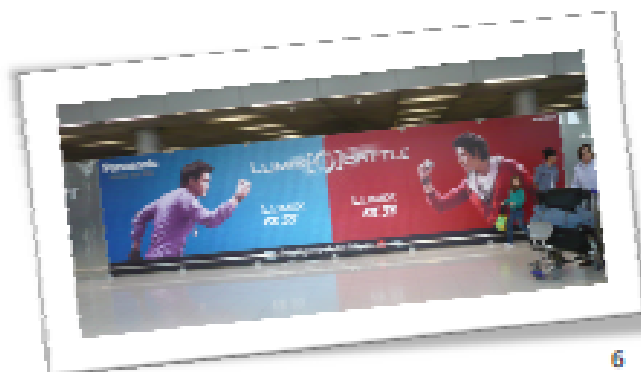
Lumix is a highly advanced camera and also comes with manual control options. Its shutter interval is also less than 0.04 seconds, hence allowing the photographer to take shots quickly.

In year 2007, Panasonic market share in terms of shipment was less than 10 million (Refer to chart below). This is significantly lesser than some renowned brands like Canon, Sony and Kodak but this has increased much faster than anticipated. Consumer's preference for digital SLR increased as compare to single lens camera from year 2006 to 2007 and across all regions. Slowly and steadily, Panasonic is establishing a name for itself in the digital camera world. [2]



## 1.4 Panasonic's Key Milestones

- 1894 From birth to the founding of the company
- 1918 Panasonic launched
- 1927 Square bicycle lamp developed and marketed
- 1931 Radio production started
- 1945 Up from ashes of the war
- 1951 Matsushita makes his first visit to the United States  
-New era of television colour electronics
- 1953 New invention of the Refrigerator
- 1958 New invention of the Tape Recorder & Air-conditioner
- 1960 Color TV
- 1966 New invention of the Microwave Oven
- 1977 New invention of the VHS VCR
- 1880 Birth of Digital cameras
- 1985 New invention of the VHS Camcorder
- 1989 Death of company founder Konosuke Matsushita
- 1990 New invention of the Notebook PC
- 1996 New invention of the DVD Player
- 1998 New invention of the Portable DVD player
- 2001 First LUMIX DMC-LC5 camera to be launched
- 2008 Panasonic Lumix launches two models of FX33 and FX55 in Thailand**

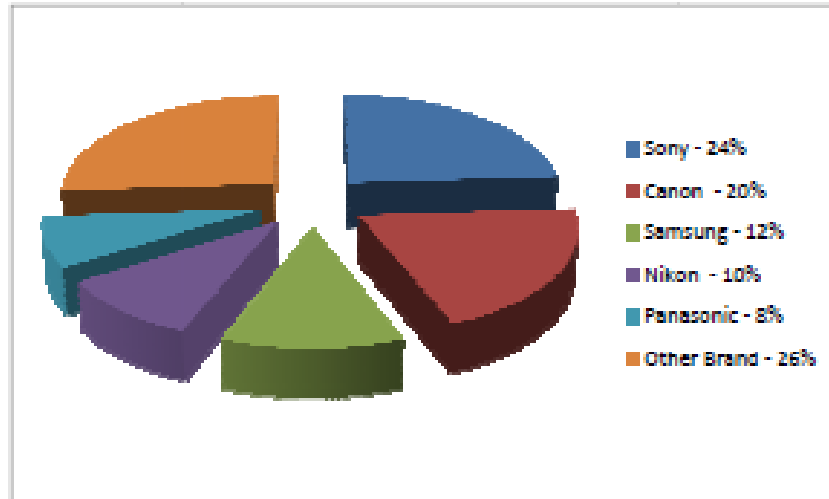




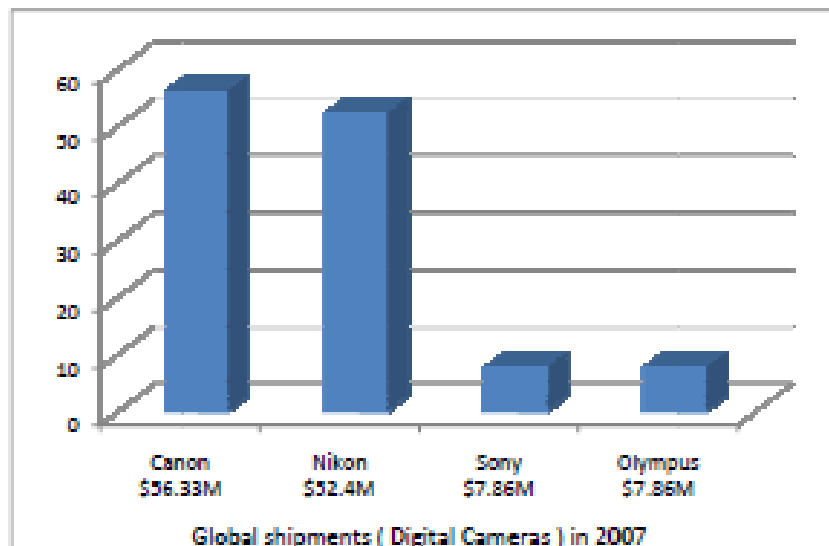
## 2. COMPETITOR ANALYSIS

## 2.0 Competitor Analysis

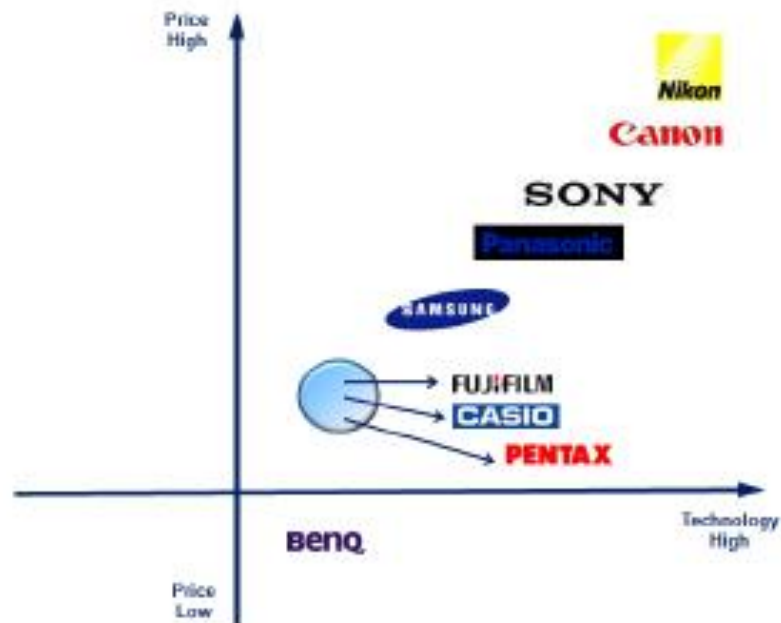
After study into the market, there are three main competitors to Panasonic. They are mainly Sony, Canon and Nikon. There are also smaller players like Olympus and other brands. Before looking into the features, advantages and benefits of each and every competitor, here is an overview of the market share of the pie.



Other than these figures, Canon and Nikon were the market leaders in 2007 with the highest number of shipments of the 131 Million





Here, we look into the price positioning of the Panasonic products:





## 2.1 SONY [3]

# SONY

Products	Strengths	Weakness
<b>Cyber-shot DSC-W55</b> 7.2 Megapixel 3x zoom lens RCP : \$200 	Sony encompasses strength which delivers value like : <ul style="list-style-type: none"> <li>- Reliable Quality</li> <li>- Trendy Designs</li> <li>- Latest Innovation</li> <li>- Good distribution network</li> <li>- Strong brand (both locally &amp; internationally)</li> </ul>	<ul style="list-style-type: none"> <li>• Priced higher as compared to competitor's offering</li> <li>• Expensive Accessories</li> <li>• Made in China - product no longer " Made In Japan "</li> <li>• Low battery life</li> </ul>
<b>Cyber-shot DSC-T70</b> 8 Megapixel 3x zoom lens RCP : \$330 	<ul style="list-style-type: none"> <li>• It appeals to Gen X and Gen Y consumers.</li> <li>• Leveraging on its strong marketing efforts</li> <li>• Sony manages to be the market leaders in</li> <li>• domestic Thailand with a strong 24 percent</li> <li>• Market share.</li> </ul> <p>Popular Features :</p> <ul style="list-style-type: none"> <li>-Anti-shake function</li> <li>-Slim &amp; Compact</li> <li>-Innovative ( Eg. 1st touch screen camera, face detection)</li> <li>-High quality &amp; high ISO settings (better quality shots at night or low light situations )</li> </ul>	



2.2 CANON [4]

# Canon

Products	Strengths	Weakness
<p><b>SD1100 IS</b> 8 Megapixel 3 x zoom RCP : \$250</p> 	<p>Headquartered in Japan, Canon is Japan Multi National Company that specialise in the manufacture of imaging and optical products</p> <p>Since 1984, Canon gain huge success introducing series of Powershot and Digital IXUS series and later developed DSLR range of EOS series which is popular with both professional photographers and mass market consumers</p>	<ul style="list-style-type: none"> <li>• Priced higher than competitors</li> <li>• Blur images in low light environment (Certain models with no "Anti-shake" function)</li> <li>• No wide angle function</li> <li>• Storage Card provided (low storage capacity )</li> <li>• Lack in internal memory</li> </ul>
<p><b>SD750</b> 7 Megapixel 3 x zoom RCP : \$350</p> 	<p>Powershot and the IXUS models were designed to be small in size which appeals to Gen X and Gen Y who opt for convenience, contemporary design and good quality image.</p> <p>Currently, second in market share at 20 per cent as compared to rival Sony in Thailand domestic market in 2007, Canon is strong in its line-up of new product range with some of its higher range still "Made in Japan "</p>	

## 2.3 NIKON [5]



Products	Strengths	Weakness
<b>Coolpix S51</b> 8 Megapixel 3.5 x zoom RCP : \$280 	<p>Nikon, part of Mitsubishi group pioneered SLR technologies. This empowers Nikon with market leadership in camera branding</p> <p>In 1991, Nikon shifted its production to northern Bangkok, Thailand. This enables Nikon advantage in understanding value and culture of Thailand market.</p> <p>Models made in Thailand. Better perceived quality and value as compared to made in china products.</p> <p>Small and compact design</p>	<ul style="list-style-type: none"> <li>• High Price</li> <li>• Less focus on mid-end consumer market</li> <li>• Design - Less Trendy</li> <li>• Modest battery life</li> <li>• Limited spec ( eg. Low ISO )</li> <li>• Declining market share, at only 10% in domestic in Thailand</li> <li>• Hard to use, especially for DSLR models and beginners</li> </ul>
<b>Coolpix P4</b> 8 Megapixel 3.5 x zoom RCP : \$400 		

### 3. CONSUMER ANALYSIS



### 3.0 CONSUMER ANALYSIS

BUYER BEHAVIOUR	DESCRIPTIONS
Age	18 to 35 ( Gen X & Gen Y )
Gender	Both Male & Female
Income Bracket	Annual \$20,000 to \$35,000
Occupation	<ul style="list-style-type: none"> <li>• Students</li> <li>• Working Adults</li> <li>• Blue collar working executive</li> </ul>
Consumer Value	<ul style="list-style-type: none"> <li>• Demographics Segment – Gen X and Gen Y (Love for freedom, energetic, fun and trendy things )</li> <li>• Consumer Decision Making – Complex due to more information search, considered not a regular purchase item and not priced cheap</li> <li>• Maslow's Needs Matrix : Social Needs (Local Thai people preferred well known brands)</li> <li>• More emphasis to better lifestyle and changes in purchase pattern to dress well and eat well, due to higher education and income</li> <li>• More technology savvy as compared to other generation</li> <li>• Open minded and welcome foreign international brand &amp; products. Ability to accept different culture, attitude, opinion and interests.</li> <li>• Gen X and Y have increasing been spending more time on the internet, social network website, mobile phones (eg. Facebook, Twitter, SMS messaging) rather than traditional media like TV and radio</li> <li>• Being more educated, Gen X and Y are less responsive to marketing messages and tend to ignore hard selling technique or messages. Require new ideas and unique approach to attract their attention in order to differentiate from advertising clutter and are usually time poor and impatient. Expecting higher quality of service and quality</li> <li>• Gen X and Y - Open to new concepts and idea and equipped with high brand awareness. Hardly brand loyal as follow market trends, innovation and latest design. Higher chances of brand switching.</li> <li>• Age 18 – 22: First time buyer and owner for digital camera</li> <li>• Age 22 – 35: First timer or already owned a digital camera but looking for second camera with new functions or upgrade</li> <li>• Emerging demographic group of people with increasing spend power due to higher education and income</li> </ul>

#### Additional survey done on local Thai digital camera consumers [6]

Significance level of difference when introduced to prices, impulse buying, media, quality and confusion and recreation consciousness style of shopper.

BUYER BEHAVIOUR	DESCRIPTIONS
Gender	Quite similar and no significance difference
Demographic Info	Future buyers & owners buy for personal use
Popular brand by owners & future buyers	1) Sony 2) Canon 3) Fuji ( Prefer brand name versus less known brands)
Popular price range	US \$263 to \$395
Purchase power (Gender)	Female more than male ( In Thailand, price and owner rate of digital camera higher in Female as compared to their counterpart, Male gender )
Age Group	18 to 24 ( Key potential consumers in Thailand )
Potential Income Group	Income between US \$395 to \$526 -willing to buy a digital camera range from US \$263 to \$395 ( In Thailand, higher income spend less for camera purchase )

## **4. PRODUCT BACKGROUND & MARKET CHALLENGES**

## 4.0 Product Background and Market Challenge

### 4.1 Product Background

#### The Panasonic Lumix

Lumix is Panasonic's brand of digital cameras and have a history since their first launch in 2001. Lumix digital cameras are manufactured by Panasonic and the name "Lumix" come from the words "luminance" and "mix", which meant to mean "mixing different things together".

All Panasonic Lumix cameras are fitted with Leica lenses. Leica Camera AG, a German company specialising in optics. Leica-branded lenses are used on all Panasonic Lumix cameras and video recorders. These lenses are manufactured by Panasonic to Leitz quality standards. The collaboration between the two firms extends at all levels, with engineering teams contributing in areas of respective expertise. Panasonic/Leica models were the first ones to incorporate optical image stabilization in their digital cameras. This collaboration has brought two of the world class leading companies together. With great experience in their own fields, they are blending their technologies to produce Lumix cameras which surpass the barriers of culture and experience.

#### The FX Series

The FX series digital camera is aimed at teenagers and youngsters who are looking for something sporty. It is smart equipped with the quick shooting speed, wide angle feature and can also record videos. With all these features, it enables the youth to capture all the moments while also fitting into their budget. These cameras are trendy, small and ultra compact. For its past few camera launches, Panasonic has focus its efforts into what it does best; high-quality super-zoom bridge cameras and stylish high-value ultra-compact. One of the first big launches of the season for Panasonic's was FX55 and FX33 ultra-compact camera.

All about the FX33 and FX55 [7]



The DMC-FX55 and FX33 are two great 8 megapixel cameras. These two cameras are essentially the same albeit for the FX55's little front grip and larger three inch LCD monitor. Both cameras feature a 3.6x wide angle (28 - 100 mm) zoom lens with optical image stabilization and ISO sensitivity of 100 to 1600 at full image size (or for the very brave ISO 6400 'binned'). New features include an auto-brightness LCD, face detection and 'Intelligent Auto Mode' which automatically selects the most appropriate setting according to the situation without any user interface. Designed for ease of use, simply select Intelligent Auto mode from the dial and the camera will automatically detect motion (Intelligent ISO), shake (MEGA O.I.S), face (Face Detection) and scene (Intelligent Scene Selector) and select the settings accordingly. [7]

Other Features include:

- Eliminates blurring from shaky hands and moving subjects
- Face detection for up to 15 faces in one shot
- Automatic scene selection
- Automatic exposure selection
- 8.1-megapixel CCD captures enough detail for photo-quality 16 x 22-inch prints
- 3.6x wide-angle image-stabilized optical zoom; 2.5-inch LCD display
- Intelligent Auto Mode with Face Detection and Intelligent Scene Selector
- High-Sensitivity mode shoots at an ISO equivalent of 6400; Continuous Autofocus minimizes autofocus time
- Stores images on SD memory cards (includes 27MB of internal memory; powered by lithium-ion battery (battery and charger included))
- Retail Price : \$299 USD

## 4.2 Market Challenge

The main challenge that Panasonic had in Thailand is to be able to launch these two similar models of cameras against the advertising clutter of their existing competitors. These included creating product awareness, educating the target market of the camera's features, media selection, ensuring user experience the cameras and finally boosting of sales without cannibalization in order for Panasonic to make its worth.

### Creating Product Awareness

Creating the awareness of the FX33 and FX55 was a challenging task. The avenue of typical advertising was already flooded by their competitors of Sony, Canon and Nikon. The typical advertising and promotional would have just added to the already cluttered advertisements that the Thai people would have already had enough of. On top of this, the typical advertising and product campaigns would be costly and would not bring in buffer sales. A unique out of the box idea was needed to create awareness. Panasonic would have to look into the advertising goals they wanted, the marketing budget and the media selection.

### Educating the market of the camera's features

The main product feature was the 'intelligent auto mode' which picks the camera's settings automatically to ensure the best picture. This was the true blue new feature from Panasonic. The feature is up, but educating the market was not. Once again, there is much clutter for Panasonic to look at against their competitors. Each product has its own features and every competitor was screaming out these features to the public. This added on to the clutter.

### Media Selection

The media selection would tie in very strongly with Panasonic's advertising budget. With many media channels, it is vital for Panasonic to ensure that their target audience is reached through the right channels. Getting this wrong would mean a failure in the marketing launch.

### Ensuring user experience

For a technical product like a camera, user experience is usually vital to the closing of sales. With the marketing awareness and features of the product together with the right media channels to ensure the target audience knows about the product, it is essential for the potential buyers to be able to try this product. Panasonic would have to look into how to achieve this through their distribution channels, IT events or even on-street promotions.

### Boost of sales

Everything is wrong for sales even if the marketing and promotional mix is right, but the product distribution is wrong and/or the product is not able to be manufactured and delivered at the right time. It would be a challenge for Panasonic to achieve this in line with the marketing plan. Wrong preparation would mean a high demand without the products. Sales will be lost much to the competitor. Other ideas to look into would be the packaging of the product and the selling price which will very often seal the complete deal. Finally, the risk of cannibalization is also present as the promotion of this camera may risk switching buyers away from getting another Panasonic Lumix.



## **5 & 6. CAMPAIGN OBJECTIVE & SELLING IDEA**

## 5.0 Campaign Objective

As every new product launch, the campaign objective is the most crucial element in terms of planning. It is the heart of the campaign, and all other messages should be singing this same song.

Main objective is to **“promote Panasonic Lumix as the camera brand for sporty enthusiast.”**

Through this main objective, it should also answer all the market challenges as stated above. The sub objectives include:

- Creating Panasonic Lumix product awareness to the Generation X and Y in Thailand
- Educating Generation X and Y with the ‘intelligent auto mode’ feature as the main selling point of the camera
- Ensuring the Generation X and Y get as much user hands-on experience with the camera
- Boosting Sales

## 6.0 Campaign Selling Idea

**PANASONIC LUMIX – CAPTURING CLEARER PHOTOS  
FOR THE SPORT INDIVIDUALS**

## 7. IMC TOOLS USED

## 7.0 IMC Tools Used

To promote the complete campaign launch of the Panasonic Lumix FX33 and FX55 in Thailand to Generation X and Y, Panasonic decided to use Guerilla Marketing tactics for their launch to capture their target audience. This method would put forth the campaign objective and selling idea in an out of the norm method; unlike the typical advertising of their competitors.

### Introducing...



### 7.1 Key IMC Tool: Event – The Lumix Battle

The "Panasonic Lumix Battle" was the key event. The idea of the battle was to take as many clear photo images of their opponent with his/her Panasonic Lumix camera. Each photo gives the team a point; the team with the most points win. This was simply a 'camera battle' between a Red Team and a Blue Team. Both teams were using the exact same Panasonic Lumix Camera, but with a different packaging and different model number; the FX33 for the Red team and FX55 for the Blue Team. Through this event, fans were given a chance to express themselves with fast moving action pictures while the teams ran around, did stunts and everything they could to take a clear picture of their opponent. This also featured the anti shake feature of the camera.



Two celebrities were picked; actors Theeradej 'Ken' Wongpuapan and Pakorn 'Dome' Lam were each to lead a team into this battle. To promote this event, Panasonic has arranged for supporting tools such as television advertisements, print advertisements, and magazine advertisements, graffiti, videos, photos, websites and even T-shirts. These will be explained in the following.



## 7.2 Television

The media selection of Television was chosen with celebrity endorsements. There were two types of advertisements by the 'Blue Team' and the 'Red Team' separately. Both advertisements were promoting the strengths of their own team and their battle preparations. Both advertisements also displayed both cameras respectively while the endorsements of the local celebrities to feature the cameras. The audience was challenged to pick a team for the Lumix battle, and getting a blue or red camera signifies that you have 'joined their team'. Finally, audiences were encouraged to go to the Lumix battle website to join the battle.

This whole television advertising was to show the selling idea of the Panasonic Lumix for sporty individuals. If you were sporty, you would be interested in the lumix battle and want to use a Panasonic Lumix.

## 7.3 Print Advertisements and Magazines

Print Advertisements were then printed and posted on the streets and in the magazines to reinforce the message of getting the audience to choose their side between the red and blue team. The print advertisement also showed the two celebrities trying to take a photo shot of each other. The celebrity endorsement would also continue to draw the attention of those who did not see the television advertisements. The magazines featured a section encouraging audiences to choose sides.



#### 7.4 Websites

The main website for this campaign was [www.lumix-battle.com](http://www.lumix-battle.com). The target audience was encouraged to go there to register themselves to join the battle. Other than this, fansites were created to promote the teams where photos, videos, T-shirt designs and much more could be posted in support of the two teams. These sites were [www.fightforblue.com](http://www.fightforblue.com) and [www.redwin100percent.com](http://www.redwin100percent.com). The objective of the websites was to continue to create the awareness and to get their target audience hyped up about the Lumix Battle event. By achieving this, the target audience would continue to spread the news to their own social network and in doing so, promote and create awareness. This tied in with the selling idea, as the websites were able to host clear photos of sporting moments for everyone to view.



#### 7.5 Photos and Videos

The websites hosted photos and videos taken by the Panasonic Lumix cameras. Training photos and videos were taken by the individuals in gearing up to the Lumix battle. Once again, this featured the Panasonic Lumix cameras and its features. It showed the quality of the pictures taken as well as the clarity of the pictures even in the fast moving action shots. Other than this, the videos also featured the gear up to the Lumix Battle as fans continued to train and show their videos. All these complimented into the whole promotion of the event.





### 7.6 Graffiti & T-shirts

The other guerrilla marketing tactics adopted by both fans as well as the red and blue teams respectively were the use of Graffiti and T-shirts to promote their support for the individual teams. This whole thing brought on the hype to everyone for the very much awaited event.



### 7.7 The IMC Campaign Summary

The selling idea in Panasonic's IMC campaign was integrated differently. The event was the key that featured the camera for sporty individuals. Through this event, the features of the camera were truly experienced. High quality photos at high speed and movements. The other sub tools were used to promote this event and in terms, promote the selling idea. Refer to the chart below.





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