

# Promotional Campaign

Panasonic



## the BRIEF

Develop a promotional campaign that increases product sales via leveraging Panasonic's 20th birthday.

## the TARGET

Male and Female 20-35 years old who are considering an electronic product purchase.

## the STRATEGY

Adrenalin developed an integrated campaign that was versioned for Panasonic's major retailers. At the conclusion of the promotion a media event was held that brought together competition winners from across Australia giving them their chance to win a Honda CRV.

## the EXECUTION

The competition draw event involved the identification and sourcing of the site, the sourcing and management of security and promotional personnel, construction of barricades and the management including accommodation and meals for 12 state winners. Adrenalin negotiated and managed media involvement at the event and edited media footage into a television advertisement and staff promotional video in 24 hours!

## the LOCATION

Darling Harbour, Sydney.

## the BUDGET

Event budget \$4,000. Overall promotional budget \$1.5 Million.

**Adrenalin**  
...what a great idea