

Demonstrating new products in-store

**Panasonic**®



### **Rocket Launch 2005 & 2006**

Increasing Sales by putting product experts in store

### **The Viera Product Launch Objective**

To develop a Field Marketing strategy and put Panasonic experts in key retail environments to demonstrate and sell their newly launched Viera flat screen Plasma range.

### **Delivery of the field marketing campaign**

Sourcing a Field Marketing agency to supply staff. Working directly with key retailers to secure time in store. Consumer free prize draw campaign and in-store training – all of which were managed by ease, supported the campaign.

### **Success leads to product support for the Lumix camera range**

The initial campaign successfully raised brand awareness in store and led to significant increased sales and return on investment in the stores which had demonstrators; subsequently Panasonic have run four other campaigns with ease and now regularly have demonstrators working in Comet, Currys and all stores in the John Lewis Partnership. The range of products now demonstrated include Viera LCD's as well as Plasmas and the Lumix Still Camera range.

“Working with Ease Consulting has been instrumental in the very successful “Rocket Launch” campaign to introduce Panasonic’s new HD Ready Plasma and LCD’s into the market. Sophie successfully implemented and managed our plans to place a large team of demonstrators/merchandisers in to key retail outlets throughout a 12 week campaign that gained Panasonic the #1 market share in flat panel televisions and maintained the position for many months afterwards.”

Steve Lucas, Product Specialist

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