who? Panasonic

why?

Panasonic Retail Systems division is the leading provider of computer workstations, software and related solutions to the foodservice industry. Panasonic corporate recently undertook a re-branding, with new graphic themes and tagline (ideas for life).

how?

FUSION assisted Panasonic with identity deployment within the context of the foodservice industry in which Panasonic competes. Messaging reinforced the global positioning by communicating product features as innovations. Shown here: trade print advertising, exhibit graphics, CD-Rom sales tool and "Tips" brochure. Not shown: publicity initiative, dealer co-op program and direct marketing. Benchmark advertising studies demonstrated increased awareness and newly strengthened perceptions of Panasonic.