

Panasonic

PANASONIC OWNERSHIP OF PROMOTION “AMERICA’S FIRST HDTV COMMUNITY”

INTRODUCTION

Changing the concept of the promotion so Grand Lakes takes a back seat to Panasonic – giving Panasonic “ownership” of the promotion will require client approval. What follows has not been approved by the client’s upper management but has been given middle management approval to go to upper management.

BACKGROUND

Grand Lakes is a Trendmaker Development. Trendmaker has three major developments in the Greater Houston area: Grand Lakes, on Houston’s west side in Katy, Silvercreek in the booming 288 corridor on Houston’s south side and Crighton Ridge near Houston’s Intercontinental Airport on the heavily wooded north side. Trendmaker is owned by Weyerhaeuser Corporation, headquartered in Washington state. Weyerhaeuser’s real estate development division has developments in Washington state, southern California, the booming housing market of Las Vegas, Maryland and Virginia. To change the promotion from a Grand Lakes promotion to a Panasonic promotion requires inclusion of all three Trendmaker Developments. This brings more builder and developer media into the promotion. It also gives the promotion “legs” by adding communities to the promotion over the 12 months of the promotion. For Panasonic and Gallery, it expands the universe of people to include almost all of the Houston area who are directly exposed to the beauty of a Panasonic HDTV image and the opportunity to buy that HDTV and other Panasonic products from Gallery Furniture.

GOAL

Make the promotion work for all partners:

Panasonic

Gallery Furniture

Trendmaker Development

Time Warner

HOW TO MAKE IT WORK:

1. Move product and sell homes
2. Brand Panasonic as a leader in HDTV by creating the perception that whole communities are converting to Panasonic communities.
3. Utilize media through paid and earned resources; make certain that Panasonic brand in general and Panasonic HDTV brand in particular has brand image as leader by creating 1st , 2nd and 3rd HDTV communities.
4. Create more awareness of retailer, Panasonic and developments

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WHAT IS NEEDED FROM PANASONIC TO MAKE TO TAKE LEAD OWNERSHIP AND MAKE THIS WORK AS PANASONIC PROMOTION:

1. Coupons to home-buyers to redeem a FREE 32" HD-Ready TV for \$1000 off any Panasonic HDTV product bought at Gallery Furniture with \$1300 value or more.
2. Coupons to all visitors to all three Trendmaker Developments and all six builders' communities all over Houston for \$100 off any Panasonic product of \$1000 or more bought at Gallery Furniture over period of promotion.
3. Assure homebuyers that the \$1000 off certificate, combined with the \$300 builder's participation coupon given at closing will purchase for FREE any Panasonic product worth a minimum of \$1300.
4. Contribute \$20,000 a month to the media buy for the first 6 months of the promotion in Houston. This will pay for dedicated 30 second spots on Clear Channel radio stations: KODA, KHMV, KKRW, KTRH, KPRC. A minimum of 60% of the spots will appear in AM and PM drive time. We will deliver a special rate from Clear Channel radio through a pre-existing, unused agreement that delivers spot rates at 1/2 to 1/5 the rate paid by any other advertiser.

STRATEGY:

Make it look as though Panasonic is taking over.

RATIONALE:

Create firsts, seconds and thirds in major markets around the country. First in a state or first in a city is a significant claim. The image of Panasonic Communities pre-empts all other HDTV manufacturers in the mind of the consumer. Selling HDTV's is one thing, creating HDTV communities – perception being reality – is entirely different and establishes the Panasonic brand as a true leader in the coming HDTV brand war and Time Warner as the provider of HD Service.

PHASE 1

America's First HDTV Community from Panasonic – GRAND LAKES

PHASE 2

America's Second HDTV Community from Panasonic – Crighton Ridge

PHASE 3

America's Third HDTV Community from Panasonic – Silvercreek

PHASE 4

Roll Out into other communities in other states with Weyerhaeuser Communities receiving right of first refusal to promotion in their cities.

California's First HDTV Community from Panasonic

Florida's First HDTV Community from Panasonic

Los Angeles' First HDTV Community is Panasonic

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Builders Involved in PHASES 1 – 3 are some of Houston’s top, most respected builders:

Trendmaker Homes
David Powers Homes
Perry Homes
Newmark Homes
Ashton Woods Homes
Morrison Homes

FROM PANASONIC

- FREE 32” HD-Ready TV or \$1000 off coupons for TBD HDTV from Gallery furniture for Homebuyers in the three Trendmaker communities
- Five extra TV’s for giveaway/drawings in five homebuilder’s models in Grand Lakes; four in SilverCreek and two in Crighton Ridge. These TV’s will be displayed in model homes with Warner Cable HDTV signal with proper signage detailing the promotion and both PANASONIC & GALLERY FURNITURE for duration of promotion. Any visitor can register to win. Drawing to be held
- \$20,000 a month for radio buy for 6 months as specified above
- Full color flyer designed and printed to be given to all visitors to all models detailing promotion and locations of retail partner, Gallery Furniture. This flyer will also have a coupon for \$100 off any other Panasonic product at Gallery Furniture with a retail cost of more than \$1000.
- \$20,000 for Title Sponsorship of Houston New Home Radio Show on KSEV radio as the Official HDTV for Houston New Homes – One year sponsorship agreement for Houston only. 4 mentions per show for 52 straight shows. 1 qty. :30 second spot per show. Two minute feature on Panasonic and Gallery Furniture as HDTV leader each week on Houston New Home Show for first three months of promotional period. This can be pre-recorded or live call ins with Michael or another Panasonic representative. View show at www.newhomeradioshow.com.
- A projector and 34” 16:9 HDTV for DLB as “promotional fee”
- Media placed through DLB
- All other cities and states promos to go through DLB for all creative, production, P.R. and Media

FROM WARNER CABLE:

- Portion of all statement stuffers from dedicated to promotion featuring communities & PANASONIC & GALLERY FURNITURE
- System-wide promotional support with TBD number of 30 second spots. Over 1,000,000 homes
- Free HD connection to all home buyers for 12 months from move in date

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FROM GALLERY FURNITURE:

- Portion of TV & Radio time tagged with promo information – amount TBD
- In Store Signage
- Contribution TBD toward the purchase/giveaway of each HDTV through Panasonic

FROM TRENDMAKER:

- Brand Grand Lakes, Crighton Ridge and Silvercreek as America's first, second and third HDTV communities. Make it clear that these communities are Panasonic Communities. (Goes beyond HDTV to appliances, microwaves, etc.)
- Brand promotion with HDTV's from GALLERY FURNITURE and
- Tag \$200,000 radio buy with giveaway information and PANASONIC HDTV community claims with delivery from Grand Lakes
- Re-do over \$100,000 in outdoor media with new Panasonic Brand Leader and American Firsts' information on Panasonic communities as shown above.
- Tag over \$100,000 in Builder Print media with Giveaway/Drawing information
- Promote on the Houston New Home Show brought to you by Grand Lakes each Sunday on KSEV 700AM
- Use of buyers for Testimonials in PANASONIC & GALLERY FURNITURE advertising
- Use of community for national advertising "USA's first HDTV community... is a PANASONIC &/or GALLERY FURNITURE HDTV community"
- Signage in all builder model homes
- Flyers given away to all visitors.
- Signage all over developments: "America's First HDTV community is Panasonic"
- Promoted on the New Home Radio Show website www.newhomeradioshow.com
- Promoted in bi-monthly mailings to Houston's Real Estate Agents
- Promoted on Grand Lakes website
- Warner Cable designated official HDTV provider for Grand Lakes

FROM BUILDERS:

- Pay \$500 toward purchase price of TV on each home sold in the communities at closing.

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CONTROLLING EXPECTATIONS:

Media has to run extensively in the first 6 months of the promotion but actual redemption of the television coupons will not take place until the closing on homes sold. That will vary from 3 – 6 months from the point a customer decides to take delivery of a new home from one of the participating builders in one of the Trendmaker Developments. The exception to that will be people who close on new homes already on the ground but not under contract.

PROPOSED COPY FOR PANASONIC SPOTS

ANNCR: America has it's first HDTV community and it's a Panasonic community right here in Houston, Texas – Grand Lakes, just 5 minutes south of the Katy Freeway on the Grand Parkway. Panasonic is giving away free HDTV's from Gallery Furniture when you buy a home in Grand Lakes. The picture on a Panasonic HDTV is so clear and deep you'd swear you could scoop the image right off the TV with a spoon. So head to Grand Lakes, America's first HDTV community, then go straight to Gallery Furniture for the HDTV of your dreams. Panasonic – ideas for life. Powered by Time Warner.

ANNCR: America has it's second HDTV community and it's a Panasonic community right here in Houston, Texas – Silvercreek, just 5 minutes south of the Beltway 8 on Highway 288. Panasonic is giving away free HDTV's from Gallery Furniture when you buy a home in Grand Lakes and now, Silvercreek. The picture on a Panasonic HDTV is so clear and deep you'd swear you could scoop the image right off the TV with a spoon. So head to Silvercreek, America's first HDTV community, then go straight to Gallery Furniture for the HDTV of your dreams. Panasonic – ideas for life. Powered by Time Warner.

ANNCR: America has it's third HDTV community and it's a Panasonic community right here in Houston, Texas – Crighton Ridge, just 15 minutes north of the Intercontinental Airport. Panasonic is giving away free HDTV's from Gallery Furniture when you buy a home in Crighton Ridge. The picture on a Panasonic HDTV is so clear and deep you'd swear you could scoop the image right off the TV with a spoon. So head to Crighton Ridge, America's third HDTV community, then go straight to Gallery Furniture for the HDTV of your dreams. Panasonic – ideas for life. Powered by Time Warner.

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from \$130's to \$500's

**America's first HDTV
Community from Panasonic!**

Grand Lakes

Powered by
 TIME WARNER
CABLE

Panasonic



5 miles south on grand parkway @ fry rd.

from \$130's to \$500's

**America's second HDTV
Community from Panasonic!**

**Crighton
Ridge**

Powered by
 TIME WARNER
CABLE

Panasonic



5 miles south on grand parkway @ fry rd.

Panasonic

from \$130's to \$500's

**America's third HDTV
Community from Panasonic!**

SILVERCREEK
Close to what matters

Powered by
 TIME WARNER
CABLE

Panasonic



5 miles south on grand parkway @ fry rd.