

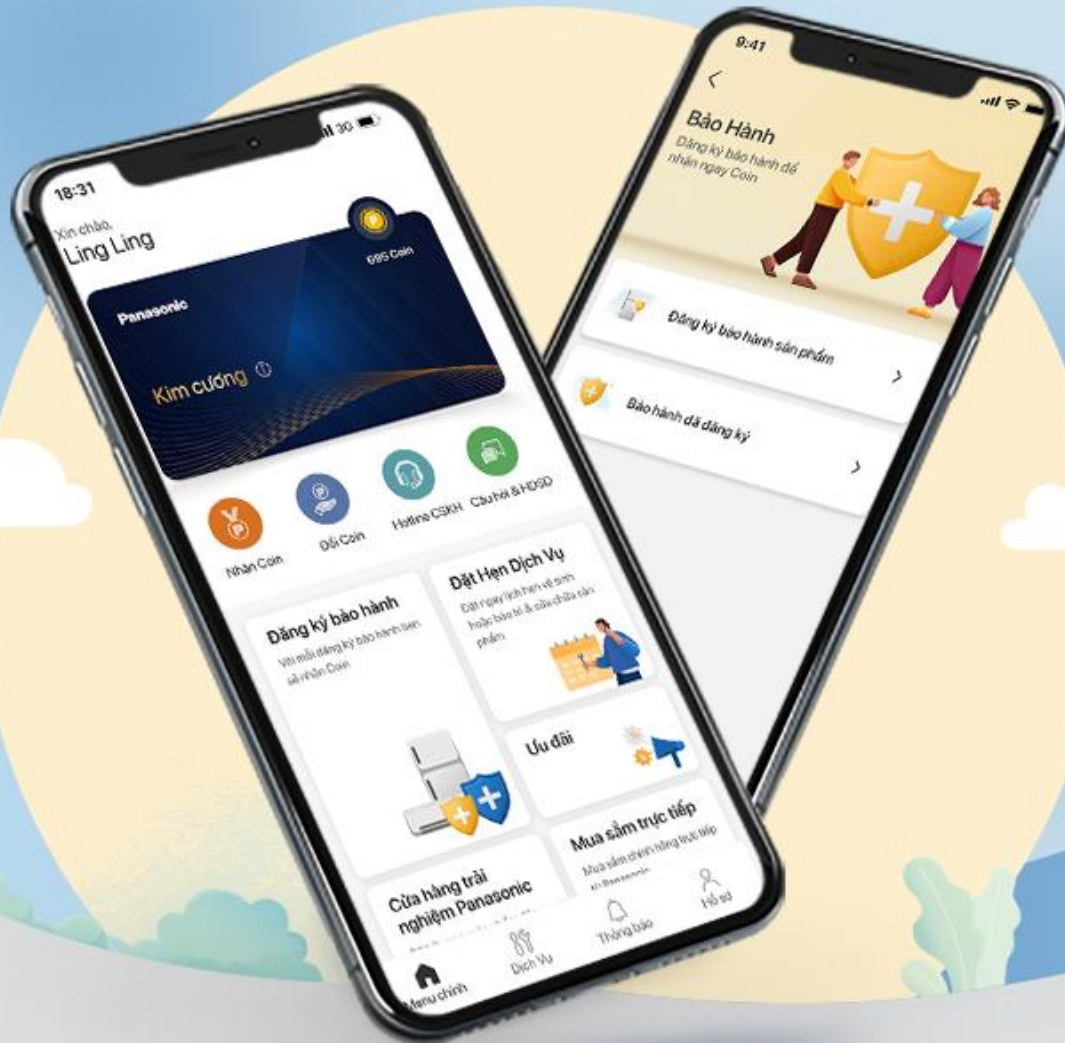


Panasonic Sales Vietnam

MY PANASONIC APPLICATION

RMIT Brief – Mobile Marketing Strategy

Presenters: Le Nguyen Thanh Nam | Tran Vu Khanh Quynh



Panasonic

AGENDA

01 About Panasonic Vietnam

Introduction and Vision

Industry Overview

02 D2C / CRM and My Panasonic App

Challenges and Opportunities

About My Panasonic App

Target Audience

Marketing activities

03 The Challenge for Mobile Marketing Strategy

The Challenge

Budget and requirements

Panasonic's marketing criteria





PANASONIC & 50 YEAR JOURNEY OF CONQUERING THE HEART OF VIETNAMESE CONSUMERS

OPPORTUNITY

Panasonic has had a remarkable journey in the Vietnamese market, becoming a market leader in household appliances and accompanying the Vietnamese people lives.

Our brand is synonymous with "Japan Quality," reflecting our unwavering commitment to providing "Wellness Solutions".

CHALLENGE

While Panasonic and our customers have always been connected, we have struggled to fully engage with them and express our appreciation for their love and loyalty.



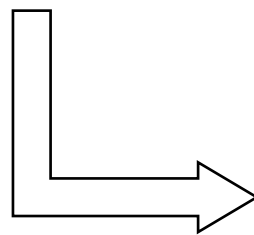
Đồng

Becoming a leader in the industry has been the result of well-established B2B business practices.

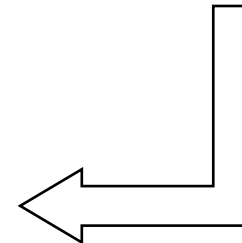
BUT Maintaining this position requires a NEW WAY of BUSINESS



BECOMING A
WELLNESS SOLUTION
COMPANY



CREATE
CUSTOMER EXPERIENCES
(CX) AND CUSTOMER
LIFETIME VALUES (CLV)



DEEPEN ENGAGEMENT
WITH LOYAL
CUSTOMERS

Industry Overview

Facing with increasing external threats, we have been successful with Acquisition Marketing in the customer journey, but have yet to advance in Retention Marketing

INCREASING EXTERNAL THREATS

Hyper Price Competition from Chinese brands

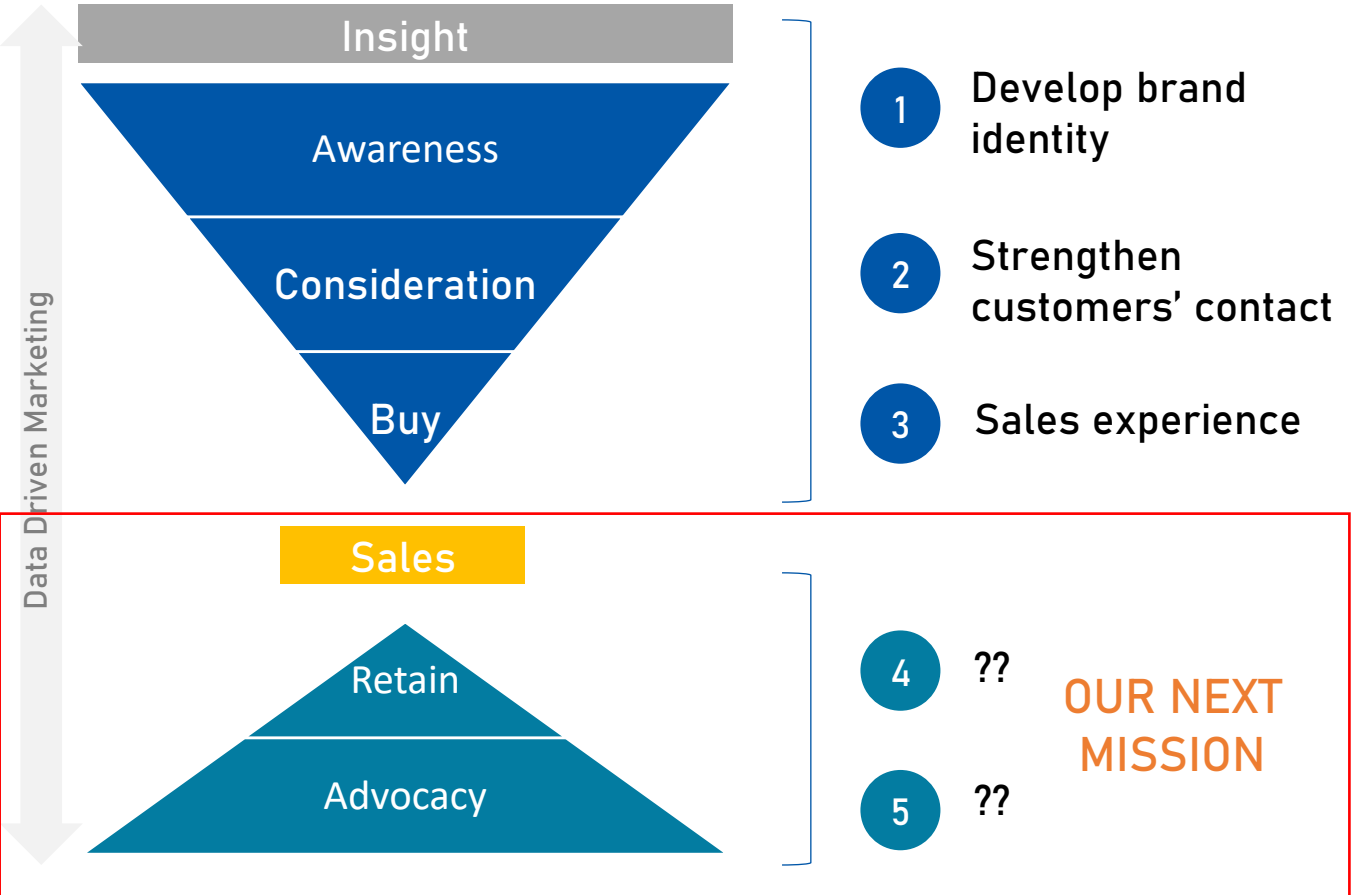
Increasing power of large retailers

Competition for customer acquisition

Commodity vs premium - polarization

VS

PSV INTERNAL CAPABILITIES



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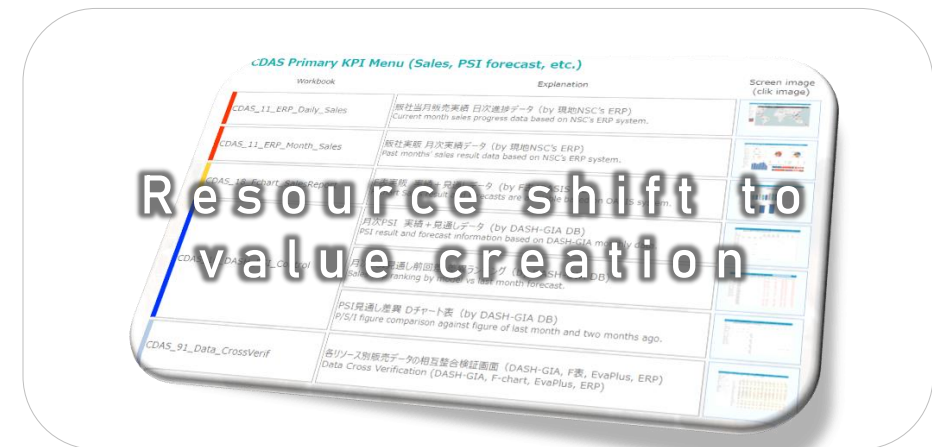
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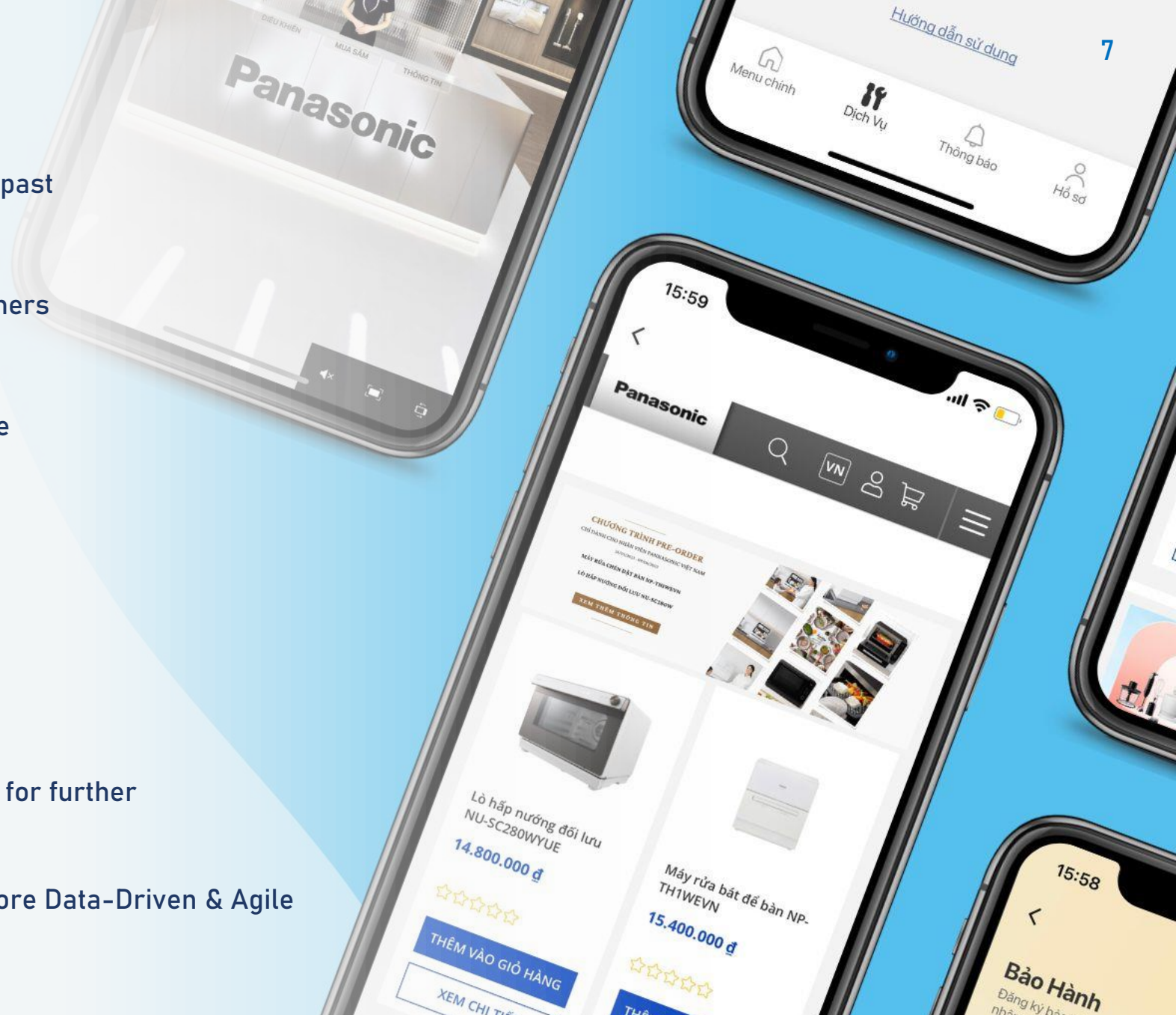
CHALLENGES

- 1 No **direct touchpoints** to recruit and engage with past purchasers & potential loyal customers.
- 2 **Fragmented method & database** of getting customers marketing consent and personal information
- 3 Initiative for the **digital transformation era** and the customer-centric vision of the corporation



MY PANASONIC APP ROLES

- 1 **Directly recruit** potential loyal customer base & Build up Customers' Life-Time Value
- 2 **Standardize the 1st party data collection** process for further engagement
- 3 **Transform Digital Capability & Expertise** for a more Data-Driven & Agile Management



What CX values should be created

In an era of price-conscious markets,
creating “added value” is the new standard for winning customers' hearts.

1

Warranty Registration

- Confusing methods and paperwork
- No way to manage past registrations
- No rewards for giving my data?



2

Service Care

- Have to call hotline in working hours
- No way to manage and keep track
- Sometimes I have to queue a long time when calling the hotline.



3

Loyalty Program

- How is Panasonic rewarding me as a customer?
- Panasonic product is expensive, but I am treated like a normal customers



4

Product Tips & Hacks

- I don't want to call the hotline for every small things!
- The website is hard to navigate to find the information I need
- I want to seek for brand's official information



5

Direct Shopping

- I concern about the product authenticity in the market.
- I would like to access to the latest models and exclusive models that I wouldn't find anywhere else.



About My Panasonic App

Introducing My Panasonic - the **ultimate loyalty application** designed to elevate the journey of our customers who **trust and use Panasonic products**.

ĐĂNG KÝ BẢO HÀNH
NHẬN ƯU ĐÃI
THÀNH VIÊN ĐỘC QUYỀN



Ứng dụng
My Panasonic



Download the
App Now



6 key benefits of My Panasonic app:

Direct connection to CS

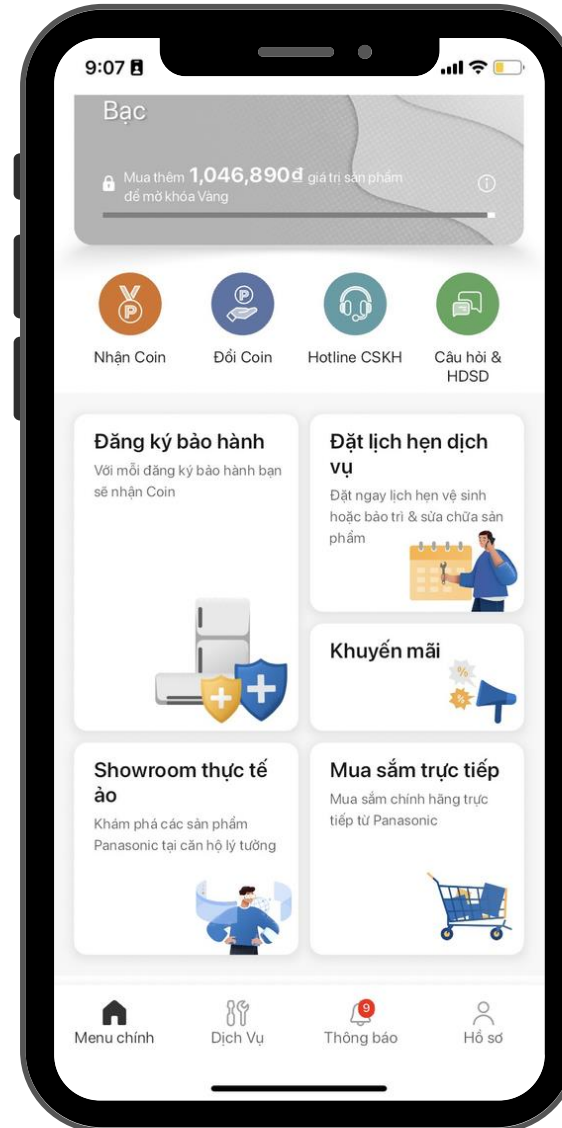
Contact Panasonic directly via CS Hotline and Zalo Chat

P-coin accumulation

Accumulate P-coins & exchange for genuine services and 3rd parties' rewards

Warranty Registration

Easy to be updated to the warranty status of the purchased product



Tips & Instructions

Get tips and instructions for using the product at your fingertips

Service booking

Book and track cleaning & maintenance service appointments quickly.

Direct shopping

This function directly leads to our D2C site: Club Panasonic

My Panasonic App Loyalty Program

Enhancing customer satisfaction and encouraging repeat purchase through exclusive benefits with our loyalty memberships



Standard
<30 million VND

- Electronic warranty registration
- Book a service appointment
- Collect & Use Panasonic Coin to Redeem Free Service Vouchers



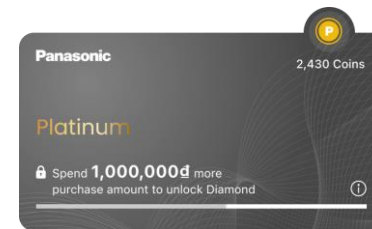
Silver
≥ 30 - <60 million VND

- Electronic warranty registration
- Book a service appointment
- Collect & Use Panasonic Coin to Redeem Free Service Vouchers



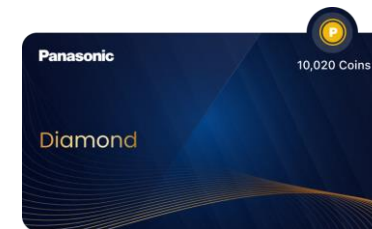
Gold
≥ 60 - <90 million VND

- Electronic warranty registration
- Book a service appointment
- Collect & Use Panasonic Coin to Redeem Free Service Vouchers
- Contact VIP Hotline



Platinum
≥ 90 - <120 million VND

- Electronic warranty registration
- Book a service appointment
- Collect & Use Panasonic Coin to Redeem Free Service Vouchers
- Contact VIP Hotline
- Cleaning & Maintenance of Products* Free (1 time / 1 year / 1 product; up to 3 years)



Diamond
≥120 million VND

- Electronic warranty registration
- Book a service appointment
- Collect & Use Panasonic Coin to Redeem Free Service Vouchers
- Contact VIP Hotline
- Cleaning & Maintenance of products free (1 time / 1 year / 1 product)
- Free 3-year product warranty extension* (1 time / 1 year / 1 product; up to 3 years)

We aim to serve both **Panasonic** and **non-Panasonic** users



Panasonic users: trust & use Panasonic products



Non-Panasonic users: My Panasonic app can be seen as a competitive advantage over other competition



Within several **highlight characteristics** have been observed **in O2O channels**:



**TARGET
AUDIENCES** 

- 25-50 years old
- Can be single, newly-wed couples or young families (parents with 01 kid) or even mature parents with mature kids
- Live in Vietnam
- Have decent income
- Prefer sustainable development & minimalistic lifestyle
- Maybe own several Panasonic products and still have needs on CE industry
- Detest being bombarded

Current Performance and Activities



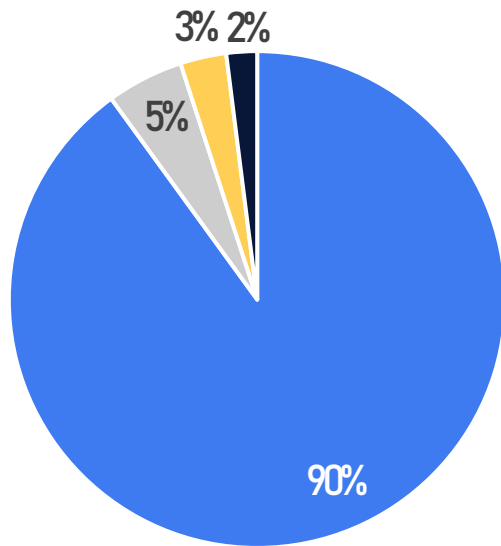
50,000+

Total users

150,000+

App Downloads

Membership tier



■ Standard ■ Silver ■ Gold ■ Platinum & Diamond

NOTE: This is mock data due to business confidentiality.

In-app performance

~20,000

Monthly Active Users (MAU)

~900

Daily Active Users (DAU)

5%

Day 3 Retention

3%

Day 7 Retention

Service booking

#1

Advanced Air-Con Cleaning & Maintenance

#2

Standard Air-Con Cleaning & Maintenance

#3

Standard Washing Machine Cleaning & Maintenance

What have we done to improve the performance of My Panasonic app?

QR codes on Products & Warranty Paper

Customers can scan the QR code to auto-fill all essential warranty information



Partnership

Partnership: A medium for voucher delivery (Ref)



A key platform in Tree Planting campaign (Ref)



Activation Booth at Panasonic offline events

My Panasonic app joined with an interactive booth offered incentives for customers to install app



Media campaign & SNS posting





THE CHALLENGE

Main challenges:

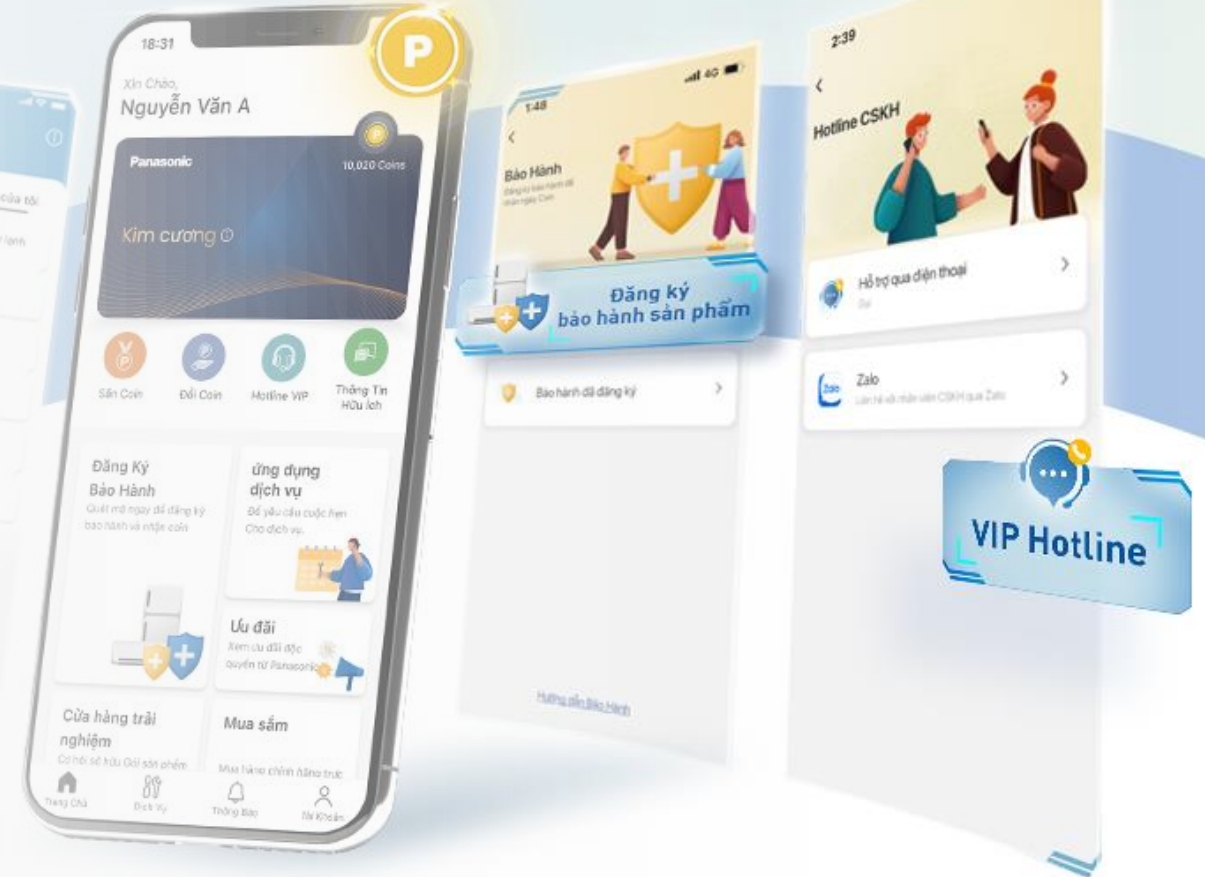
A Propose up to 3 innovative features for My Panasonic App to improve CX values and benefits.

OR

B Design a Loyalty program that would be rewarding for current-users and attractive to non-users.

Supporting challenge:

Planning an IMC plan with the duration of 6 months to promote your chosen topic above to your Target Audience(s) with detailed activities plan, timeline and budget.





MY PANASONIC APPLICATION

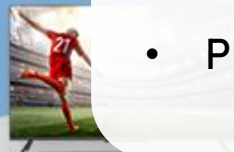
A Propose new features

- Provide relevant research / insights to your proposed feature(s).
- Can be short-term feature or core feature or an improvement to the current MP app features.
- Define relevant key metrics to measure the effectiveness of the campaign & Explain how the feature(s) would benefit Panasonic overall CRM strategy using measurable metrics.
- Provide mock-up UI/UX to illustrate your idea.

OR

B Design a Loyalty program

- Provide relevant research / insights to your Loyalty Program
- Show the tier progression, how to achieve the next level, the ranking differences in rewards and benefits.
- Define relevant key metrics to measure the effectiveness of the campaign & Explain how the program would benefit Panasonic overall CRM strategy using measurable metrics.
- Provide mock-up UI/UX illustrate your idea.





Mobile Marketing Strategy

Campaign Objectives



General KPIs

App Download **x2**

User Growth **x2**

DAU/MAU **12%**

7-day retention **10%**

Additional/replacement KPIs and Metrics can be suggested by students depends on nature of the proposal/campaign

Resources



Timeline

6 Months

Budget

1B VND

*Feature development cost not included

What we are looking for



My
Panasonic

**Creativity, of course.
Okay if not a breakthrough idea.**

**We need a strong executorial plan
to edge over competitors.**

**Strong understanding of the
industry, the company and
the total strategy**

**Propose forward looking features /
loyalty program.
=> Will customers be engaged after
1-2 years?**

**No plan is perfect.
Please explain your plan for PDCA
and optimization.**



Q&A

