



RMIT x Panasonic 2024 - "No Panic with Sonic - My Panasonic, for the effortlessness"

# Mobile Marketing Campaign Proposal

**MKTG1419–Social Media and Mobile Marketing**

**Lecturer:** Ms. Uyen Do

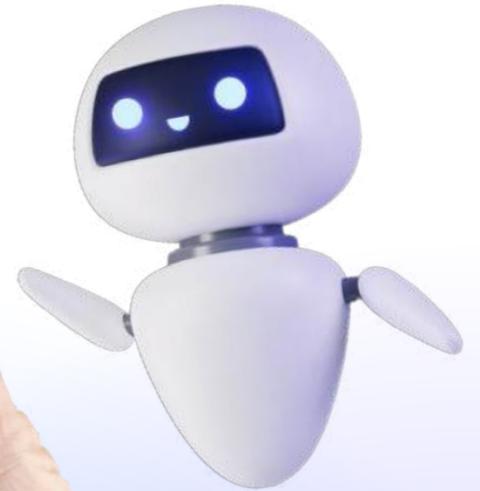
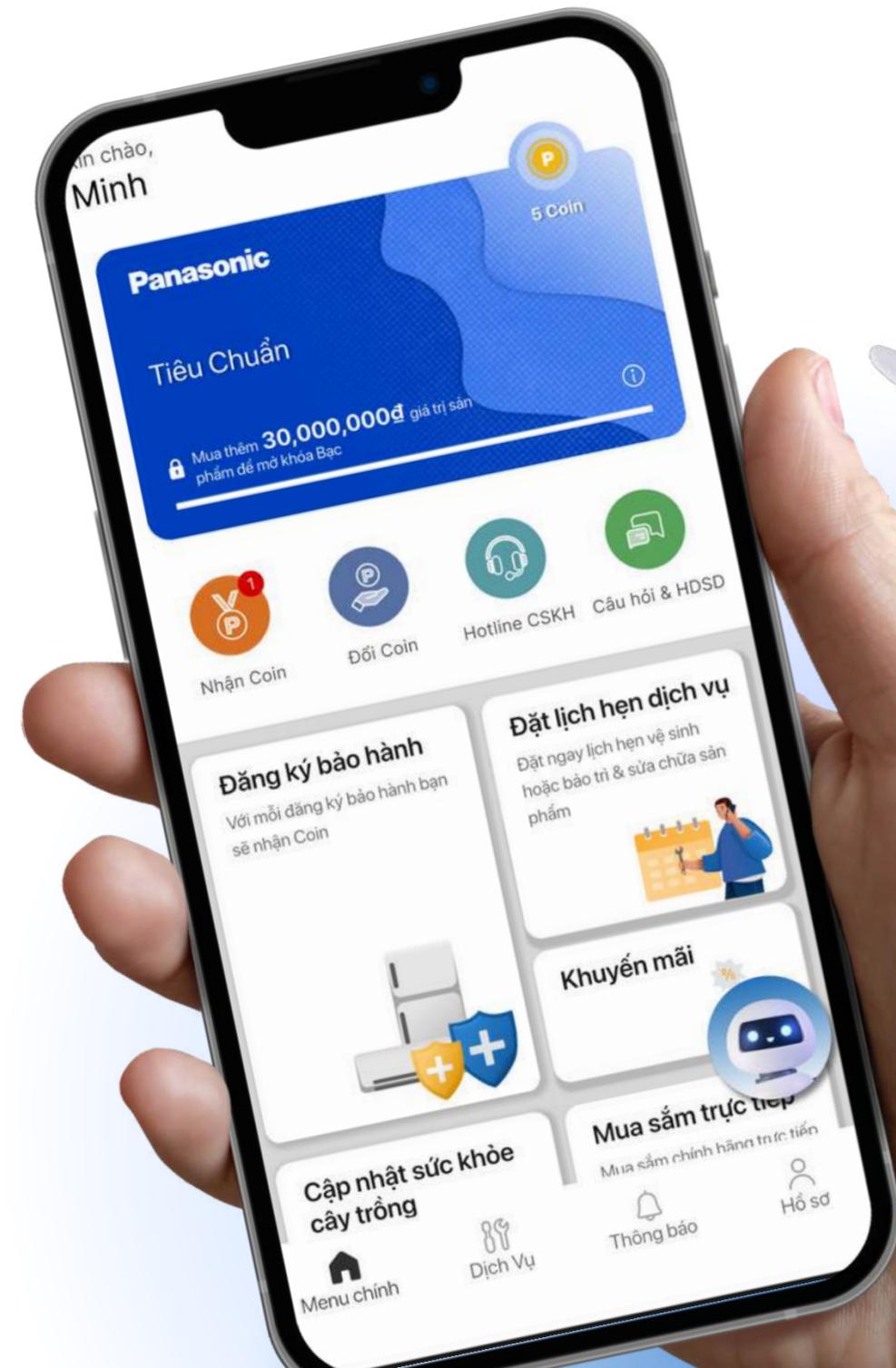
**Group:** SGS–G07

**Team:** 1

**Number of slides:** 20 (excluding cover page, reference, and appendix slides)



**Mock up File**





@Introduction  
@UX Flow

**Khoa  
Nguyen**

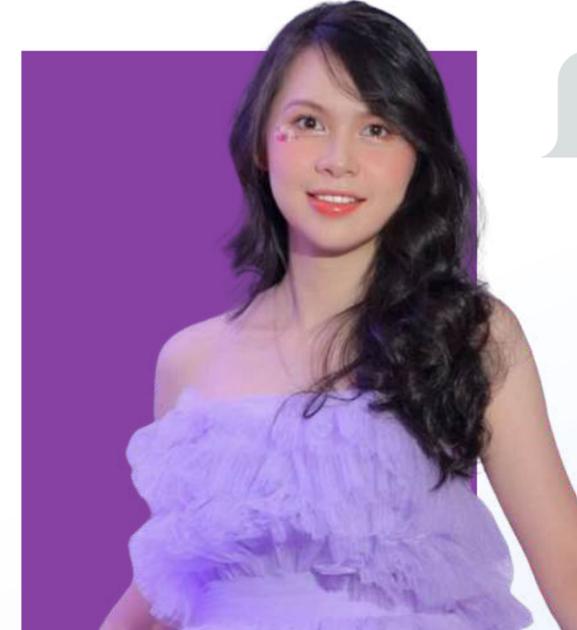
S3927344



@Mobile Customer  
Experience

**Nhu  
Le**

S3938103



@Mobile Customer  
Experience

**Anh  
Phan**

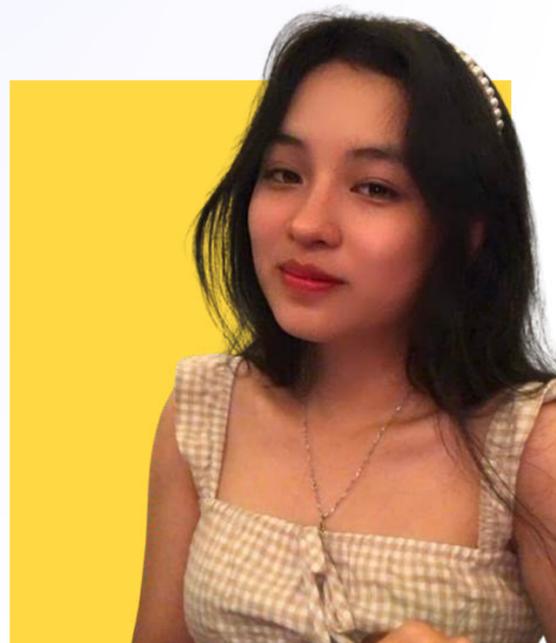
S3924649



@Mobile Marketing  
Deployment Plan

**Binh  
Nguyen**

S3938052



@Mobile Marketing  
Deployment Plan

**Vy  
Nguyen**

S3938207



@Mobile Marketing  
Deployment Plan

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Le**

S3936775



## STRENGTH

- **Leading** consumer electronics **brand in the country** for innovation and commitment.
- Offer **direct and seamless customer experiences** through My Panasonic App.

## WEAKNESS

- **Low awareness** of app and app benefits.
- **Challenges** from moving services of consumers **from traditional to digital** services registration.



## OPPORTUNITY

- Increasing **digital user trends**
- Rising **digital solutions** of service offerings for integrated solutions warranty, post-sale services with loyalty program .

## THREAT

**Competitive landscape** from other brands with **smart home integrated**

**LG ThinQ** **SAMSUNG** 

**Too many brand apps** may be overwhelmed.

*(LG n.d.; Sony Vietnam n.d.)*

## DIGITAL TREND

- Growth in internet penetration and smartphone usage: **Digital solutions** are critical to customer engagement.
- More than **65%** of Vietnamese **consumers interact with brands via mobile platforms**

*(Kemp 2024; McKinsey & Co. 2023)*

## CATEGORY TRUTH

- In Vietnam electronics market, **after-sales service and customer care are critical activities in exceptional customer satisfaction** when products accompanied by quality service and excellent customer care

*(Le and Nguyen 2023)*

## SOCIAL CONTEXT

- Consumers with rising expectations for digitally-driven services increasingly **rely on apps to simplify daily tasks**.
- Prioritize **quick, user-friendly customer service interactions**, particularly in the context of **product servicing and warranties**.

*(Nguyen et al. 2024; Devi 2024)*

**My Panasonic App** offers immediate warranty registrations, service scheduling, and rewards for repeat engagements.

**Problem:** Even though the app offers benefits, customers seem unaware of the advantages, leading to low app downloads and app user engagement

**Increase app downloads** and **user interactions with the app** and **boost their participation in loyalty program** through a targeted mobile marketing campaign.



1

## SMART GOALS & METRICS KPI



**Achieve a 200,000 app downloads** for app-related ads across Facebook, TikTok, YouTube, and ZingMP3.

**Achieve another 100,000 app downloads** for app-related organic content across platforms.

**Increase social media engagement by 25%**, tracked through impression, likes, shares, and comments on app-related content.

**Reach 10,650,000 users within the target demographic of non-app user millennials**, focusing on driving app downloads.

Align the campaign with objective of **improving customer engagement and transitioning from traditional to digital-first services**

Achieve these targets within a **6-month** campaign period.

M

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### KEY PERFORMANCE INDICATORS (KPIs)

- **Reach** (Total number of people who see the ad content at least once): **Reach 10M+ new users** for app download ads.
- **App Installations** (The total number of app downloads driven through mobile ads): **X2 app installs** during the campaign.
- **Cost per Acquisition (CPA)** (Average cost incurred to generate a single action to move down the funnel): Ensure the **CPA remains around 25,000 VND**.

Taking the moderate conversion rate **from Reach to App Downloads** benchmark is **2.5%** (Rigby 2024)

- **Engagement rate** (Number of likes, shares, and comments on posts related to app promotions): **Increase the engagement rate by 25%** over the course of the campaign.
- **Cost per Click (CPC)** (average cost when a user clicks on the app download ad): **Maintain CPC around 5,000 VND**.
- **Retention Rate** (The percentage of users who continue using the app after installation): **Increase 7-day retention rate from 3% to 10%** within 3 months post-download.

(Amazon Ads 2024; GB Times 2024; Investopedia 2024; Newberry 2024)

**MILLENNIALS  
(1981-1996)**

**Geographic**

Big cities (HCM, Da Nang, Ha Noi,...) where technology adoption rates are higher.

**Demographic**

- **Age:** 27-43
- **Gender:** Male & Female
- **Income:** Middle to Upper
- **Marrial Status:** Single, newly- wed couples, married, have 1 or 2 childrens

**Behaviors & Psychology**

- **Engage heavily with social media platforms more than Gen X**Engage heavily with social media platforms more than Gen X
- Interest in Smart Home Solutions
- **Experience-Oriented:** values and preferences for personal, unique experiences.
- Frequently **compare products, read reviews.**
- Value quick delivery and **reliable after-sales support**

(Diamond 2024)

**YOUNGER GEN X  
(1974-1980)**

**Geographic**

Big cities (HCM, Da Nang, Ha Noi,...) where technology adoption rates are higher.

**Demographic**

- **Age:** 44 - 50
- **Gender:** Male & Female
- **Income:** Middle to Upper
- **Marrial Status:** Married parents with married kids

**Behaviors & Psychology**

- **Tech Adopters, Not Natives**
- **Less Dependent on Social Media:** Though active on platforms like Facebook, their social media engagement is lower compared to Millennials.
- Value detailed product information, customer reviews, and price comparisons.
- **Less influenced by influencers**

(Jannik 2024)

**2**

**TARGET AUDIENCE**

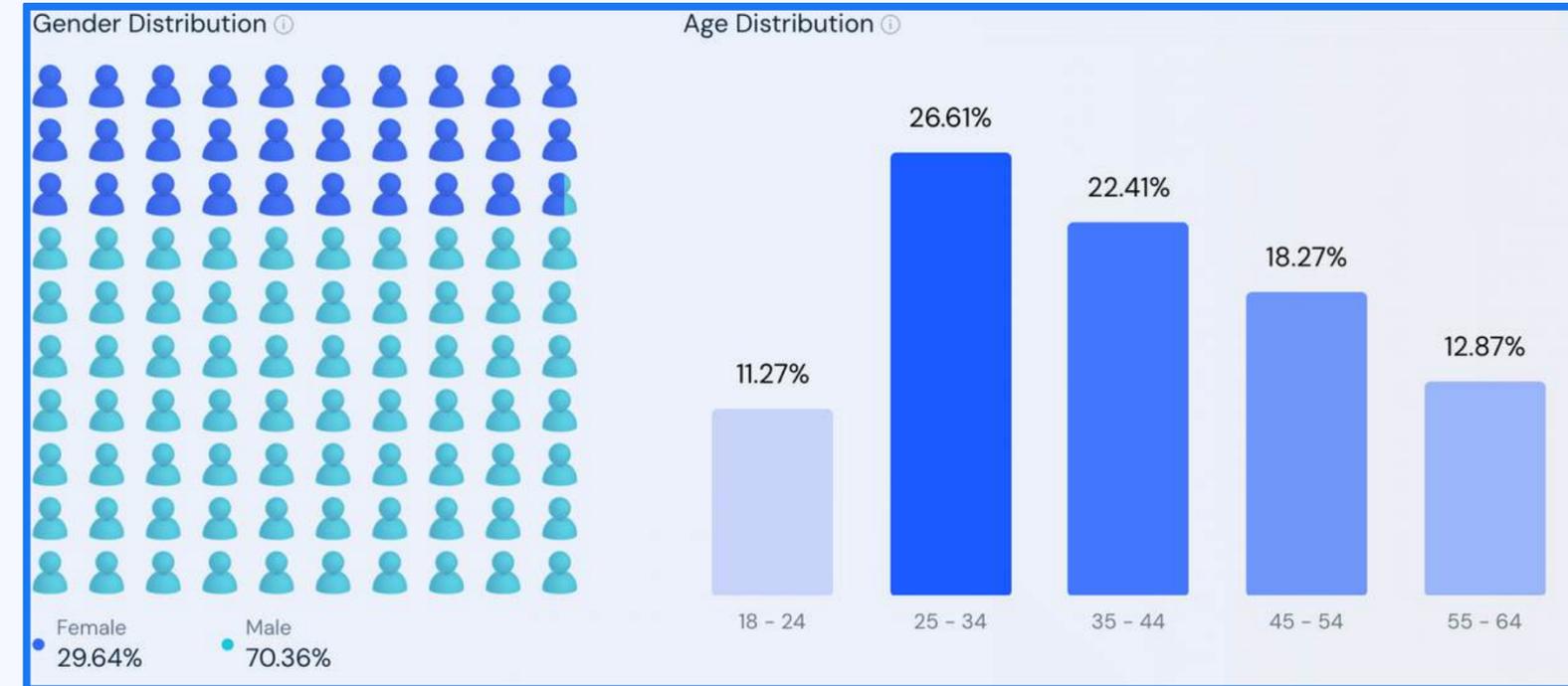


Figure 1. Panasonic's gender, age distribution (Similarweb 2024)

**26.61%** **25-34**

**22.41%** **35-44**



**MILLENNIALS  
(1981-1996)**

## GEN Y - MILLENNIALS (1981-1996)



- **Age:** 27-43
- **Gender:** Male & Female
- **Marrial Status:** Single, newly- wed couples, married, have 1 or 2 childrens
- **Income:** Middle to Upper
- **Location:** Big cities (HCM, Da Nang, Ha Noi,...)

## CHARACTERISTICS & PSYCHOGRAPHY



- **Tech-savvy**
- **Experience-Oriented:** values and preferences for personal, **unique** experiences
- **Style:** value brands that offer a mix of functionality, modern design, and innovative features.
- **Convenience-Oriented:** Value time-saving, fast, and intuitive app interactions.
- **Rely on reviews,** recommendations, and community engagement.
- **Self-Reliant:** Select self-help materials that offer prompt assistance.
- Hectic lifestyle

(Anjali 2022)

## PAIN POINTS



- Customer feel that they are **wasting time waiting for a technician** to arrive when their electronic appliances have **minor issues.**
- **Lack of trust in technicians** (Doubt About Technician Expertise, Cost Transparency Concerns)

## 2

## CUSTOMER SEGMENTS



### BEHAVIORAL



- **Use phones for a mix of daily tasks,** including communication, internet browsing, and multimedia consumption (Emily 2019).
- **Frequently face minor problems** with electronic appliances (daily, weekly) (Laitala et al. 2021)

### Technical adoption

- **Early Adopters:** try new technology, particularly if it offers clear benefits or enhancements (Chen et al. 2022)
- Value **quick** delivery and **reliable** after-sales support.
- **50%** of Generation Y always **read reviews** prior to downloading (Bevan-Dye 2020)
- **70%** of millennials prefer to engage with brands through **text-based channels, including SMS, live conversations, and chatbots** (Alexa 2022)

### Reasons to download

- **58%: for entertained**
- **51%:** carry out a task
- **36%:** app was recommended by friends and family

(Al-Shamaileh and Sutcliffe 2023)

## MEDIA CONSUMPTION & SOCIAL MEDIA



- Spend **average 2.3 hours** a day on social media (Statista 2022).
- Entertainment activities during free time:

**73%** Listen to music  
**70%** Social surfing  
**54%** Online shopping  
**48%** Play games  
(Decision Lab 2024)

### TOP CONTENTS

- **Format:** short video, livestream and podcast.
- **Types:** Authentic, Visual, and Interactive
- User-generated content (**UGC**)
- **Influencer-Driven:** Influencers play a significant role in shaping purchasing decisions.  
(Kitirattarkarn et al. 2019)

### BEHAVIORS

- Integrated social search & search engine
- Open to AI tool
- Usually search for tech problems before call hotline  
(Haleem et al. 2022)

## 2

## CUSTOMER SEGMENTS



### TOP SOCIAL PLATFORMS

38%   
18%   
30%   
9% 

(Statista 2024)

### TOP NEWS

VN  XPRESS  
Zing news   
DIỄN ĐÀN DÂN TRÍ VIỆT NAM  
THANH NIÊN 

(Mic 2024)

### TOP MUSIC STREAMING PLATFORMS

52%   
8%   
24%   
7% 

(Linh Vu 2024)

### TOP GAME PLATFORMS

  
choose games in the **online multiplayer** (MMO) genre  
**40%**  
(Micah 2023)

(Micah 2023)



I usually **struggle with small appliance issues**, like figuring out how to turn on the air conditioner's e-mode or dealing with water leakage. I need **quick** and **practical solutions** to these problems. Furthermore, I frequently **forget** to check the electronic appliances **maintenance schedule**.



## BICH PHUONG

### PERSONA



35 years old



Marketing  
Manager



Bachelor's  
Degree in  
Marketing



District 7, HCM



Female



Married,  
have 1 kid



30 million VND



Top social



platforms



- Look for reviews, recommendations from friends, and detailed information about the app's benefits.
- Prefers **practical tools** offer **real-world benefits**, such as saving time or simplifying duties.



- **Tech savvy:** Moderate, uses smartphones frequently but not an early adopter of new tech apps
- **Personality:** Value-conscious.
- **Daily activities:** busy, can not remember information, warranty or repair of electrical products in the house.



- Doubts about app value, uncertain of how the app will benefit her daily life.
- Concerned about technician reliability and transparency.



Using a new app as **complex** (setting up or learning new technology) or **unnecessary**.



An application that **assists her to track the expiration of warranty** and the regular **maintenance** of electronic appliances. The app should also offer **quick solutions** for minor issues, allowing her to **save time** and avoid the inconvenience of waiting for technicians.



	AWARENESS	CONSIDERATION	ONBOARDING	ENGAGEMENT	RETENTION/ADVOCACY
GOALS	Aware about the App	<ul style="list-style-type: none"> <li>Decide if the app is trustworthy and worth downloading.</li> <li>Understand the App benefit</li> </ul>	Successfully download, set up the app and get familiar with its features	Regularly use the app	<ul style="list-style-type: none"> <li>Remain satisfied with the app's performance and value over time.</li> <li>Share positive experiences with others and advocate for the app.</li> </ul>
ACTION	View My Panasonic' ads content on social media	<ul style="list-style-type: none"> <li>Research Panasonic feature, rewards, policies.</li> <li>Review seeking: follow discussions in tech forums and on social media.</li> <li>Compare various feature</li> <li>Evaluate convenience and value</li> </ul>	<ul style="list-style-type: none"> <li>Download the App</li> <li>Sign-Up/Log In</li> <li>Complete Setup</li> <li>Explore Features</li> <li>First Task: Resolve a minor appliance problem or setting maintenance to test the app.</li> </ul>	<ul style="list-style-type: none"> <li>Receives notifications through the My Panasonic App.</li> <li>Frequently uses the Playhome feature for entertainment or gaming.</li> <li>Track Appliance Warranties</li> <li>Use chat box or AR if they face any initial issues.</li> </ul>	<ul style="list-style-type: none"> <li>Use Regularly</li> <li>Provide Feedback</li> <li>Engage with Loyalty Programs: Participates in loyalty or rewards programs.</li> <li>Share with friends, family, or on social media.</li> <li>Access Exclusive Offers</li> </ul>
CHANNELS			<ul style="list-style-type: none"> <li>App Interface</li> <li>Push Notifications</li> <li>Help Section/Customer Support</li> </ul>	<ul style="list-style-type: none"> <li>App Interface</li> <li>Push Notifications</li> <li>Game</li> <li>Rewards System</li> </ul>	<ul style="list-style-type: none"> <li>App Interface</li> <li>Push Notifications</li> <li>Customer Support</li> </ul>
FEELINGS	Curious	Confused	Excited	Enjoyable	Satisfied
PAIN POINTS	<ul style="list-style-type: none"> <li>App Lack of Visibility</li> <li>Unclear Value Proposition</li> </ul>	<ul style="list-style-type: none"> <li>Complex Feature Set</li> <li>Lack of Differentiation</li> </ul>	<ul style="list-style-type: none"> <li>Complicated Setup</li> <li>Poor Guidance</li> </ul>	<ul style="list-style-type: none"> <li>Lack of Value Over Time</li> <li>Notification Overload</li> <li>Difficulty with Features</li> </ul>	<ul style="list-style-type: none"> <li>Limited Incentives</li> <li>Users may find it hard to share their positive experiences or refer others.</li> </ul>
OPPORTUNITIES	Use social media and ads to highlight the My Panasonic's features.	<ul style="list-style-type: none"> <li>Offer a Free Trial or Demo</li> <li>Optimize User Reviews</li> <li>Comprehensive regarding policies, incentives, and costs.</li> </ul>	<ul style="list-style-type: none"> <li>Simplify the Onboarding Process</li> <li>Offer a guided, interactive tutorial that walks the user through key features Support Availability</li> </ul>	<ul style="list-style-type: none"> <li>Personalized Engagement: Use AI to provide personalized tips based on users' appliance usage and maintenance history.</li> <li>Incentives and Gamification</li> <li>Regular Feedback and Updates</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced Personalization: Use data to offer personalized tips, recommendations, and rewards</li> <li>Exclusive Content, Features, Tips</li> <li>Referral Programs</li> </ul>



## AI Assistance (Sonic)



AI-powered chatbots that offer **customer support 24/7**, provide **accurate, product-specific** assistance, **save users time** by providing **customized answers** related to Panasonic products, and personalize the user experience (Ramesh n.d.).

### RATIONALE

- Millennials **quickly adopt new technologies** and demand **fast, personalized** service (Engati 2023; Myler 2016).
- Millennials prefer chats as their preferred customer support method, Chatbots and AI provide **instant support** and **predictive analytics**, personalized service that millennials expect which traditional methods couldn't match (MantraSys 2023; Chung et al. 2018).
- Brands with superior chatbot experiences are seen as more advanced, **attracting millennial loyalty** (Firstsource n.d.).

## AR Product Scanning



The feature scans **real-life** Panasonic products to **analyze the image** and **provide users with instructions** for resolving issues. It empowers users to solve appliance problems **independently** with **personalized guidance**, **saving time**, boosting **confidence** and **satisfaction**, and **reducing the need for technical assistance**.

### RATIONALE

- Millennials prefer **quick conclusions** and often avoid lengthy texts or critical engagement, making them **less likely to read manuals**. Instead, they learn through exploration, frequently finding manuals frustrating and ineffective (Hill 2014; Correia 2019).
- AR-enabled environments present product information more **tangibly**, reducing uncertainty and cognitive risk (Poncin and Mimoun 2014; Kumar 2021).
- **Camera-based AR apps engage millennials more effectively** (AR Market n.d), offering **70% better memory recall** (Andrew 2018) and **200% more engagement** compared to non-AR experiences (Threekit 2023).

## Gamification



An **in-app game** combining household tasks with enjoyable gameplay, rewarding users with coins for completing chores and playing games. This makes **routine activities more rewarding**, **increases app interaction**, and **keeps users informed about product warranties** through personalized reminders—ultimately **enhancing app engagement** and **strengthening customer loyalty**.

### RATIONALE

- Gamification has proven effective for various customer-focused purposes, including **increasing engagement, enhancing creativity** (Agogué et al. 2015; Scheiner 2015), **initiating learning** (Domínguez et al. 2013), **changing behaviors** (Hamari and Koivisto 2015), **fostering technology adoption** (Müller-Stewens et al. 2017), and **providing enjoyable experiences** (Hammedi et al. 2017).
- Mobile remains the most popular platform, with **73%** of Millennials having played on a mobile device in the last six months (Meehan 2021).
- Gamification, by incorporating game-like elements, helping businesses **acquire and retain customers**. Companies using gamified loyalty programs see a **22% increase in retention**, while **rising 48% customer engagement** (Gupta 2024).

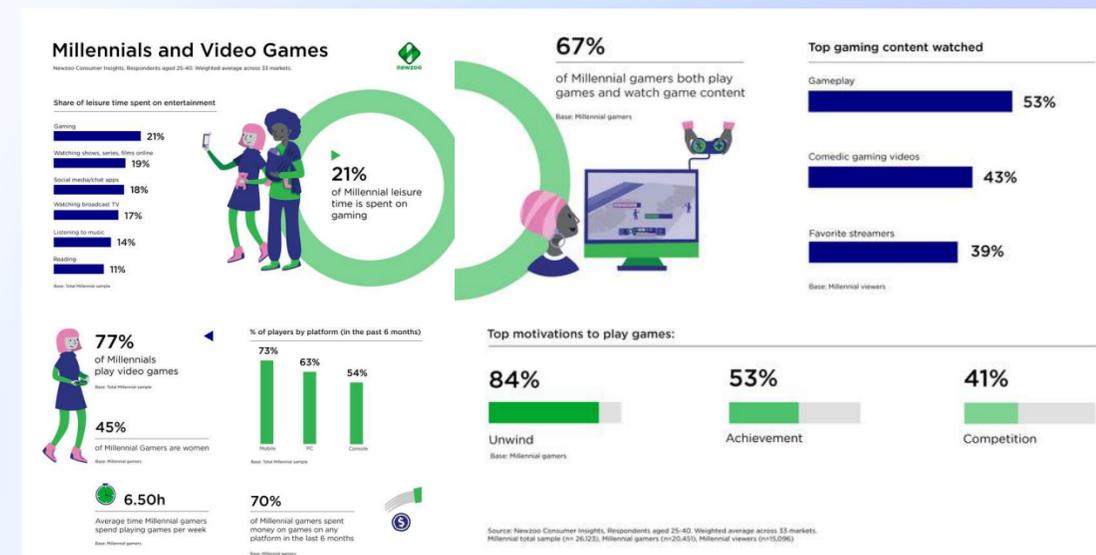


Figure 2. Millennials and video games insights (Newzoo 2021)

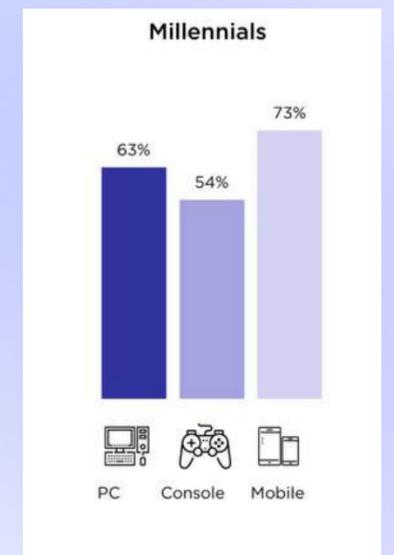


Figure 3. Millennials preferred platforms to play games (Newzoo 2021)



# “NO PANIC WITH SONIC”



***My Panasonic, for the effortless***

## KEY MESSAGE

**"Join the My Panasonic app for effortless appliance management! With Sonic the AR Checking and Chatbot, your home becomes a hub of convenience—no more panic, just quick fixes."**

## TAGLINE

**No Panic with Sonic - My Panasonic, for the effortless** *(Không cần Panic - Sonic sẽ FIX)*

## HASHTAG

# Panasonic  
#Nopanicwithsonic-Mypanasonicfortheeffortlessness  
#Khongcanpanicsonicsefix

**TIMELINE 1 NOVEMBER - 18 APRIL**

## CALL-TO-ACTION

"Download the My Panasonic app today and experience effortless appliance management!" -  
"Log back into My Panasonic and unlock more rewards by upgrading your virtual home today!"  
- "Show off your personalized Panasonic PlayHome and help others!"

## REASON TO BELIEVE

Panasonic delivers more than just appliances. It integrates cutting-edge AI and AR technology into a holistic after-sales service experience, ensuring that customers can rely on fast troubleshooting and personalized assistance.

## EMOTIONAL

When it comes to unexpected appliance issues, Panasonic ensures peace of mind, taking away all the stress of finding solutions. With Sonic the Mascot, users feel confident knowing that their needs are met, leaving them happy, relaxed, and satisfied.

## RATIONALE

Do users need quick, effective solutions for their Panasonic products? With features like AR Checking and an AI Chatbot that respond in real-time, Panasonic helps customers resolve appliance issues instantly, tracks warranty status, and provides guidance, making their everyday life easier, efficient, and stress-free.

# CAMPAIGN OVERVIEW

	ACQUISITION	ENGAGEMENT +RETENTION	ADVOCACY
<b>BIG IDEA</b>	<b>No Panic with Sonic - My Panasonic, for the effortlessness</b>		
<b>PURPOSE</b>	Create awareness and immediate attention among potential users by pushing the ad content directly through platforms they are already using.	Retain users by providing continuous value and encouraging them to return to the app frequently.	Drive advocacy by turning existing users into brand advocates who will share their experiences with others, thereby spreading positive word-of-mouth.
<b>DURATION</b>	<b>1 MONTH ( 1 NOVEMBER - 16 DECEMBER)</b>	<b>3 MONTH ( 17 DECEMBER - 17 FEBUARY)</b>	<b>1 MONTH (18 MARCH - 18 APRIL)</b>
<b>KEY HOOK</b>	<b>"Meet Sonic: Your Everyday Panasonic Expert!"</b>	<b>"Panasonic Playhome: Customize, earn, and enjoy exclusive rewards!"</b>	<b>"Show Off, Share, and Win Big – Join the Panasonic Virtual Home Challenge!"</b>
<b>STRATEGY</b>	Multi-channels approach: Panasonic leverages all available channels, tailoring the unique features of each one to create a consistent and relevant experience at every touchpoint throughout the customer journey (Nikita 2024).		
	<p><b>Push marketing:</b> Interrupting mobile video watching with mobile advertising</p> <p><b>Mobile social ads:</b></p> <ul style="list-style-type: none"> <li>Facebook, Youtube, TikTok (Social post, short videos) (KOL partnerships)</li> <li>Audio ads on ZingMP3</li> </ul> <p><b>Offline marketing initiatives</b></p> <p><b>In-app push notification</b></p>	<p><b>Pull marketing:</b> Producing mobile branded content (e.g., interactive gamification and tutorials about the AR feature and Panasonic PlayHome).</p> <p><b>In-app gamification:</b> Panasonic playhome</p> <p><b>Social media ads:</b> Facebook, Youtube, TikTok</p> <p><b>PR Articles:</b> VNExpress and Dantri</p> <p><b>In-app push notification</b></p>	<ul style="list-style-type: none"> <li><b>Pull marketing:</b> User-Generated Content (UGC) contests and peer influence.</li> <li>Launch a UGCs contest on current community on Facebook</li> <li>In-app push notification</li> </ul>
<b>OBJECTIVE</b>	Reach <b>10.6M</b> potential active users. Increase <b>300k</b> app downloads at the start of the campaign.	Achieve <b>12% DAU/MAU</b> and <b>10% 7-day-retention</b> compared to the period before campaign	Achieve a <b>50% increase in app downloads</b> compared to the previous month before the contest.

## KEY MILESTONES



# PHASE 1 USER ACQUISITION

SONIC - MASCOT

MOCK-UP

Why?

A **mascot** has the potential to establish a genuine emotional connection with consumers and significantly increase profits by as much as 34.1% (Brandingmag 2024)

## AI-POWERED CHATBOT WITH VOICE INTERACTION

Millennials tend to be attracted by a social-oriented communication style **chatbot**, especially in retail industry (Silva 2020)

### WALK-THROUGH

Customers could **interact** with the chatbot, which is **personalized** to answer their Panasonic's appliances-related questions, such as:

*"How can I use my warranty program?"*

*"How can I cook roast chicken with honey glaze in the oven?"*

The chatbot is placed on the lower right corner of the homepage for easy **access by thumb**, since 95% of Vietnamese are **right-handed** (Ocklenburg 2023).

After the user clicks on Sonic's avatar, the chatbox will appear, suggesting several frequently asked questions (FAQ) beforehand. The **AI-powered chatbot** will be trained within Panasonic's guidelines. It would also capture data and call the user with the registered name.



## AUGMENTED REALITY (AR)

AR enhances engagement duration and retention by 10 times. (Sergio et al. 2022)

### WALK-THROUGH

The AR feature is integrated with Sonic the mascot to **reduce user confusion from complicated journey**.

The first steps are the same as an AI chatbot. However, instead of texting the question prompt, **customers can click the scanning button** on the lower left of the chatbox **to scan and identify the malfunctioning appliance model**.

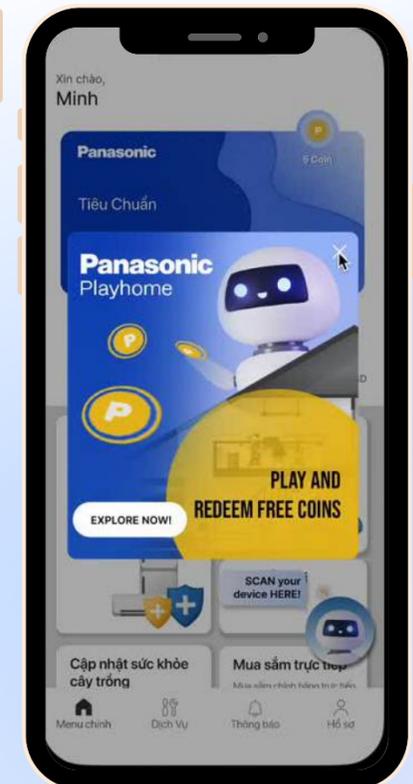
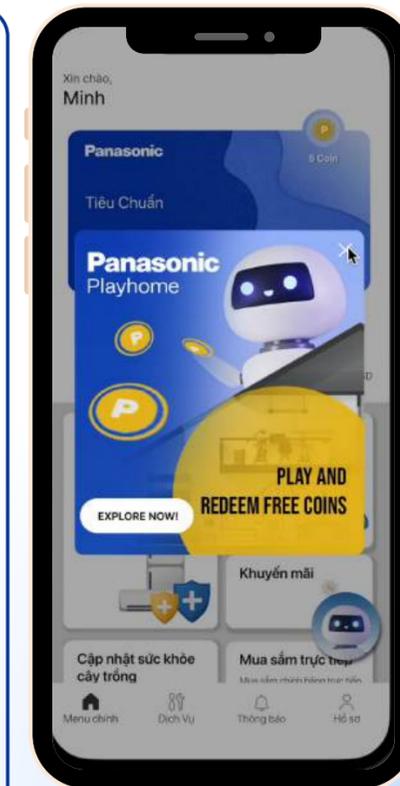
*In case Sonic misdefines the appliance model, users can drag the bar and find the correct shape of the appliance.*

Sonic will provide common problems and solutions. If the suggested solutions:

- **Don't work** => The app will direct customers to the warranty registration form, or call the IT service directly on demand.
- **Works** => The chatbox ends.

3

MOBILE MARKETING  
DEPLOYMENT PLAN



# PHASE 1 USER ACQUISITION



OFF-PLATFORM

Tactic: Mobile Social Ads



## SOCIAL POSTS – SHORT VIDEO FORMAT

Create a series of countdown posts to reveal Panasonic mascot.

Rationale:

- Curiosity and Hype building: teasers are effective for creating anticipation, millennials responds well to campaigns that create excitement before launch (Adtima 2023)

Launch short videos 6-15s about the mascot as virtual assistant for Panasonic products.

=> Highlight its advanced technology to resolve technical issues and daily question respond instantly via AR checking and Chatbot features.

Rationale:

- Millennials prefers visually appealing content since they have short attention span => Short videos provide bite-sized, comprehensive information in line with their fast-paced consumption habits (Hoang 2021).

Despite avoiding advertisements more often, personalized and relatable content can effectively attract Millennials and call to action, which helps to raise the app downloads by 40% (Content Science 2023)

## SOCIAL POSTS – KOL PARTNERSHIP (VINH VẬT VỜ)

- Target the KOL's audience pool (which is aligned with the target audience of Panasonic - Millennials who are tech-savvy)
- Leverage KOL's content on their official page, focusing on the **tutorial on how to use the new features and their benefits in providing an effortless living lifestyle.**
- Utilize strong call-to-action ("Download now!") & eye-catching visual

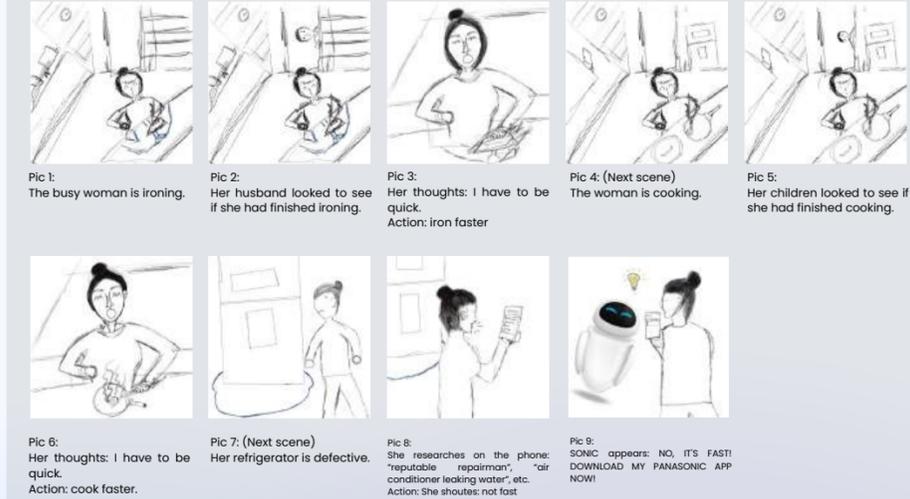
77% Vietnamese millennials have purchased a product because of influencer recommendations or endorsements (Baker 2024)

3

MOBILE MARKETING  
DEPLOYMENT PLAN



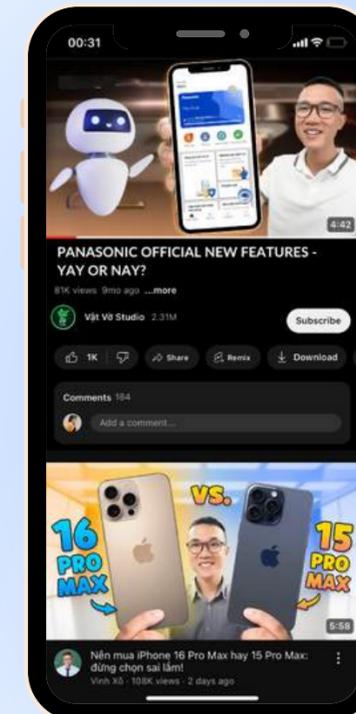
## Story-board



Facebook ads demo



Partnering with **VINH VẬT VỜ** because his primary audience is millennial ranges from 25-45 years old, who are interested in technology and appliances (REVVU 2024)



# PHASE 1 USER ACQUISITION

3

MOBILE MARKETING  
DEPLOYMENT PLAN



OFF-PLATFORM

Tactic: Cross-App Ads



## UNSKIPPABLE AUDIO AD ON ZINGMP3

Launch a catchy short rap about My Panasonic App's values and new features (AI +AR)

Rationale:

- 73% of Vietnamese listen to music in their free time (Linh 2024)
- ZingMP3 ranked 2nd in the top music streaming platforms among gen Y in Vietnam (Linh 2024)
- Unskippable audio ad ensures the key messages are heard in full, ensuring high awareness about the two new features
- **Earworm effect:** the repetitive and rhythmic nature of pop melodies, incorporating unique benefits like: "quick troubleshooting, "scan your devices", "ask Sonic to get the answer so quick"=> audiences are prone to remember the features after several times hearing the ad (Themusicstudio 2024).



Use to spread awareness of the app passively.



(Beat kicks in)

**Sonic got the tools, Panasonic got the gear,  
Chat and explore, the future's right here,  
AR unlocks what you wanna see,  
Tech that fits your life, effortlessly!**

(Beat drops out)



Tactic: Offline Marketing Initiatives

## MAKING "DOWNLOADING APP" PART OF WARRANTY PROGRAM

Informing customers about their warranty program after purchasing:

- Panasonic has already registered their warranty program under their mobile numbers.
  - Warranty program could be activated via the My Panasonic app.
- => Potential app users have to download the app to activate the program.



Increase the App download rate, and create the start to create their LTV (Lifetime-value)



ON-PLATFORM

## NOTIFICATIONS & BANNERS

- Utilize **personalized notifications targeting current users** to introduce "Sonic - the mascot" with compelling CTA "Ask me now!"
- **In-App Banners/ Ads:** promoting the new app AR-AI feature.



85% Millennials act on app-push notification (WARC 2020)

In-App Push Notifications



# PHASE 2 ENGAGEMENT + RETENTION

3 MONTHS - 17 Dec 2024 TO 17 Jan 2025

## ON-PLATFORM

### IN-APP GAMIFICATION: PANASONIC PLAYHOME

### MOCK-UP

**Panasonic PlayHome:** The game is embedded within the Panasonic App where app users can:

- **BUILD** their own personalized virtual home
- Play games to **ACQUIRE** coins for trading Panasonic vouchers + buy virtual furnitures to decorate Panasonic Playhome.
- Real-life Panasonic-electronics products that are bought by customers will be integrated into the games after they register for product warranty.

-> **Track or get alerted of their bought products' warranty date directly while interacting with the game.**

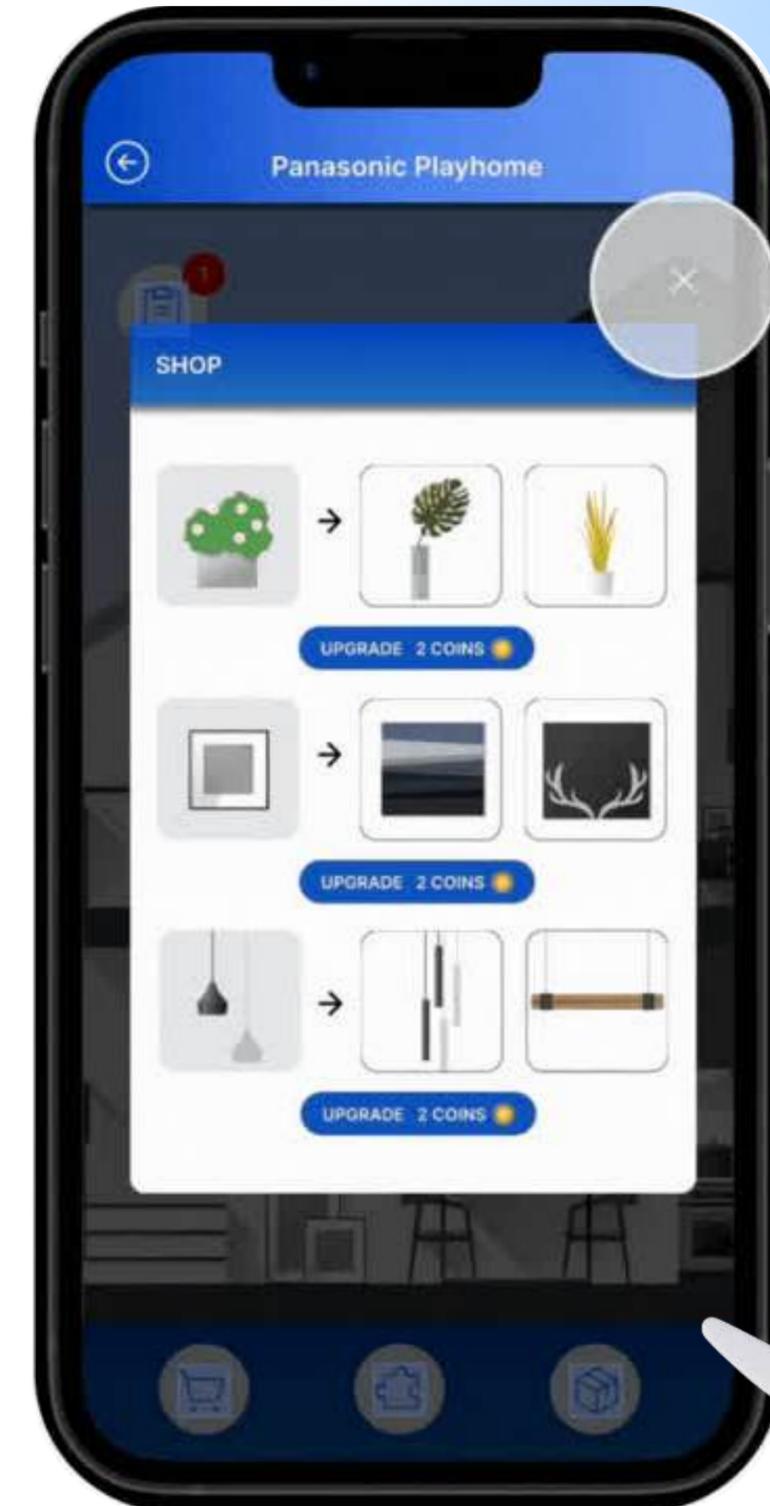
### Rationale

- Millennials tend to seek **extra benefits** and **use mobile promotions** (Galib 2024)
- **45% of Millennials** consider **gamification** to be an **effective motivator**. (Haaland 2023)
- Gamification can allow users to demonstrate their **individual accomplishments** (Jain and Dutta 2019)

Panasonic aims to create more incentives to customers while **passively** enhancing their **post-purchase experience** via engaging gamification

3

## MOBILE MARKETING DEPLOYMENT PLAN



# PHASE 2 ENGAGEMENT + RETENTION

3

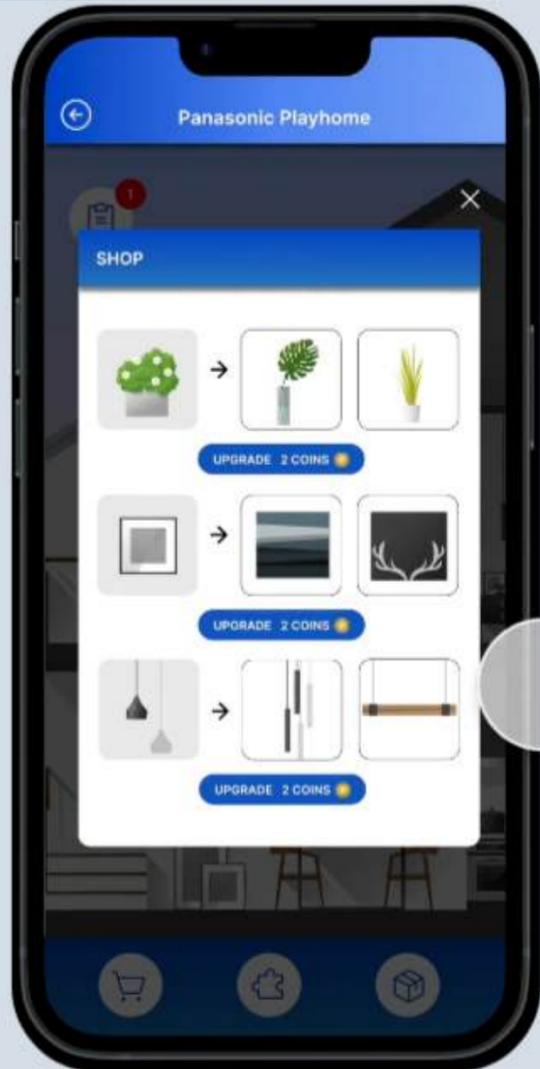
MOBILE MARKETING  
DEPLOYMENT PLAN



IN-APP GAMIFICATION: PANASONIC PLAYHOME

MOCK-UP

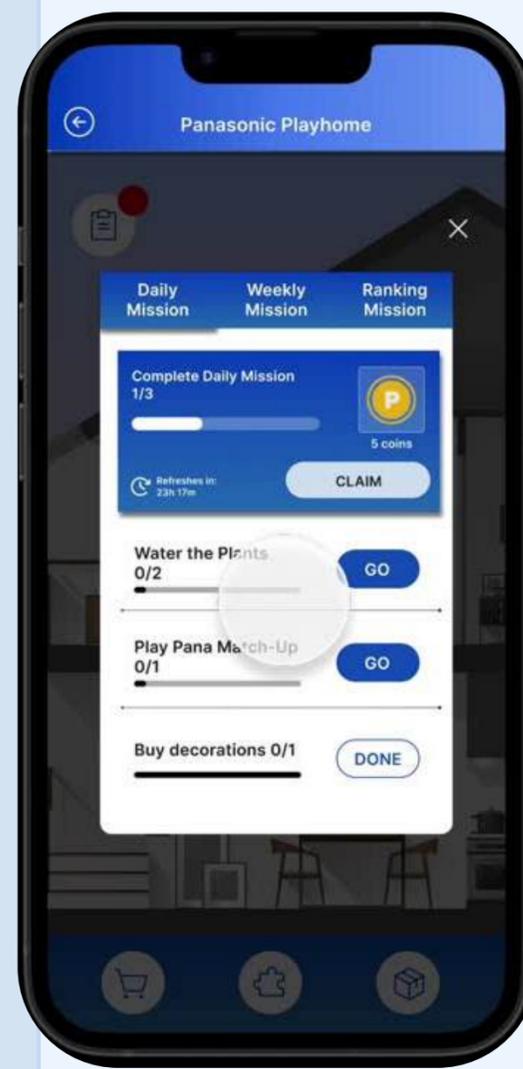
## Shop and Upgrade



**Shop & Upgrade** the decorations and furniture of Panasonic Playhome by coins

Each piece of furniture and product has three upgrade levels, with higher levels offering more premium features.

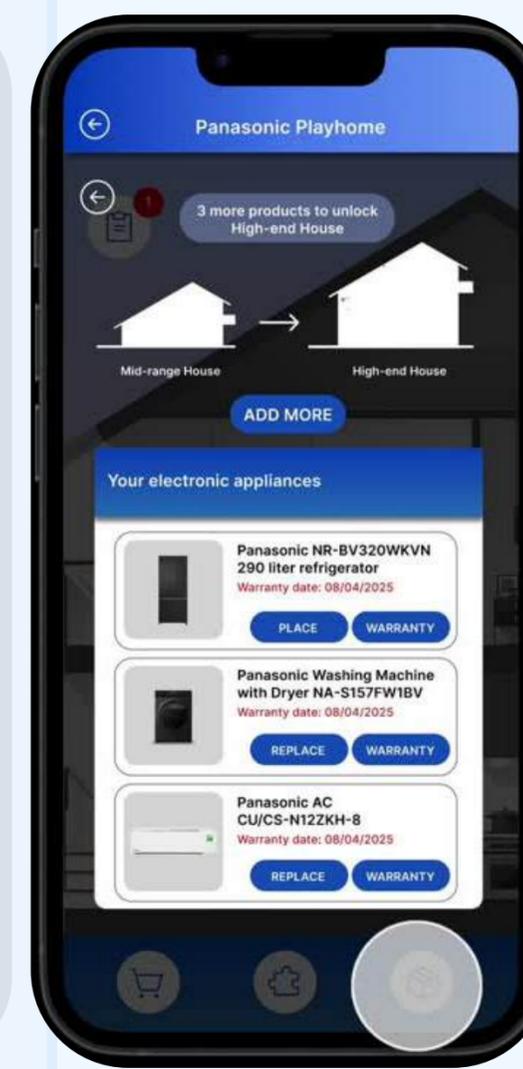
## Coin Acquisition



### In-game Achievements:

- **Daily mission:** Simple daily tasks that refresh and change every day.
- **Weekly Mission:** Check-in 7-day in a row to earn a low-value voucher
- **Ranking Mission:** Users who spend the most coins on shopping and upgrades in Panasonic PlayHome each month will be rewarded with a random high-value premium voucher.

## Panasonic Product Integration



- Integrate Real-life Panasonic Product into Panasonic Playhome
- The more Panasonic product lines are integrated (more product warranty registrations), the more premium the home:



**-> More space + Rewards on each Home level**

- Get Warranty date alerts 7 days before warranty date
- Book for a product check-up anytime in Panasonic Playhome

**Fabricate an impression of  
PERSONALIZATION**

- A familiar game-building model that easily engages with Millennials; Incentives keeps users engaged & pay more attention on My Panasonic products & services, **potentially increasing engagement by 48%** (O'Neill 2022).
- Motivate users to not only save coins for trading vouchers but also build Home to receive even more benefits

- **Passively reminding users of their real-life Panasonic products' warranty date**
- **Encourage users to better maintain their electronics appliances**  
**-> Boost user retention**

# PHASE 2 ENGAGEMENT + RETENTION

3

MOBILE MARKETING  
DEPLOYMENT PLAN



## OFF-PLATFORM



Paid-ad



MOCK-UP

### 1 Video Ads

- Create a short promotional video (~15s) for 'Panasonic PlayHome,' highlighting its key features and benefits.
- Direct the audience to the Panasonic app download site

-> **Effective narrative advertising (audiovisual storytelling) can be more persuasive, evoke more emotions, and leave an enduring impression to audiences (Teraiya et al. 2023).**

### 2 Playable Ads

- Allow the audience to experience Panasonic Playhome by click-in video ads
- Audience clicks in -> Play -> Offer them 5 coins by downloading and exploring Panasonic Playhome
- Drive them to the app download site & Download to get the promotion

-> **Facebook playable ads account for 60% of app opens and 6x in-app conversions (Urrutia 2024)**

### 3 Retargeting Visual Ads

- Retarget SM users who have shown interest in the app or game but haven't converted. Highlight the benefits they are missing out on.

-> **More cost-effective, and enhance audience segmentation. Thus, increase the conversion rate & brand recall (Li et. al 2021)**

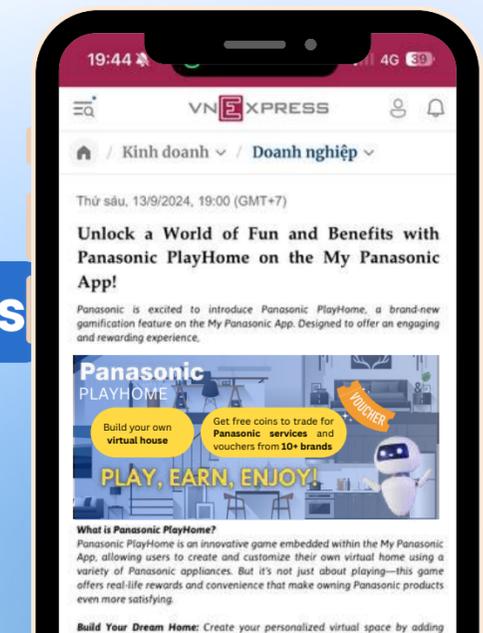


PR Articles

Panasonic website & VNExpress & Dantri.com

PR Articles

- VNExpress & Dantri are the top 2 most visited digital news platforms in Vietnam in the last 3 months (158.7M and 69.6M, respectively) (Similarweb 2024)
- Both platforms' traffic demographics are mostly millennials (25-50 years old) (Similarweb 2024)



# PHASE 2 ENGAGEMENT + RETENTION

3

MOBILE MARKETING  
DEPLOYMENT PLAN



## OFF-PLATFORM



### Social Media Posts



- Acknowledge customers about COIN functions in My Panasonic App as a pre-launch of Panasonic Playhome -> **Strengthen the launching phase of Panasonic Playhome**

- Introduce **Panasonic Playhome** via **narrative content strategy & feature-driven engagement** (in-game activities, coin acquisitions, and personalized real-life sync of their Panasonic products)
- Utilize strong call-to-action (“Discover Panasonic Playhome now!”) & eye-catching visual -> **Quality SM posts with good visuals CAN gain maximum exposure and sharing (Denisova 2023).**

### Visual for SM Post for Panasonic-coins



### Visual for Carousel Post to introduce Panasonic Playhome's functions



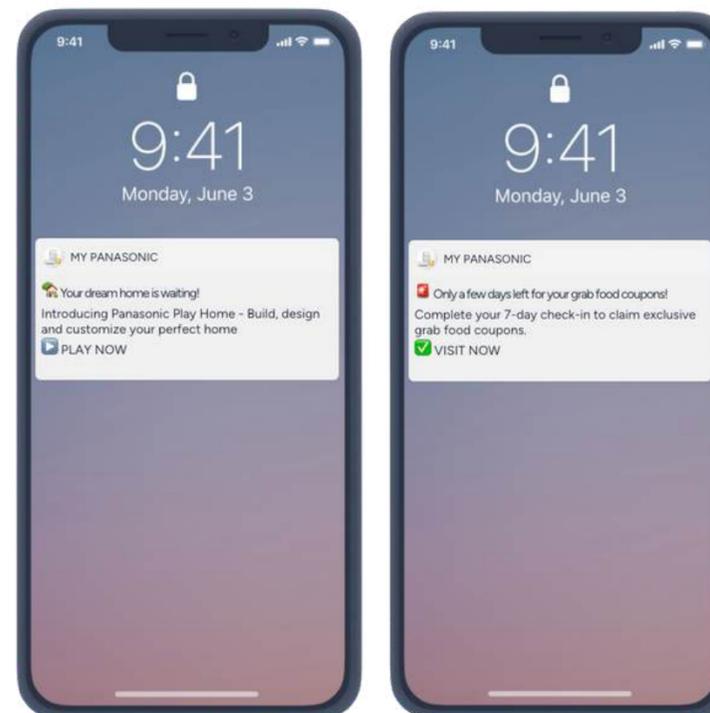
## ON-PLATFORM PROMOTION TACTICS



Utilize **personalized App-push** targeting current users to with compelling CTA **“Play now!”**, **“Visit now!”**:

- Introduce Panasonic Playhome
  - Remind users to come back to Panasonic Playhome
- In-App Banners:** Promote the new app gamification 'Panasonic PlayHome' by instantly rewarding 5 coins to first-time players.

### Personalized App-push notifications



### Panasonic Playhome banner



### In-app ad banner



# PHASE 3 ADVOCACY

TIME-BOUND: 1 MONTH - 1 MARCH TO 1 APRIL

## OFF-PLATFORM TACTICS: USER-GENERATED CONTENT CONTEST

### OBJECTIVE

- Increase **brand advocacy** by encouraging **users** to **share their virtual home designs** or **game achievements (UGC)** within the **Panasonic Wellness Community** on **Facebook**.
- Achieve a 50% increase in app downloads compared to the previous month before the contest.

### DETAIL

Launch a **Virtual Home Challenge**, a **user-generated content** contest that allows **users** to **showcase** their **creativity** and **explore others' designs**. This **interactive contest** will help **build** stronger **emotional connections** with existing users (**Gen Y**) by making them feel more **engaged** and **involved** in the app.

### KEY METRICS

**Engagement metrics** (number of participants, UGCs submission, In-app activity spike), **Social media advocacy metrics**, **Retention metrics** (3 days- 7 days retention rate, repeat participation), and **App download metrics**

### RATIONALES

- **Gen Y Interest:** Millennials in Vietnam are drawn to interactive, gamified experiences. The virtual home design contest taps into their love for personalization and creativity (Central n.d).
- **Brand Advocacy:** Many users in the Panasonic Wellness Community already have a positive brand association (Appendix). Encouraging participation in the contest can convert them into brand advocates.
- **Time Spent:** Gen Y spends more time gaming compared to Gen Z and Gen Alpha (Micah 2023), making them the ideal target for this contest.
- **Peer Influence:** Gen Y is highly influenced by peer recommendations and social proof (Passport 2023). Encouraging sharing on social media and the community can boost curiosity and app downloads (GMS 2023 n.d).
- **Incentives:** 68% of Gen Y responds positively to rewards and coupons. Offering incentives to top winners keeps users engaged and promotes brand advocacy (GMS 2023).

3

## MOBILE MARKETING DEPLOYMENT PLAN

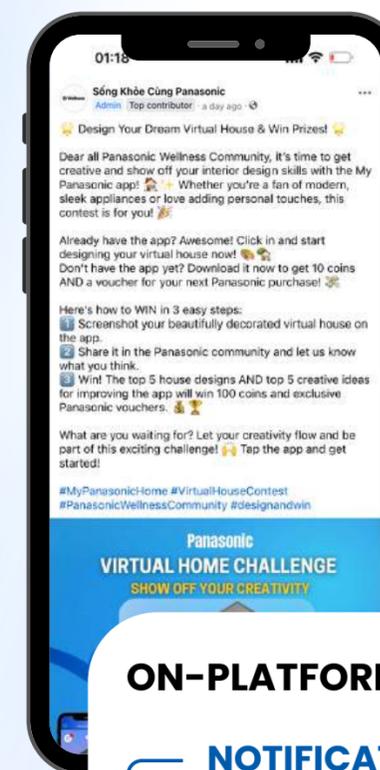


### Sống khỏe cùng Panasonic | Panasonic Wellness Community

Public group · 43.5K members



About Discussion Featured People Events Media Files



## ON-PLATFORM : IN-APP PUSH NOTIFICATION

### NOTIFICATION & BANNER

- Craft a personalized, engaging, and socially relevant message to introduce the contest, guiding users step-by-step on how to participate effortlessly.
- Spark excitement with enticing rewards and a strong call-to-action like "Show off your creativity now!" and "Tap here to join now!"

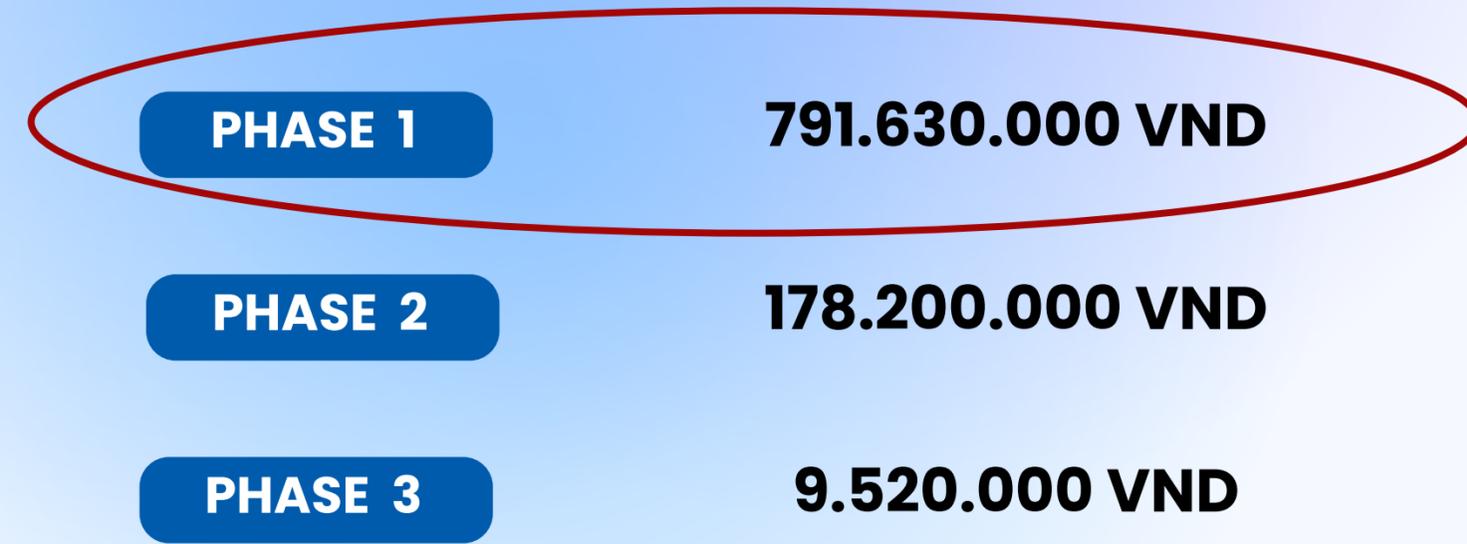
**Foster user engagement and advocacy, driving both short-term participation and long-term app retention**



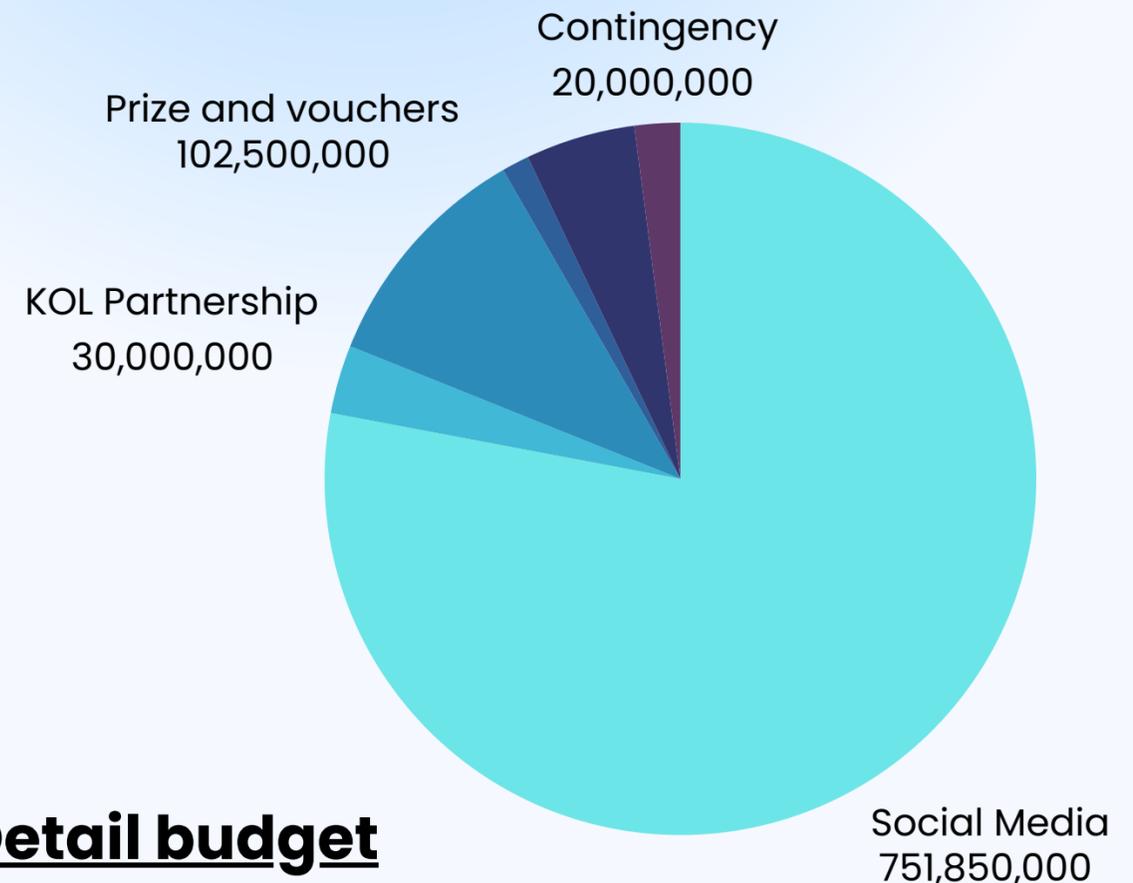
Phase	Activity	Channel	Quantity	Metrics + KPI
Phase 1 User Aquisition	Social Posts (Ads)	Facebook (Page)	12	23K downloads convert
		Tiktok	8	10K downloads convert
		Youtube	5	9K downloads convert
	Social Posts (Organic)	Facebook (Page)	24	206.4K Impressions
		Tiktok	12	22.1K Impression
		Youtube	6	12K Impressions
	Audio ads	Zingmp3	1	5K Impressions
Phase 2 Engagement + Retention	Promotional Videos (Ads)	Facebook (Page)	12	200k Impressions
		Tiktok	8	1M Impressions
		Youtube	5	2K Clicks
	PR Articles	Publishers	1	2K Clicks
Phase 3 Advocacy	Social Posts (Ads + organic)	Facebook	2+4	900k Impressions
	Social Posts (Organic)	Facebook (Page)	4	10% 7-day retention rate

Total 10.6M Reach

ESTIMATED BUDGET



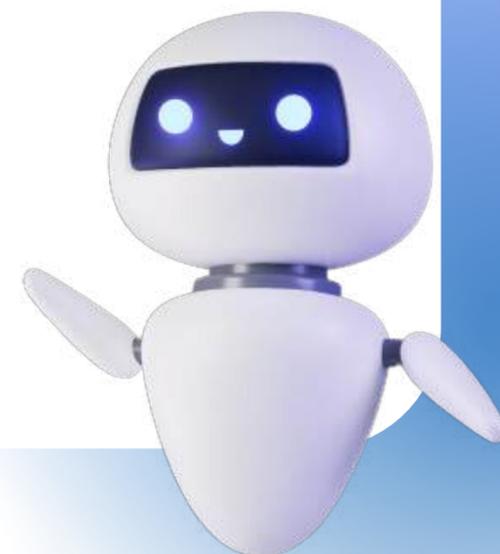
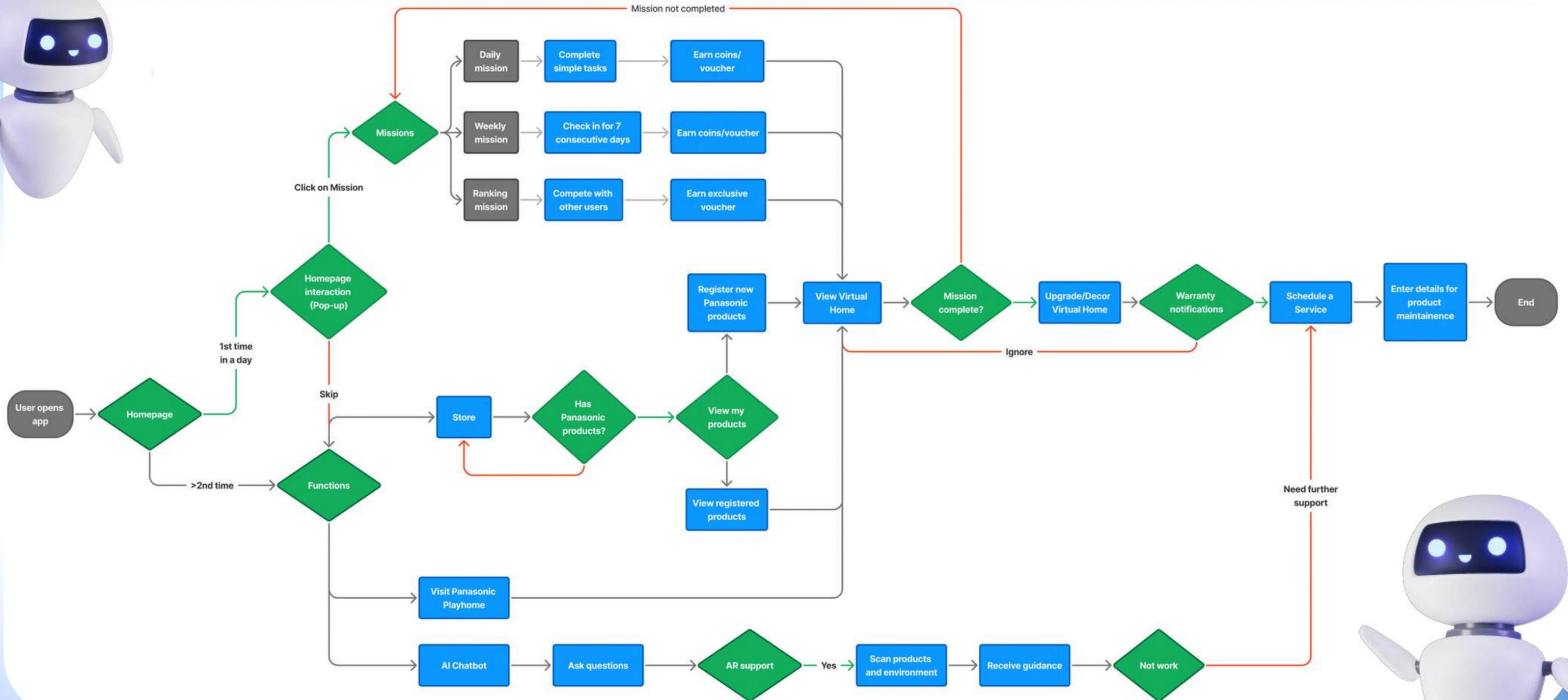
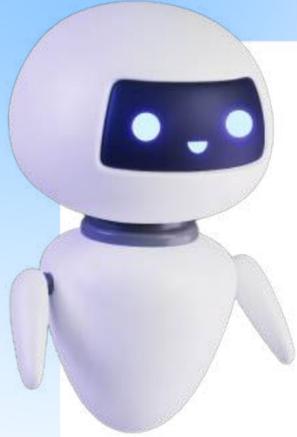
Detail budget

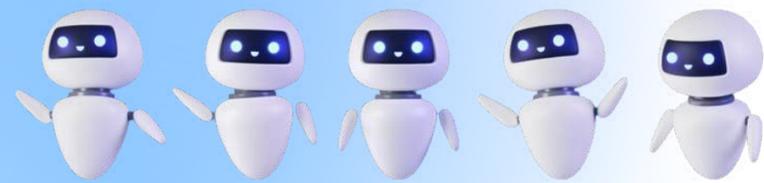


# MOBILE UX DESIGN MAP

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UX Flow





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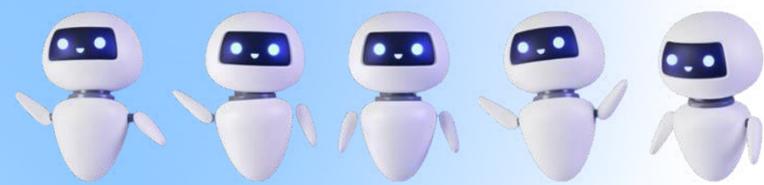
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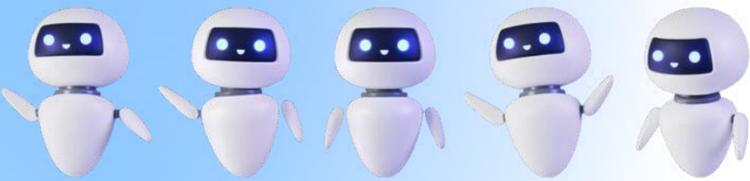
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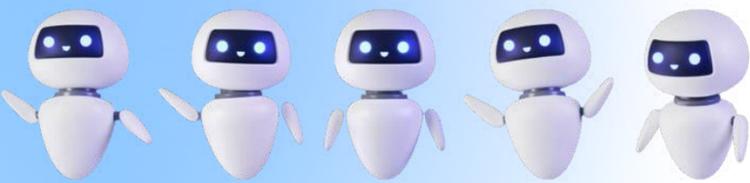
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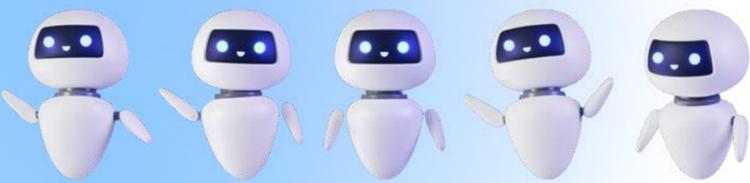
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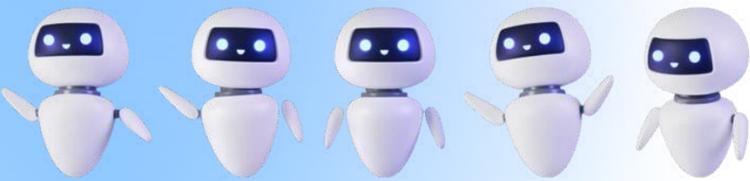
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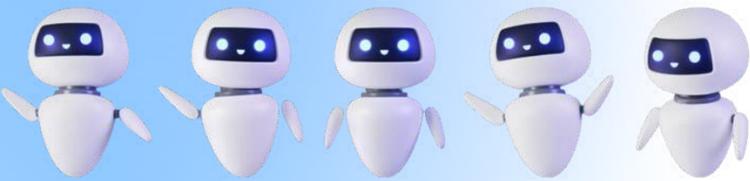
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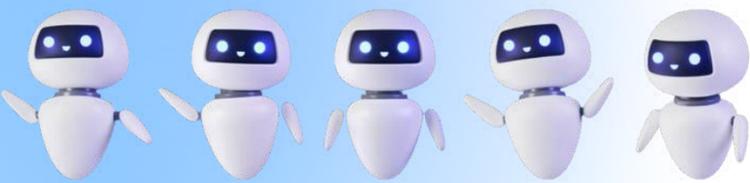
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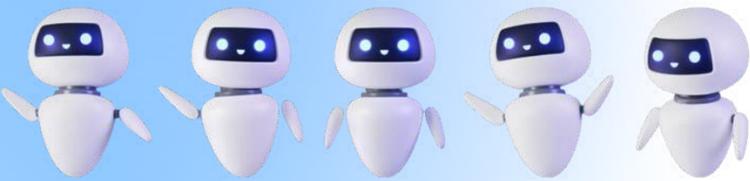
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### Estimated audience size:

9,800,000 - 11,500,000 ⓘ

### Audience details:

- Location:
  - Vietnam: Hanoi; Ho Chi Minh City; Can Tho (+25 mi) Cần Thơ; Haiphong; Da Nang
- Age:
  - 25 - 45
- Language:
  - English (UK), Vietnamese or English (US)
- People who match:
  - Interests: Environmental technology, Minimalism, Simple living, Convenience food, Home improvement, Health & wellness, Smart Technologies, Home Appliances, Online shopping, Convenience store, Household goods, Smart device or Customer review
  - Behaviors: Engaged Shoppers
  - Education level: College grad
  - Job title: Chief marketing officer, Doctor, Campaign manager, Teacher, Lawyer or Accountant
- Advantage+ audience:
  - Off

(VND)	Tactics	Action	Cost per unit (VND)	Unit	No.	Estimated cost
Phase 1	Mascot	3D Motion Video	3.000.000	Production	1	3.000.000
		Mascot Graphic Design	9.000.000	Production	1	9.000.000
	TVC & Campaign	TVC production (15s)	35.000.000	Production	1	35.000.000
	Social Media Post	Facebook social ad	15.000	CPA	23.000	345.000.000
		Tiktok social ad	12.000	CPA	10.000	120.000.000
		Youtube	27.700	CPV	9.000	249.300.000
		KOL partnership	30.000.000	Package	1	30.000.000
Zingmp3	66.000	CPM	5.000	330.000		
<b>Phase 1 subtotal</b>						<b>791.630.000</b>
Phase 2	Voucher for Game	Free vouchers as incentives	100.000	voucher	1.000	100.000.000
	News	Publishers	12.000.000	hours	4	48.000.000
	Social Media Post	Facebook social ad	78.000	CPM	200.000	15.600.000
		Tiktok social ad	9.700	CPM	1.000.000	9.700.000
Youtube masthead	2.450	CPC	2.000	4.900.000		
<b>Phase 2 subtotal</b>						<b>178.200.000</b>
Phase 3	Posts & Ads in Social Mobile	Facebook ad	7.800	CPM	900.000	7.020.000
	UGC Contest in Social Media	Prize for Winner	2.500.000	prize	1	2.500.000
<b>Phase 3 subtotal</b>						<b>9.520.000</b>
Contingency						20.000.000
<b>TOTAL ONLINE BUDGET</b>						<b>999.350.000</b>

VND

Phase	Estimated Budget
Phase 1	791.630.000
Phase 2	178.200.000
Phase 3	9.520.000

Client budget:	1.000.000.000
Plan budget:	979.350.000
Contingency cost	20.000.000
Saving:	650.000