

Panasonic Advertising Schedule Intro Copy

Objectives:

- Promote “Human Electronics” advertising campaign with tie-in to Olympic sponsorship
- Describe parent company philosophy in inspirational way

Target Audiences:

- Internal: Executive management, sales force, independent sales reps
- External: Retailers

HEADLINE:

Human Electronics
Technology for the Benefit of Mankind

COPY:

In the daily arena of industrial competition, it's easy to lose sight of the guiding principles of one's activities. At Panasonic, we are fortunate to have our efforts rest firmly on the foundation of our parent company, Matsushita Electric Industrial Company, Ltd., whose dedication to one guiding principle has remained intact for seventy years: the enhancement of the quality of life.

The modest invention of the two-way electric socket by our founder, Konosuke Matsushita, lit the way to the startling sophistication of our present audio, video, and communications equipment. In the process, we have never lost sight of the fact that every technological innovation was motivated by the need to make life richer, safer, and more comfortable.

In this year of the XXIV Olympiad, the dedication and perseverance of athletes the world over serves to exemplify the human potential for excellence. As the official video sponsor of the 1988 games, we at Panasonic would like to re-dedicate ourselves to the enrichment of the human experience through technological advancement.

At Panasonic, the concept of “human electronics” provides the impetus to create new technology not just for technology's sake, but for the benefit of mankind.

