



# Creative

## INTEGRATED CAMPAIGN (MORE THAN \$200,000)

**Panasonic Computer Solutions Co.-a unit of  
Panasonic Corp. of North America Agency:**

Sigma Group, Oradell, N.J. Campaign name: "It's Not Just a Laptop" Launch date: September 2006 Creative credits: Marca Armstrong, director of marketing, Panasonic Computer Solutions Co.; Danielle Marchetti, senior vertical marketing manager, Panasonic Computer Solutions Co.; Michele Paccione, executive creative director, Sigma Group; Diane DeCastro, senior account director, Sigma Group

**Winner**

Group Why we liked it: In this case, laptop from brand to brand feeds and price point winner, Panasonic, that makes it stand of Sony's release of plastic was a badge wear their music c

Like Sony, Panasonic poses its Toughbook as a portable PC that will ease your worries about the outside and help you get your computing job done on-site without problems. This theme carries through the entire campaign. The TV commercial zooms from a soldier running across a rainy battlefield, to an EMT, to a construction site, to a business meeting—all to the strains of classic rock song "Peace of Mind" by Boston. Additional iterations placed on airplane meal trays emphasize the long battery life of the Toughbook, hitting those who know the risks of doing work on the road when and where they are most susceptible to the message. Online and print ads carry through this message as well, always emphasizing the reliability, no matter where or how tough a job. Heck, even the typesetting, with it's chunky sans serif has us wanting to join the road warriors using Toughbook.

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Group Why we liked it: Isn't it about time to officially declare PCs,



Out-of-home



Online



Print

BRANDS