

Maalagang Pasko

Panasonic



With Filipinos' spirits down as they expected to be just stuck at home for Christmas, how can a brand known for bringing care to homes bring the light of the season back?

As the pandemic overturned lives and made our homes the place for everything, the joy of being home slowly faded. What used to be our place of retreat after a long day has become the place where we just experience long days, what used to be our comfort zone has become the space where we got stuck with new normal discomforts — and what used to be the place for vibrant Christmas reunions has turned into a place of worry-filled solitude. Our homes — our escape — has become the very place we wanted to escape.

As a brand that champions care at home with its main communication of *Alagang Panasonic (Panasonic-rooted care)*, powered by care technologies exclusive to its appliances—



Care that protects against the novel coronavirus, bacteria and germs



Care that washes away stains easily and gently



Care that nourishes with fresh and healthy food

—Panasonic recognized its opportunity and responsibility to uplift the Filipino spirit at a season when they needed it, and at the place where they could truly enjoy it — their homes.

So while brands focused on messages of hanging on and finding hope while at home, Panasonic challenged itself to go further —

to bring back the light and joy of Christmas by letting Filipinos remember the magic that lies within our care-powered homes



Panasonic claims Christmas as its own with #MaalagangPasko!

Panasonic was determined to fill every Filipino's home with joy and make the spirit of Christmas come alive despite the circumstances—all with care that goes the extra mile.

Taking the iconic Christmas greeting—*Maligayang Pasko (Merry Christmas)*!—we infused the spirit of Christmas with *Alagang Panasonic* and created #MaalagangPasko: a care 1st and care-filled campaign that owned Christmas in a way that Filipinos needed the season to be.

#MaalagangPasko was a meaningful way to drive impact for:

FILIPINO FAMILIES

1. With a meaningful message that communicated a tangible way to make Christmas possible – if we care for each other and go the extra mile for our loved ones, we can bring the Christmas spirit to life in our homes
2. With uplifting experiences that inspired spirits, encouraged hope, celebrated care, and spread joy

THE BRAND

1. With Panasonic's brand of care as the enabler of Christmas warmth at home
2. With Panasonic's exclusive care technologies made more relevant and memorable
3. With Panasonic's visuals standing out against the Christmas clutter

Dahil basta't may alaga, may Maalagang Pasko.

As long as care exists, there exists a care-filled Christmas.



Uplifting Christmas spirits with care that goes the extra mile – felt in all ways



Inspiring

with a Christmas song remake

Dati: Maalagang Pasko Remix Music Video

A vibrant, catchy remake of a Christmas OPM hit featuring Panasonic ambassador Gary Valenciano in collaboration with original artists Sam Concepcion and Tippy Dos Santos, the song reassured Filipinos that despite all the unexpected changes and uncertainties that surround us today, as long as care prevails, Christmas will too.



Spreading Joy

with the biggest brand-powered Live Christmas Party

Christmas Party in the House

The ultimate live entertainment powerhouse that reunited all of Panasonic's well-loved guests from its live series in three intense hours of live Christmas Party jam-packed with games, performances, heartfelt conversations, surprises and so much fun – bringing loads of joy and laughter to Filipino homes nationwide.



Encouraging

with a moving Christmas story of care

Kenzo's Craziest Christmas Story

A touching animated video that told the story of a young man who wanted to make Christmas still special despite being just at home, but was ultimately discouraged by the no's of people around him who seemed to have forgotten the Christmas spirit. In the end, Kenzo's family chose to care the extra mile by surprising him with the help of Panasonic's care-filled home appliances, and turned his unlucky Christmas around – showing Filipino viewers how we can all also bring Christmas to our homes when we choose to care.

Uplifting Christmas spirits with care that goes the extra mile – felt in all ways



Celebrating
the champions of care



Sharing
with the biggest brand-powered Live Christmas Party



Entertaining
audiences of all ages

12 Days of Maalagang Pasko Greeting Cards

A thoughtful, sincere, and shareable greeting card series that was posted during the 12 days leading up to Christmas. Each card was dedicated to different recipients – from loved ones to frontliners – and contained heartfelt messages that celebrated the care they shared that brought others joy. Users, who were encouraged to share the card on social media and in real life, were also reminded to keep the care alive throughout the season of Christmas.

From the Alaga (Care) Factory to Filipino Homes

A delightful, animated mini-series which told the origin stories of Panasonic's refrigerators, washers, televisions, and air conditioners. Taking the viewer on an enchanting tour of the *Alaga Factory*, each animated video showed the journey each appliance went through during its creation. All home appliances are packed with special care technologies, seasoned with Panasonic's secret ingredient of *alaga*, and go through final quality checks to ensure their top-notch performance upon delivery to the Filipino family.

Maalagang Pasko TikTok Duet

An exciting and fun-filled Tiktok challenge that had everyone embracing their inner singer as they sang side-by-side with Mr. Pure Energy himself! Using Tiktok's viral "duet" feature, users were given the opportunity to sing the iconic and catchy chorus of the Dati: Maalagang Pasko remix with Gary Valenciano himself cheering them on! Users who posted their duet on Facebook with the hashtag #MaalagangPaskoDuet would have the chance to win a pair of Panasonic True Wireless Earphones.

Panasonic brings the hope, joy and light of Christmas to 70M Filipino homes nationwide, proving itself to be a true care powerhouse!

Panasonic soared above and beyond in its three-month Christmas campaign, achieving all-time brand highs and setting the bar for its category on social – strongly cementing its distinct brand of care, and proving the #AlagangPanasonic claim:

96% *Believed Panasonic embodied care the most*
 vs. competitors in the Home Appliances category
*third party social survey targeted towards users who encountered category ads during the season

Basta't may alaga, may
Maalagang Pasko



Social Media All-time Highs



270K COMMENTS
in just one livestream session



205K REACTIONS
for our Christmas song remake