

The background is a dark blue night sky filled with small white stars and larger, glowing yellow bokeh lights. Two strings of warm white and blue LED lights curve across the top. Several musical notes in yellow, blue, and red are scattered throughout the scene.

Maalaganang Pasko

Panasonic
Work Sample



Campaign Pillars

To encourage with a moving Christmas story of care
Kenzo's Craziest Christmas Story



Panasonic Christmas Ad: #MaalagangPasko - Kenzo's Christmas Story

Like Comment Share

25K · 434 Comments · 1.6M Views



#MaalagangPasko #JapanQuality #AlegangPanasonic
May Pasko Pa Ba? (Kenzo's Christmas Story)

1,085,376 views · Nov 30, 2020

To inspire with a Christmas song remake
Dati: Maalagang Pasko Remix Music Video

Panasonic

Share your
Christmas videos
from home!

Be featured in a music
video with Gary V. and

WIN A PANASONIC 55" 4K TV

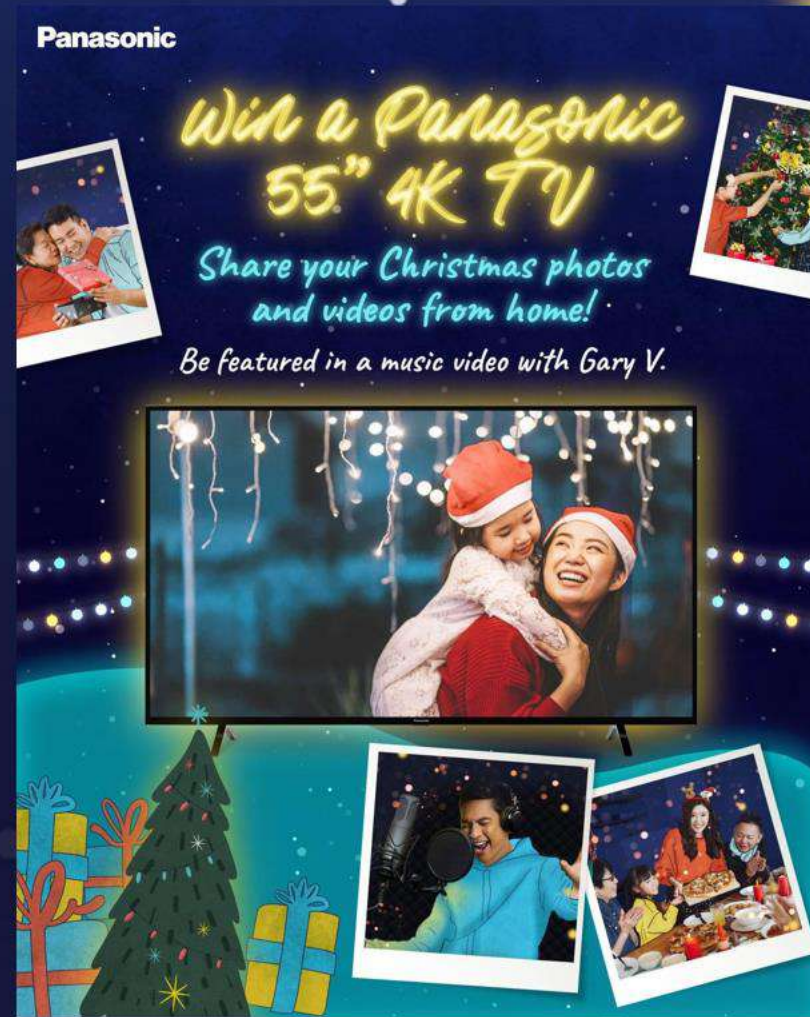


Panasonic

Win a Panasonic
55" 4K TV

Share your Christmas photos
and videos from home!

Be featured in a music video with Gary V.



To inspire with a Christmas song remake
Dati: Maalagang Pasko Remix Music Video



Dati: Maalagang Pasko Remix Music Video

Like

Comment

Share

Jim Ferrer and 132K others · 1.6K Comments · 5.1M Views



#MaalagangPasko #JapanQuality #AlagangPanasonic

Sam Concepcion, Tippy Dos Santos, and Gary Valenciano - Dati: Maalagang Pasko Remix (Music Video)

2,096,990 views · Dec 6, 2020



1.5K



102



SHARE



SAVE



To spread joy with the biggest, brand-powered Live Christmas party
Christmas Party in the House!

LIVE TODAY 9PM
DECEMBER 5

Celebrate Maalagang Pasko

**Paragonix Christmas Party
in the House!**

STREAMING LIVE ON FACEBOOK ON 12/5/2020, 9PM

Win **₱100K** worth of prizes!

Catch live performances, fun games, and the premiere of Dati: Maalagang Pasko Remix Music Video

Panasonic [LIVE] JAPAN

Panasonic [LIVE]

**Paragonix Christmas Party
in the House**

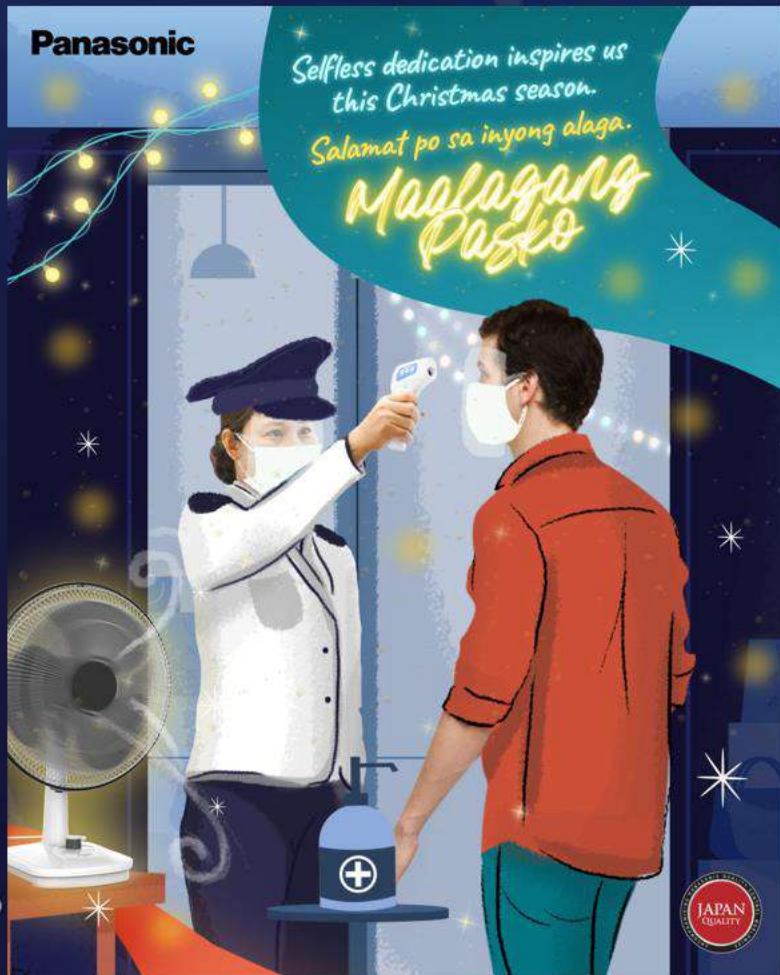
Maalagang Pasko

Win a Panasonic Ref!

Complete the statement & comment:
#IWantAPanasonicRef
this Maalagang Pasko because _____

6.1K · 167K Comments

To celebrate the champions of care
12 Days of Maalagang Pasko



To celebrate the champions of care
12 Days of Maalagang Pasko

Panasonic



Christmas means doing something
a little extra for someone.
Maraming salamat sa alaga.

Maalagang Pasko

JAPAN QUALITY

Panasonic

Passing joy to everyone
is the spirit of the season.
For always making us smile,
salamat at

Maalagang Pasko



JAPAN QUALITY

Panasonic

This is the season to fill
our homes with warmth and love.
Salamat sa pagiging
ikalawang ina sa tahanan.

Maalagang Pasko



JAPAN QUALITY

To celebrate the champions of care
12 Days of Maalagang Pasko

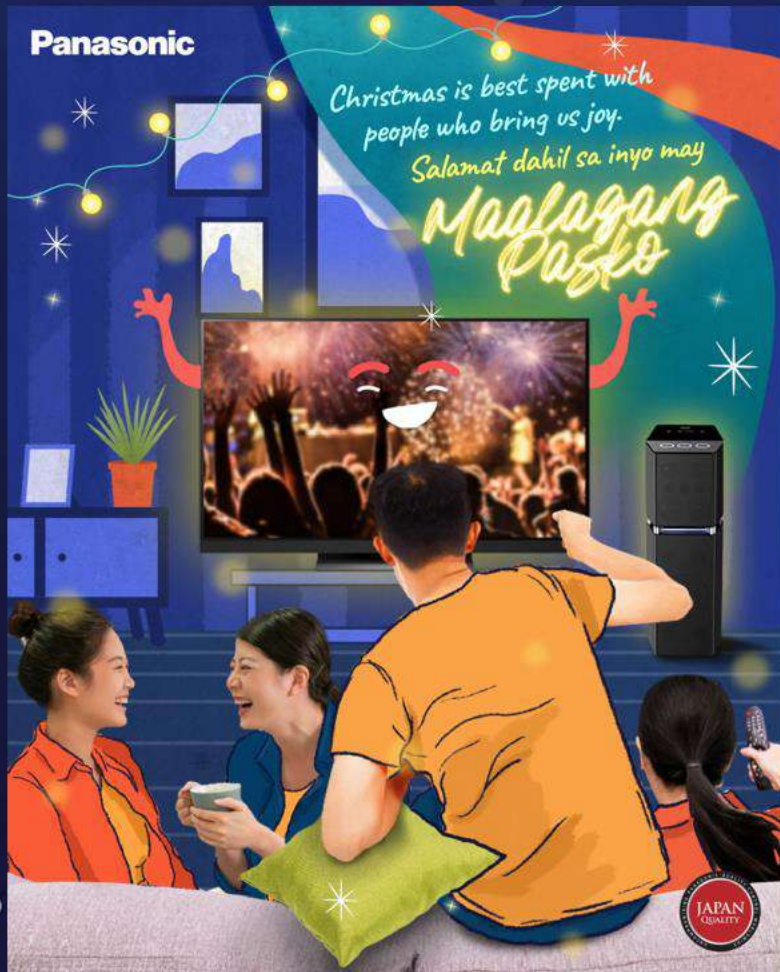


To celebrate the champions of care 12 Days of Maalagang Pasko

Panasonic

Christmas is best spent with people who bring us joy.
Salamat dahil sa inyo may

Maalagang Pasko



JAPAN QUALITY

Panasonic

For it is in giving that we understand the meaning of Christmas.
Salamat sa iyong magagandang aguinaldo.

Maalagang Pasko



JAPAN QUALITY

Panasonic

May love never grow old this Christmas.
Salamat sa lubos na pagmamahal.

Maalagang Pasko



Panasonic

Panasonic Portable nanoe™ X Generator F-GPT01A

Panasonic UV Germicidal Lamp SJD3001T88A

JAPAN QUALITY

To share real, tangible care at home through the brand's care-powered technologies
From the Alaga Factory to Filipino Homes – Air Conditioner

