

PANASONIC PERSONAL CARE

TIKTOK STRATEGY

LAUNCH CONCEPTS

LAUNCH POST: HAIR ART



A VIDEO ANNOUNCING OUR PRESENCE ON THE PLATFORM WITH STUNNING HAIR ARTWORK OF ARTISTS LIKE ZYUMAYA

AS THE ARTIST TAKES US THROUGH THEIR PROCESS OF CREATING A UNIQUE **TIKTOK-LOGO-INSPIRED** HAIR SCULPTURE USING THE NA67



USING THE NA67

MULTIGENERATIONAL GROOMING



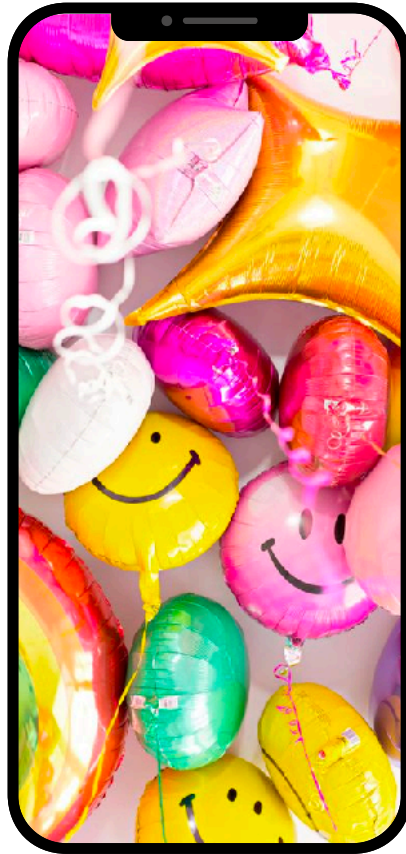
A VIDEO FEATURING A FATHER
AND SON DUO SIDE-BY-SIDE
STYLING THEIR HAIR + FACIAL
HAIR TO REVEAL THE MOST
POPULAR STYLES OF THEIR
GENERATIONS
(EX: BABY BOOMER + GEN Z)

AS A FUN + STYLISH
CELEBRATION OF FATHER'S
DAY AND ENDORSEMENT OF
THE MULTISHAPE AS A
PERFECT GIFTING
SOLUTION FOR THE
UPCOMING HOLIDAY



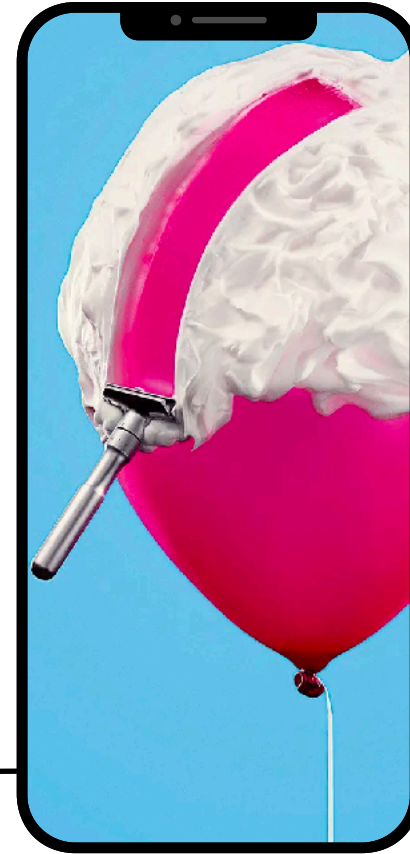
USING THE MULTISHAPE

SATISFYING SHAVING



A SATISFYING VIDEO USING THE ARC 5 TO SHAVE A BALLOON, DEMONSTRATING THAT THE PRODUCT IS GENTLE ENOUGH TO SHAVE DOWN UNDER / ON OTHER SENSITIVE SKIN AREAS

WHILE CAPTIVATING OUR AUDIENCE WITH FUN, VIBRANT, ATTENTION-GRABBING VISUALS



USING THE ARC 5

YOUTH CULTURE THROUGH THE DECADES



IN THIS VIDEO WE FEATURE
AND COMPARE POPULAR
YOUTH HAIRSTYLES +
LOOKS FROM THE 70'S, 80'S,
90'S, 2000'S, AND NOW

AS A FUN AND CREATIVE WAY TO
FEATURE THE VERSATILITY OF
THE HS99 AS A DYNAMIC
PERSONAL STYLING DEVICE
THAT CAN BE USED AS A TOOL
FOR SELF-EXPRESSION
THROUGH THE DECADES



USING THE HS99

WHAT'S IN OUR BAG?



A GAMESHOW-STYLE SERIES THAT TURNS TRAVEL PACKING INTO A GUESSING GAME. WE WILL PACK A MULTISHAPE IN ITS TRAVELING CASE INTO A SUITCASE, AND THEN ASK OUR AUDIENCE TO GUESS HOW MANY OF A RANDOM OBJECT CAN BE PACKED ALONG WITH IT

AS A COMEDIC, PLAYFUL AND INTERACTIVE WAY TO SHOWCASE THE MULTISHAPE AS A SPACE-SAVING PERSONAL CARE TOOL SUITABLE FOR TRAVEL



USING THE MULTISHAPE

THANK YOU

