

Panasonic Olympic Marketing Case Study Book

Activities of the other TOP sponsors

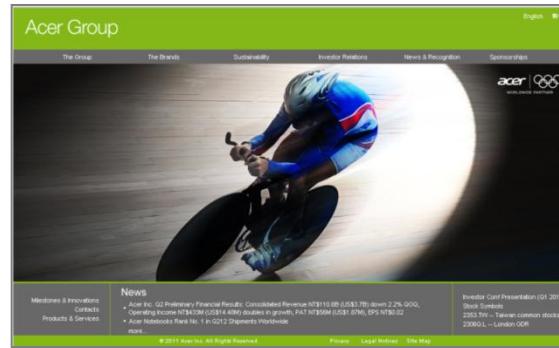
Photos of the other TOP sponsors activities at London 2012 Olympic Games.

OOH



London taxi (Number of assumed:50-100cars)

Website



Facebook – 1,060k likes

Supporting player



Kerri Walsh – Beach Volley ball
Gold medalist

Product



Limited edition product

Showcase



Olympic Park

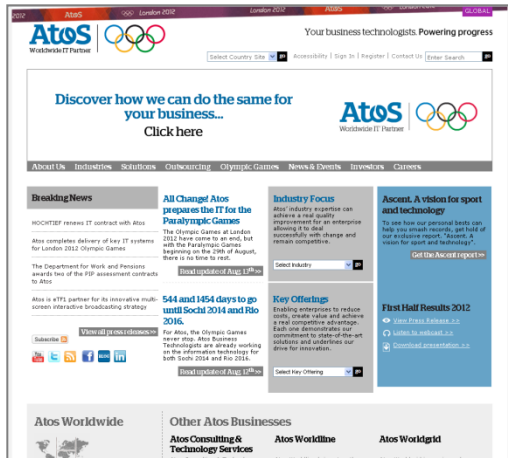
OOH



Lanyard



Website



Facebook

OOH

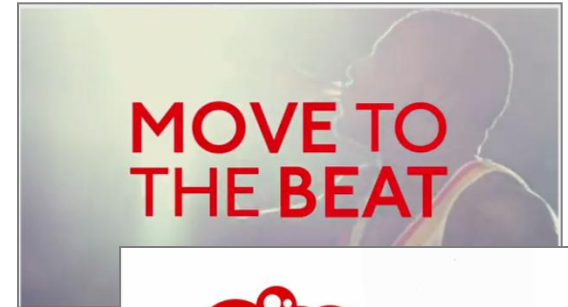


London Bus
(Number of assumed:200)

Torch relay



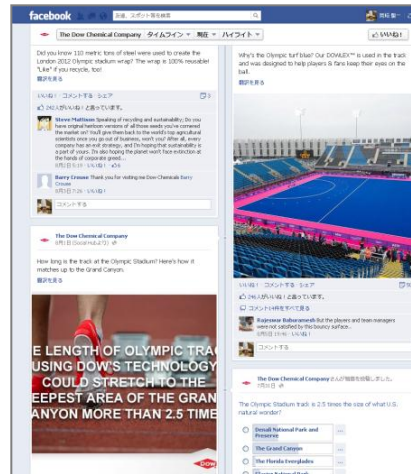
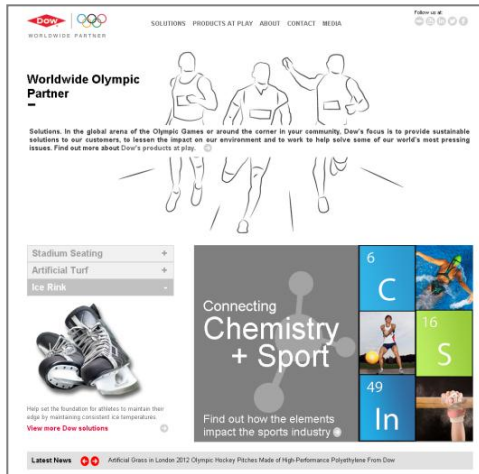
TV Commercial



OOH

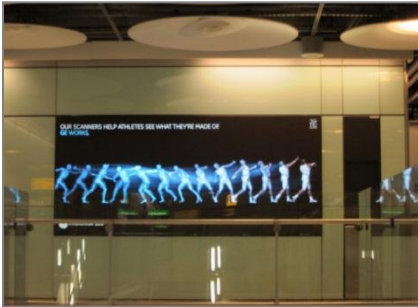


Website



Facebook- 45k likes

OOH



Heathrow T5 Arrival



St. Pancras station

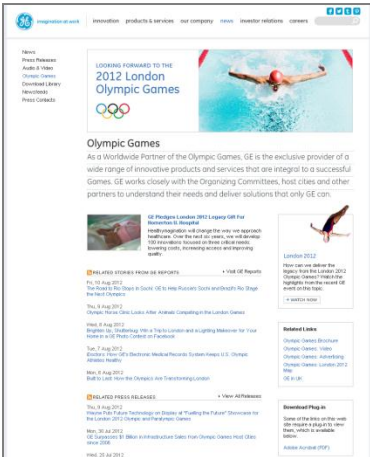


London Bus
 (Number of assumed:200)



London taxi
 (Number of assumed:50-100cars)

Website



BtoB

Invitation to the conference for B to B business, moderated by Tyler Brule, the famous editor of Monocle Magazine.

Building the Olympic Games of the Future

WHEN
 Monday, July 30th
 5:30 p.m. to 7:00 p.m.

WHERE
 GE Works Centre,
 Kings Cross Station, London

RSVP
 Kindly RSVP to
 Santiago.Castanedo@ge.com
 or +001 (203) 373-3447

When you marry vision, curiosity and commitment with the potential of next-generation technologies, the world – and the Olympic Games – work better.

GE Senior Vice President Beth Comstock invites you to "Building the Olympic Games of the Future" an exploration of how – through bold and achievable infrastructure innovations – we can build the Olympic Games of tomorrow, today.

The event will feature a dynamic panel discussion among non-traditional thinkers, including:

- Sir Edward Lister, chief of staff and deputy mayor, policy and planning, City of London;
- Carlo Ratti, director, SENSEable City Lab, Massachusetts Institute of Technology;
- Marcelo Haddad, executive director, Rio Negocios; and
- Moderator: Monocle Editor-in-Chief Tyler Brulé.

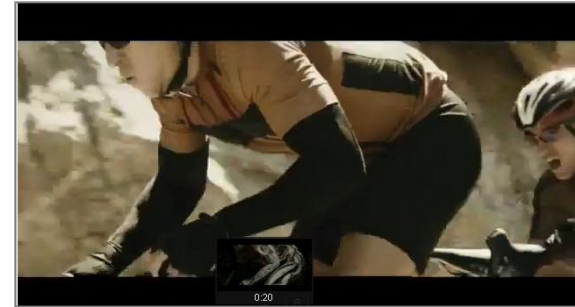
WORLDWIDE PARTNER

We hope you will join us for cocktails and conversation.



Category: Energy Generation Systems, Energy Distribution Systems, Healthcare: Diagnostic Imaging, Monitoring and Electronic Medical Records
Technology, Lighting Fixtures & Systems, Aircraft Engines, Rail Transportation, Water Treatment Facilities & Services, Equipment &
Transportation Management
TOP Partner since: 2005

TV Commercial



OOH



Heathrow T5 Arrival



Heathrow Express



Piccadilly Circus

Showcase



St. Pancras station

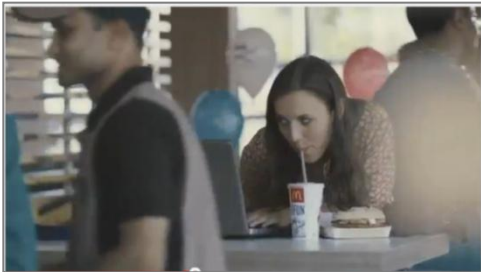


Euston station



Olympic park

TV Commercial



In the game



Omega is the only sponsor who allowed to display the logo at the actual venue as official time keeper.

Product

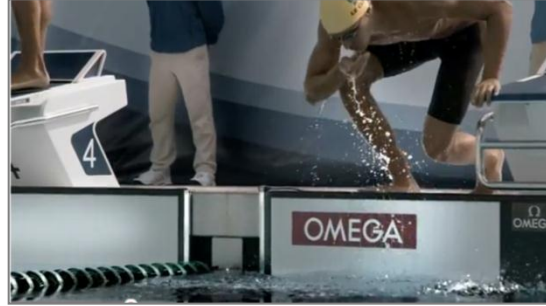


Showcase



Shop@Westfield

TV Commercial



OOH



In the shop



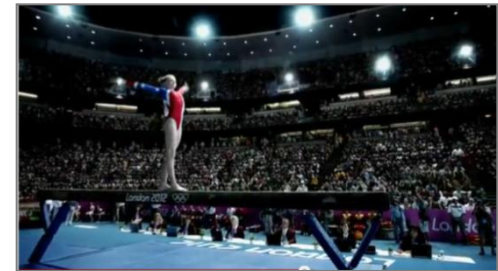
Near Olympic park



Outside Kings Cross station



TV Commercial



The hardest job in the world,
is the best job in the world.



Thank you, Mom.



OOH



London Bus (Number of assumed:30-50)

Storefront



Shop@Westfield

Touch & try campaign



The event was performed in 12 locations in London.
Can get a Pin badge by one answer to the question about Samsung's products.
By collecting 40 Pin badges, can get a Samsung's smartphone free.

Products



Torch relay

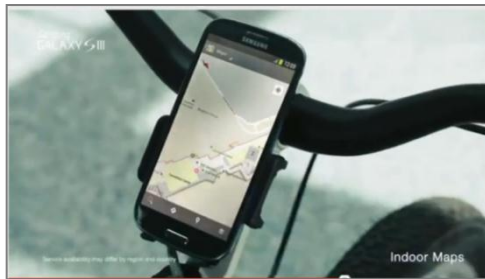
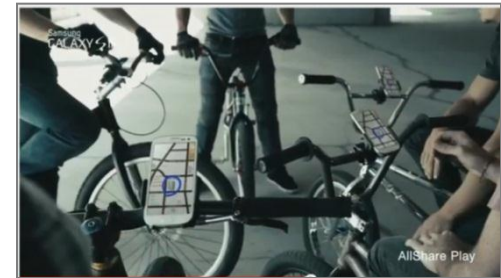


Showcase



Olympic Park

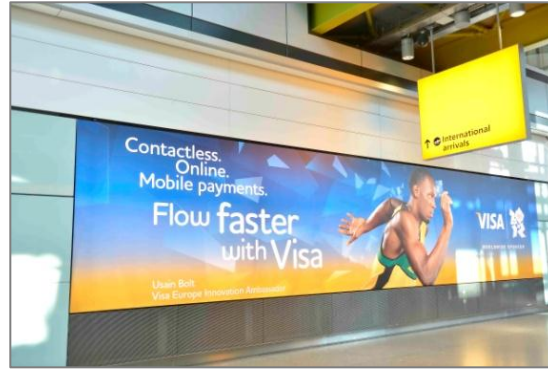
TV Commercial



OOH



Heathrow T5



Paddington Station



Showcase



London Bus
(Number of assumed:100)



London taxi
(Number of assumed:500-800cars)



Olympic Park

TV Commercial

