

EVERYTHING MATTERS

WHAT IT MEANS,
AND HOW BEST TO USE IT

Panasonic
ideas for life

 **strawberryfrog**

WHAT IS 'EVERYTHING MATTERS'?

It's a consistent 'umbrella thought' that can work across all of Panasonic's categories, products and communication.

It communicates the DNA of the brand; its soul, its point of view.

It's the starting-point that drives all Panasonic communication.

WHAT DOES 'EVERYTHING MATTERS' MEAN?

It's an expression of Panasonic's uncompromising dedication to great quality products.

It's a way of talking about what is important to Panasonic.

It says we care and deliver more than other brands.

It means we are dedicated, meticulous and dependable.

Ultimately, the implication for our customers is that we produce the very best products without compromise.

HOW AND WHERE SHOULD 'EVERYTHING MATTERS' BE USED?

It's really important to use 'Everything Matters' consistently in all forms of company communication.

Why?

Because understanding 'Everything Matters', and using it consistently, will have several benefits in the longer term:

- It will help our communication to cut through the clutter of today's media.
- It will reinforce our brand positioning (uncompromising dedication to great quality) in people's minds.
- It will strengthen the emotion behind our company philosophy.

We can use it in all forms of company communication, to every audience, whether internal or external.

It's a promise we make to each other, as well as our customer.

It allows us to talk about any aspect of our company to any audience...

OUR CUSTOMERS MATTER.

- Satisfied, loyal customers grow and sustain our company.

OUR CONSUMERS' PASSIONS MATTER TO THEM.

- So how they experience them - using our products - matters to us.

HAVING THE BEST QUALITY MATTERS.

- Not just good quality, but the best quality. Better than the competition.
- This level of quality matters to our customers.
- And it matters to us; it's in our DNA, and is apparent in the products we create.

EVERY SINGLE DETAIL MATTERS.

- Small things become big things when small things don't work. So at Panasonic, we leave no stone unturned.

INNOVATION MATTERS.

- How you approach a technical challenge matters.
- Having ideas that improve people's quality of life matters.
- Being the pioneers of new technology matters.

CONTRIBUTING TO SOCIETY MATTERS.

- "The mission of a manufacturer is to relieve poverty and create wealth, not only for shareholders, but also for society." (Konosuke Matsushita)

ENVIRONMENTAL RESPONSIBILITY MATTERS.

- It's important that, as a company, we minimize our impact on the planet.
- This is also increasingly important to our customers.

SUMMARY

'Everything Matters' expresses Panasonic's uncompromising dedication to great quality products, and therefore can help to drive all areas of Panasonic communications.

It's true to Mr. Matsushita's and Panasonic's mission.

It's flexible enough to work for all Panasonic product categories, all audiences and all countries.

It's a big, unique idea that can lead to great, creative, effective communication.

It drives brand image and therefore sales - who wouldn't want a product made by the company that believes 'Everything Matters'?

WHAT MATTERS?

One single pixel amongst 2,073,600 pixels matters.

What you have done today matters, but not as much as what you plan to do tomorrow.

Beauty matters, but knowing that beauty is never the same for two people matters more.

That little bit of foam that stops the batteries rattling in a remote control matters.

Time matters. How we spend it, how we save it, how much of it we waste.

Being the first matters.

The sound of a clarinet in the midst of a 50-strong orchestra matters.

Aspirations, hopes, dreams matter. Nightmares matter, maybe even more so.

The texture of something that may never be touched should still matter.

The journey matters as much as the destination.

The sound of a single second on a bedside clock really matters at 3 a.m. when you can't sleep.

Trust matters. Believe me.

To ask if it can be better, over and over again, matters.

To care, doesn't just matter, it's essential.

And what matters more than anything else is the knowledge that

EVERYTHING MATTERS