

IMC CAMPAIGN PLAN OF PANASONIC LUMIX DC-G9 II CAMERA

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Product Organization

Panasonic Corporation, the Panasonic Lumix DC-G9 II Camera, is a multinational advanced digital camera company which is an international electronics powerhouse. Panasonic is a multinational electronic company. It was founded in March 1918 by Konosuke Matsushita. It had been manufactured by China, but its headquarters is in Japan. It is a mirrorless camera of The Panasonic Lumix DC-G9 II Camera, and it also has a PDAF which is known for being the first in its series. Panasonic Lumix DC-G9 II Camera has moved its Lumix brand as a premium professional solutions provider. It runs on a User-Centric Engineering model. The Panasonic Organization Camera's focus is on wildlife photography, wedding photographers, moviemakers, and independent digital journalists. Panasonic produces intensive webinars and tutorials. It shifts the brand's identity from a manufacturer to a strategic partner for professional producers. It also features 25.2 megapixels, supports up to 4K recording, high speed, and high resolution.

Products Brand Audit

Broad Target Market

It is a broad market that consists of Visual Independent Professional Producers that consists of professional freelancers, digital journalists, and hobbyists. While diverse, these groups are linked together by a requirement for a single, reliable tool that crosses the gap between high-end photography and cinematic video.

Differentiation Points

The Phase Hybrid AF is a vital change from Contrast Detection cancel out years of industrial uncertainty. The 8.0-stop IBIS positions the camera as the only practical device for filmmaking. It is an advantage for independent professional producers.

The Real-Time LUT allows the camera operators to Shoot, Edit, and Delivering in a single day by employing cinematic looks in-camera.

Market Space

Targeting digital residents view the Camera as a Capital Expenditure that requires clear Rate of Investment. The Panasonic Lumix DC-G9 II Camera Competes in the \$2,000–\$3,000 class against recognized brands such as Fujifilm X-T30 Camera and Canon EOS

4000D Camera. Panasonic Lumix DC-G9 II Camera dominates the Industrial space for paid commercial work when compared to the Travel and Lifestyle market that is dominated by the Fujifilm X-T30 Camera.

Brand Relevance

The Workflow Speed Features such as SSD recordings and internal rank updates the professional producer's lack of a production crew. By offering future-proofing the 10-bit internal recording and Open Gate resolution, the brand has remained related for years, where the entry-level competitors such as the Canon EOS 4000D Camera are considered Broken, Old, or Useless Technology.

Brand Identity

It is Established through the positioning as a technological educator rather than a simple camera. The Functional over Aesthetic personality is constructed on specs and substance rather than logo and prestige.

Brand Relationship

Repeatedly, updates and extend the Panasonic Lumix DC-G9II Cameras life and build deep brand loyalty. The Panasonic Lumix DC-G9II Cameras adopts Phase Hybrid AF increasing more customers, and the brand is vigorously repairing its relationship with users who felt limited by previous technical barriers.

Primary Target Audience

Due to the Panasonic Lumix DC-G9 II Camera is a \$2,600 investment. It is a high involvement and a great investment for the Achiever. The target audience follows the Cognitive or Behavioral Path.

➤ Demographic

It consists of ages from 22 to 35 years; these are digital residents in the hustling stage of their careers. It consists of those who work as freelancers or in small marketing

departments. They do not view a camera as a luxury device but as a Capital Expenditure which would provide a clear Return on Investment.

➤ **Psychographic**

The Achiever based on the VALS Framework. According to the VALS framework, the target is an Achiever. They are goal-oriented individuals who are dedicated to their professional identity, preferring products which display success and technical skills.

➤ **Geographic**

Toronto and New York where there is a great concentration of agencies and the 5G infrastructure which is a necessity for high-speed digital content approach.

➤ **Behavioral**

The Professional Producer is who are distrusted and are considered old and historical advertising. Before they make any purchase, they spend 4–8 weeks in a deep-research period, where they use up long-form reviews on YouTube and joining in on the Reddit threads. They make choices based on the spec-sheet performance.

➤ **Benefit**

The workflow speed is their greatest Post-Production Bottleneck. They inquire about features about Real-Time LUTs and 8.0-stop IBIS to remove the need for extra devices, allowing them to demand more clients in less time.

Internal Analysis

- **Core Competency:** Panasonic Lumix DC-G9 II Camera's influence lies in engineering. It considers features 10-bit internal recording and 8.0-stop IBIS. These features are ones that competitors offer paying twice the price. Thus, the internal flaw is a lack of Lifestyle Brand identification. Consumers buy Panasonic Lumix for the specs, not the logo.

- **System Advantage:** The firm is dedicated to the Micro Four Thirds sensor allowing smaller lenses, the marketing department faces the internal barriers of modifying a \$2,620 CAD price point for a device smaller than Fujifilm, Sony or Canon's mid-range models.
- **Firmware as Service:** Panasonic Lumix DC-G9 II Camera's behavior towards its hardware as a service. By releasing substantial firmware updates, they extend the advertising life of a camera, allowing the IMC plan to have multiple launches throughout the 3 years lifespan. This is a great advantage for managing the Dales Promotion Campaign. The vouchers and codes can be updated and redeemed.

External Analysis

- **Market Shift to Independent Product Professional Producers:** The Social Media and YouTube Producer market has exploded. These buyers don't have professional crews or staff. They need the camera to be Auto-focusing, Auto-stabilizing, and Auto-grading through LUTs.
- **Full-Frame:** Competitors are announcing entry-level Full-Frame cameras at price points near to the Panasonic Lumix DC-G9 II Camera. This creates a Perceived Value threat where the customer feels they are getting more for the same money.
- **Economic Volatility:** Inflation is affecting specialized device budgets; the external circumstances prefer brands that offer Value-Added Systems. Panasonic Lumix DC-G9 II Camera's lower lens cost an advantage in a high-interest-rate market.

Product Brand's SWOT Analysis

Strength

- **Heat Control:** The Panasonic Lumix DC-G9 II Camera is produced for Industrial Reliability with limitless recording times in most approaches. Thus, making sure that the brand relationship is assembled on trust during long professional shoots.
- **Open Video Recording:** It allows producers to record using the full sensor area. Thus, allowing them to crop both TikTok and YouTube structures from a single file.

Weaknesses

- **Brand Conviction:** Lumix lacks the Lifestyle Brand perception of competitors like Fujifilm, Canon, or Sony. The IMC Campaign must develop Brand Conviction instead of just awareness. The main aim is to move from knowledge to preference.
- **Perceived Undesirability:** The MFT sensor is viewed as inferior in comparison to the Full-Frame by buyers, despite of performance.
- **From Component:** The Panasonic Lumix DC-G9 II Camera uses the same body as the full frame of Panasonic Lumix S5 II. For users who choose MFT for being small. This bigger footprint is an internal product weakness.

Opportunity

- **Rise in Independent Professional Producer:** The market moves toward independent producers who need a camera to act as their Focus and Colorist.
- **Professional Producer Requirements:** The Panasonic Lumix DC-G9 II Camera captures the market space for professionals who command top-tier photo and video performance in a specific investment.

Threat

- **Smartphone:** The IMC Campaign must highlight Industrial Reliability that cannot be used by mobile devices for paid professional work
- **Full Frame Price Comprehension:** Competitors are distributing entry-level Full-Frame at price very precise to the Panasonic Lumix DC-G9 II Camera. Lumix Panasonic Lumix DC-G9 II Camera must counter by emphasizing Total Cost.

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Competitor 1: SWOT Analysis of Canon EOS 4000D Camera

Strengths

Brand Awareness: For many first-time purchasers, Canon EOS 4000D Camera is the only option. Their substantial international distribution network makes them the most available brand in retail environments such as Best Buy.

Weaknesses

Worthless Technology: The Canon EOS 4000D Camera uses a legacy 9-point autofocus system lacking the 4K video. It is widely viewed by the Professional Producer as a Broken or Useless option for modern content creation.

Opportunity

Network Lock-In: Using their vast catalog of EF-mount lenses to keep customers within the Canon brand family, even if the camera quality is of a reduced quality.

Threat:

Smartphone Disruption: The Canon EOS 4000D Camera is at risk of being replaced by smartphones such as iPhone and Samsung. This is because it does not offer an important technological obstacle to carry a separate device.

Competitor 2: SWOT Analysis of Fujifilm X-T30 Camera

Strengths

Brand Factor: Fujifilm X-T30 Camera has an enormous grasp on the enthusiast market. Their film replications provide an emotional nostalgia feeling that Panasonic Lumix DC-G9 II Camera's industrial identity lacks.

Weaknesses

Industrial Utility Holdups: The Fujifilm X-T30 Camera requires professional reliability features, and it lacks dual SD card slots, advanced heat management for long video takes, and the Open Gate recording which is found in the Panasonic Lumix DC-G9 II Camera.

Opportunity

Social media Trends: Exploiting the film appearance trend on TikTok and Instagram to attract younger professional producers who concentrate on the look of the camera and the straight-out-of-camera colors.

Threats

Technical Destruction: As Professional Producers compare spec sheets, Fujifilm X-T30 Camera is at risk of losing the Hybrid Producer. The Hybrid Producer realizes they need the Panasonic Lumix DC-G9 II Camera's advanced stabilization and video for paid client work.

Media Objectives

Reach

- Achieving a 70% reach midst of the Professional Producer Content in Toronto, and New York in the first 16 weeks of the campaign.

Frequency

- Maintaining an average frequency of 5 to 7 exposures. This high frequency is vital to overcome the Cognitive Conflict which is linked with Panasonic Lumix's legacy of autofocus reputation.

Target Audience Coverage

- Achieving 100% coverage for the Professional Producer in New York and Toronto. The Target is driving a 3% through Click-Through Rate on learning video content, leading users to a dedicated Lumix Experience landing page for in-store trial demonstration bookings.

Media Schedule

- The schedule will follow a pulsing strategy.
- It will be maintaining low advertising during the year.
- It will consist of heavy pulses in between the periods to increase and extend the significance of sales promotion.

Media Category	Media Vehicle	Month 1	Month 2	Month 3	Month 4
Broadcast Media	Television Channel Spots, and Business Channel Spots	X		X	
Social media	LinkedIn, Instagram, & YouTube Advertisements	XXX	XXX	XXX	XXX
Sales Promotion	Coupons, Vouchers, and in Store Demonstrations and Trials	X	XXX	X	XXX
Support	Booths and TIFF (Toronto International Film Festival)		XXX		

Media Budget

Media	\$	
Sales Promotion	\$200,000	Advertisement coupon codes and redeeming discount and codes in store for live trial demonstrations.
Social media	\$150,000	Paid advertisements on LinkedIn and YouTube acting to drive traffic to the Sales Landing Page and tutorials and learning activities.

Broadcast Media	\$75,000	Tv in the past. 30 sec spots on business, technology, and news channels in Toronto and New York to build brand loyalty in Panasonic Lumix DC-G9 II Camera.
Support	\$50,000	Presence in Live Shows and Live Demonstration, as well as vouchers.
Research & Measurement	\$25,000	Inquiry Tests, Recall Measurements, and Redemption, Numeris, and Nielson in an attempt to evaluate efficiency.
Total	500,000	

Marketing Communication Objectives

Cognitive Objectives

- Educating 70% of the Professional Producers on to the switch to the 779-point Phase Hybrid AF.
- This objective aims to substitute the old camera with the new Panasonic Lumix DC-G9 II Camera which has the feature of focusing reliability.

Affective Objectives

- Building a Brand Preference where 50% of the Professional Producer is identified not just as a camera, but also as a Force Multiplier.
- The objective is focusing on emotional security with having a Stabilization, focus, and color in which it backs up the Professional Producer’s Independent Work.

Conative And Behavioral

- An attempt to generate 5,000 leads through the Lumix Experience landing page and guarantees at least 1,000 in-store vouchers or Demonstration trial bookings across Toronto and New York by the end of Q1 2026 on the basis of the Sales Promotional Voucher in the first four months of the campaign.

Positioning Strategy

Target: A Professional Producer considers time as their highest value. It focuses on psychological speed and efficiency and not just demographics. Its attentions on Functional Value and Product Attributes, which solves the Achievers target's largest problem which is the post-production blockage. The Professional Producer interprets time as their most valuable and expensive asset. Positioning the Panasonic Lumix DC-G9 II camera as a Force Multiplier.

The ability to deliver complete outcomes in camera in comparison to via Real-Time LUTs. Unlike competitors who select Retro Aesthetics for Fujifilm X-T30 Camera or Legacy Brand Names for Canon EOS 4000D Camera, I will be positioning the Panasonic Lumix DC-G9 II Camera as the Business Efficiency Tool.

Positioning Statement

To Professional Producers, the Panasonic Lumix DC-G9 II is the professional high-speed workflow result that distributes finished photographic and film making results immediately.

Creative Message Strategy

The Panasonic Lumix DC-G9 II Camera creates Professional Results at the Speed of Social Proficiency.

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- The Panasonic Lumix DC-G9 II Camera creates Professional Results at the Speed of Social Proficiency.
 - This strategy persuades Professional Producers that the camera provides high-end results.
 - These features include Phase Hybrid AF and Real-Time internal color procedures.
 - The creative theme characterizes Panasonic Lumix DC-G9 II Camera's internal technology as a silent team of the production.
 - The Phase Hybrid AF is known as the Focus Puller
 - The 8.0-stop IBIS is known as the Steadicam Operator.

- The Real-Time LUTs are known as the Colorist.
- This sets the camera not as a part of glass and plastic, but as a Force Multiplier for the professional producer.

Message Objectives

- **Educating the Professional Producer:** The objective is to educate professional producers on how the 779-point Phase Hybrid AF plans the same reliability as a focus-puller. This aim is to encourage them that they can entrust the camera when working independently.
- **Informing the Professional Producer:** The objective is to inform the professional producer about the Real Time LUT characteristics and features. The message links and allows for quicker and faster delivery as well as a 0-min plan and roadmap. This is by pertaining photographic and movie making appearances straight to the video file at the same time filming, reducing time to color grade in after production.
- **Brand Learning:** To move the professional Producer from Brand Awareness to an explicit insight of the camera known as the Professional High-Speed Workflow instrument.

Message Strategies

Strategy 1: Direct Comparative Advertising

- The Tactic is Direct Comparative Advertising.
- The Implementation is that the Fujifilm markets known as Retro Aesthetics, and Panasonic Lumix will market Uptime.
- Messaging will emphasize the Panasonic Lumix DC-G9 II Camera's Dual SD Card Slots and unlimited recording times with no overheating.
- The Fujifilm X-T30 Camera is known as a Fairweather Camera.
- It focuses on reliability; I will appeal to the Professional Producer's fear of an equipment failure during a paid wedding or client shoot.

- It is often known to highlight Fujifilm X-T30 Camera as a hobbyist's toy and Panasonic Lumix DC-G9 II Camera as a professional's Camera.

Strategy 2: Educational and Informational Strategy

- The Tactic is the Educational and Informational Strategy
- The Performance Highlight the 10-bit 4:2:2 internal recording and 5.7K Open Gate resolution.
- The Competitive Discussion states that The Canon EOS 4000D Camera is Yesterday's Broken and Useless Technology.
- The message will outline that purchasing a DSLR with a 9-point AF system as a defeated cost.
- The Panasonic Lumix DC-G9 II Camera will be placed as an investment that will stay important for more than five years, while the entry level of the Canon EOS 4000D Camera will be outdated within a year.

Strategy 3: Rational Appeals

- The Tactic is Economic Logic
- The Execution shows that Side-By-Side Comparisons of a Lumix 300mm Lens vs. Full-Frame 600mm lens.
 - Competitive Discussion is when Fujifilm or Canon offer a reduced economically Full-Frame body hiding the cost of the lenses.
 - The message strategy is *that*:
 - The quantity is \$2,000, but the glass will cost you \$10,000. With Lumix, the quantity is \$2,600, but the glass is \$2,000 and it fits in your pocket.

Three Different Measures

- Brand Measurement
- Relationship Measurement
- Online Measurement

How are these Measures Evaluated?

Brand Measurement

- I will be measuring the shift in brand also known as comprehension testing.
- It will consist of 779 Point Phase Hybrid AF.
- Success is indicated by an increase in the 30 % reliability rating.
- I will be using Comparative advertising.
- I will be using brand recall surveys, and Nielson and Numeris.
- I will be using Numeris for the Toronto market and Nielsen for the New York market to provide evidence of our 70% reach objective,
- I will also be using Share of Voice to compare the comments of the Panasonic Lumix DC-G9 II Camera and the Fujifilm X-T30 Camera.

Perception Metrics: I will ensure that to estimate the condition and health of the Panasonic Lumix brand by measuring brand awareness and brand preference among professional producers. I will be testing if the message has shifted the brand's positioning from a hobbyist tool to a professional worker.

Performance Metrics: I will be analyzing market share and sales results for the Panasonic Lumix DC-G9 II Camera by supporting the campaign to ensure that the brand's impact is on the value of the business.

Relationship Measurement

- I will be using the Share of Wallet metrics and Lifetime customer value.
- I will be doing this by assessing what percentage of a producer's total tools budget is used upon the Panasonic Lumix DC-G9 II Camera as opposed to competitors such as Canon EOS 4000D Camera, and Fujifilm X-T30 Camera, I can regulate the wellbeing of the brand relationship.
- I will measure the projected revenue from a customer over the duration of their buying relationship to justify the high-cost acquisition of professional users.

Online Measurement

- The Social Media budget is \$150,000, so I will be tracking using Google Analytics, and Hootsuite.
- This measurement assesses the efficiency of our social media communications through analytical tools.
- I will be using Google Analytics tool to track traffic to the Panasonic Lumix DC-G9 II Camera's landing page, recording engaged rates and how long a page is viewed to see if producers are engaging with our technical demos.
- I will be using Hootsuite dashboard to measure the Rate of Investment of our social media activities across LinkedIn and YouTube.
- These will be assessed to examine the growth of followers and engagements (likes, clicks, and retweets, click-Through rates related to the 0-Minute Workflow campaign content and average greater than 1 min on the PHAF Feature Video.

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Appendix

Appendix A

Media Objective	Media Class	Media Vehicle	Media Schedule	
Reach	Broadcast Media	Television	Flighting	To Max the reach with the total \$75,000 budget, a 30 second advertisement spot will broadcast on the business, technology, news and the most important channels. It will be aired in Toronto and New York. The scheduling will be based on peak where professional producers view it to create brand conviction.
Frequency	Sales Promotion	Special Events	Flight	The IMC will take place and feature during major events such as the TIFF also known

				as the Toronto International Film Festival. This includes live demonstrations and in-store vouchers for trials.
Frequency	Sales Promotion	In Store Demonstration	Continuous	In store demos, and the touch and try booths will be available in the camera stores and the major high end electronic retail stores. This will allow the professional producers to experience in action the lightweight, the build, handling, and its image.
Target Audience Coverage	Social media	Instagram	Continuous	The IMC Campaign will contain a consistent presence by using social media and Instagram to display creative themes. This will stress the posts and real time results like cinema features looks which will be obtained through Real Time LUTs Camera.
Reach	Social media	YouTube	Pulsing	The pulsing strategy will be used on YouTube with a more increased advertising frequency especially during the product cycle launches. Long form of the technical demonstrations will show

				evidence that the 8.0 stop IBIS and Phase Hybrid AF characteristics and features.
Target Audience coverage	Social media	Linked In	Continuous	The IMC Campaign will Maintain a consistent presence to LinkedIn to reach professional freelancers and journalists. This will ensure that the reliable exposure to the goal-oriented achievers who are viewing this, will consider the camera as a main capital investment.