

# Results that improve images.

Advertising  
  Promotions  
  Interactive  
  Direct Response

<b>7.5%</b> response rate	<b>63%</b> qualified leads
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## Challenge:

Panasonic needed to give the business customer a compelling reason to choose its Mini-DV camera.

## Solution:

Our research revealed that this target audience aspires to greater things. Our communication strategy became "Here's a Mini-DV camcorder that's priced like a consumer model, but shoots like a pro." Three highly targeted mediums were used – print advertising in vertical publications, direct mail with a promotion offer and the Internet.

## Results:

Response rate to the direct mail program was 7.5%, from a busy, high-income target. 63% qualified as key-target leads. ROI exceeded projections.

Log on to [panasonic.com/dvproline](http://panasonic.com/dvproline), check out the AG-DVC10 Mini-DV Camcorder and you could WIN a \$1495 Mini-DV VTR or FREE tickets to the Big Show of your choice.

It's the Best Buy of the Best! Panasonic AG-DVC10 Mini-DV Camcorder. It's a 100% digital camcorder with 100% digital coverage and CD quality audio on a single Mini-DV cassette. Sleek, rugged, professional lens and comfortable shoulder mounting combine with IEEE-1394 digital transfer to "FireWire" or "iLink"™ video systems. And at just \$2,595 and 4.8 pounds fully loaded, this high performer won't blow out your budget or your shoulder! For the complete story on Panasonic's DV PROLINE series (including AG-DV1000 and AG-DV2000 recorders, AG-DVC200 camcorder and DV Master media), visit [www.panasonic.com/dvproline](http://www.panasonic.com/dvproline). \*Panasonic is a registered trademark of Matsushita Electric Industrial Co., Ltd. ©2002 Panasonic. All rights reserved.

Win FREE tickets to the Big Show with the Panasonic AG-DVC10!

It's easy! Here's how...

Direct Mail



Complete the picture with DV PROLINE

AG-DVC10 | CCD Camcorder | \$2,595 S.P.  
Shoulder-Mount | IEEE-1394 Digital Connection  
12 or 16-bit Audio | 80 Minute Record | 4.8 lbs.

IEEE-1394 digital connection offers direct digital transfer from the AG-DVC10 to "FireWire" or "iLink"™ video systems.

Web page

Print Ad

**Welcome to the big show.**

Step up to digital acquisition with the AG-DVC10 CCD Mini-DV camcorder. For event coverage or multi-media, this new member of Panasonic's DV PROLINE series delivers with 100 minutes of digital composite video and CD quality audio on a single Mini-DV cassette. Sleek, rugged, professional lens and comfortable shoulder mounting combine with IEEE-1394 digital transfer to "FireWire" or "iLink"™ video systems. And at just \$2,595 and 4.8 pounds fully loaded, this high performer won't blow out your budget or your shoulder! For the complete story on Panasonic's DV PROLINE series (including AG-DV1000 and AG-DV2000 recorders, AG-DVC200 camcorder and DV Master media), visit [www.panasonic.com/dvproline](http://www.panasonic.com/dvproline). \*Panasonic is a registered trademark of Matsushita Electric Industrial Co., Ltd. ©2002 Panasonic. All rights reserved.

AG-DVC10 | CCD Camcorder | \$2,595 S.P.  
Shoulder-Mount | IEEE-1394 Digital Connection  
12 or 16-bit Audio | 80 Minute Record | 4.8 lbs.

**Panasonic**  
The difference is your image.

Enter the Big Show Sweepstakes now! Go to [www.panasonic.com/dvproline](http://www.panasonic.com/dvproline)

**Panasonic**® Broadcast & Professional