

Panasonic builds a better global image.

International manufacturing company improves brand recognition and global positioning by consolidating websites on Adobe Experience Manager.

Panasonic

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digital marketing innovation group,
Panasonic Corporation*



SOLUTION

Adobe Experience Manager solution within Adobe Marketing Cloud

RESULTS

16%
LONGER VISITS

INCREASED TRAFFIC

Increased site visitor time by 16% and reduced bounce rate by 9.9% for Panasonic Mexico's website by presenting better and more timely information



CENTRAL MANAGEMENT

Consolidated global content management platforms onto one system for greater access to shared assets



SIMPLIFIED CREATION

Centralized website creation to improve information transmission and international brand messaging



ENGAGING WEBSITES

Empowered staff to create media-rich websites without needing web expertise or technical assistance

Panasonic Corporation

Established in 1935

Employees: 270,000

Osaka, Japan

www.panasonic.com

CHALLENGES

- Improve brand recognition worldwide
- Enhance consumer websites with timely and accurate information
- Consolidate global websites onto one content management platform
- Centralize content creation and delivery



Engaging a global audience

Since Panasonic was founded in 1918, the company has continued to drive Japan's economic growth as a business that supports Japan's image as the home to innovation and craftsmanship. The company has expanded beyond just manufacturing household appliances and today provides a wide range of products and services worldwide, from electrical equipment to homes. In fact, 50% of Panasonic's sales and production now comes from abroad. For Panasonic's computer business, which makes up about one fourth of the company's total business, Panasonic operates globally with 71 websites in 30 languages.

In recent years, Panasonic was affected by the global economic downturn and a strong yen. Although the Panasonic brand name maintains extremely strong recognition within domestic Japanese markets, in global markets, it can lag behind brand names such as Samsung, Apple, and General Electric. Panasonic needed to increase brand recognition worldwide. One of the company's main avenues to spread its brand name is through global websites, and more specifically, its consumer websites.

"We evaluated our global consumer sites based on 10 factors, such as social usage, mobile compliance, and how well visitors could navigate a site," says Masamichi Yamamoto, group manager of the digital marketing innovation group at Panasonic. "We found that only the Japanese website met all of our criteria, with the other websites only meeting a few—or even meeting none—of the criteria."

"We want to be sure that we're explaining our products appropriately to global customers, enhancing our global brand awareness, and ultimately increasing sales," adds Yamamoto. "Rather than relying on the growth of Japanese sales, we need to look worldwide and make changes to stay ahead of global competition."



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Furthermore, in recent years, the battle over Internet advertisements has become more intense, with mobile advertising growing at a rapid pace. Websites are becoming an increasingly essential and valuable part of any marketing strategy. If a company cannot keep up with the dramatic marketing changes, it risks being left behind.

"Panasonic delivers many products worldwide, but each region created its own webpages for each platform. As a result, the quality and information could vary greatly across regions," says Kohei Yamaguchi, global web team leader for the digital marketing innovation group at Panasonic. "Some regions lacked the speed required to release new product information on time, so customers in some areas were not getting the best information in the most timely manner. Many regions lacked mobile compatibility, which limited the channels for customers to get product information."

Evaluating usability and scalability

Panasonic decided to completely rebuild its regional websites from the ground up. The goals were twofold: to consolidate the websites onto a single global website platform, and to establish a workflow where Panasonic could create a page once and distribute it worldwide. The global web team was given a year to realize these goals, with plans for Panasonic to spend the following year building websites that would attract even more visitors and increase sales.

Panasonic needed a reliable content management system (CMS) that could help consolidate the platforms while forming the foundation needed to meet marketing needs over the long term. Panasonic's information technology department determined that the company needed a solution that accelerated content creation, as well as offered low licensing and management costs, excellent usability, scalability for all digital marketing channels, and simple development workflows. After carefully evaluating all options, Panasonic decided to work with the Adobe Experience Manager solution, part of Adobe Marketing Cloud.

"The user interface for Adobe Experience Manager is very well designed and easy to use," says Yamamoto. "It helps to reduce costs and improve efficiency for web page production. In addition, it integrates with all of the other Adobe Marketing Cloud solutions, which gives us ways to easily expand digital marketing in the future. Based on those two major benefits, we decided to make Adobe Experience Manager the center of our digital strategies."

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Kohei Yamaguchi, global web team leader, digital marketing innovation group, Panasonic Corporation

Delivering a global web experience

With all regions unified on Adobe Experience Manager, Panasonic now distributes webpages around the world from a central production center. Departments across Panasonic create photos, videos, and other enriched content that is stored in Experience Manager using the asset capability. Central production center employees then upload templates and components that can be accessed and reused to create rich web experiences easily. Experience Manager works across all digital channels, not just websites, so staff can efficiently repurpose content for mobile sites.

"The central production center workers aren't necessarily experts in website creation, but Adobe Experience Manager helps them create websites easily," says Yamaguchi. "Templates are like shopping carts, and staff just need to pick out the best options for a great website. The central production center workers pull the assets that they want from Experience Manager and place them within the template to quickly and easily create pages without needing help from engineers. That's the biggest feature of Experience Manager for us."

Increasing visit time while lowering bounce rates

Panasonic's new strategy of centralized webpage production and distribution has resulted in significant gains for global websites due to higher quality and timely information. Mexico's website increased visitor time by 16% while increasing the number of pages visited during each visit by 10%. New visitors also increased by 5.9%. At the same time, the bounce rate fell by 9.9%.

"We believe that the rich media content encourages visitors to stay on the website longer and browse more pages," says Yamamoto. "Many of the new visitors come from smartphones and tablets, demonstrating the importance of mobile compatibility."

Working with Adobe Consulting

Panasonic worked closely with internal and external teams to help realize the centralized strategy. "Adobe Consulting created many new templates and very quickly implemented all of the features we needed," says Yamaguchi. "We picked the best possible partners to work with. Adobe worked closely with our IT team to complete deployment on schedule with incredibly speedy and high-quality development. Thanks to Adobe's strong support, we revolutionized our websites."

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities used include:
 - Sites
 - Assets
- Adobe Consulting

Expanding business globally

One year after reworking the global consumer sites, Panasonic took its next step with the new "Panasonic ID". This standard customer ID helps Panasonic provide better services to members and improves customer loyalty, which contributes to better sales and brand awareness.

"One of the first reasons for the success of our websites was teamwork," says Yamamoto. "Panasonic experienced some difficult times due to the global economic turndown, but we were convinced that this project would be important to our comeback. The fact that we worked together towards the same goal was a big factor in our success."

"Another reason for our success was how Adobe Experience Manager scaled to meet the needs of our business. There are numerous CMS options available, from freeware to enterprise software, but there are only a few solutions that can work on our scale for 71 global websites in 30 languages," says Yamamoto. "Not only do we believe that Adobe Experience Manager is the best enterprise CMS solution available, but our success also could be said to prove it."

For more information

www.adobe.com/solutions/customer-experience/web-experience-management



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com