

other whenever you can.

Panasonic

Welcome To Adulthood 2023

Performance summary



They fall in love. **DISCOVER BEYOND**

WITH **ONE TEAM**



Dear love,
I have not felt this way before with anyone else. And it may be too early to talk about our wedding. But I want to tell you a few things.

Relationships rarely work. I want to tell them, "it work for us."

I believe in us.



notices the little things. What's your favourite lays flavour. Or what coffee you order.



- The **Welcome To Adulthood Season 2** campaign that was executed across social media platforms in order to reach the core audience demographic of folks in their mid-to-late 20's who are starting the phase of setting up their homes with their respective partners for the first time
- Keeping in mind the difficulties that come with important purchase decisions, the campaign worked to inform consumers about various home appliances through engaging content and buying guides
- The campaign was executed in collaboration with The Scribbled Stories and ran from 20th Sept to 4th Oct 2023
- The posts were taken live on -
 - Instagram (@thescribbeldstories)
 - Twitter (@thescribstories)
 - LinkedIn (Panasonic India)
 - Facebook (The Scribbled Stories)
- The posts were also reposted and engaged with by Panasonic handles on Instagram, Facebook and LinkedIn

Quantitative Performance

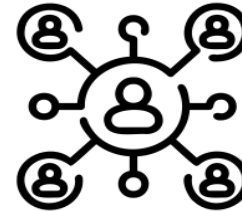
CUMULATIVE PERFORMANCE

2023

Promotion budget:
INR 1,20,000



28.8 million +
Impressions



24.8 million +
Unique Reach

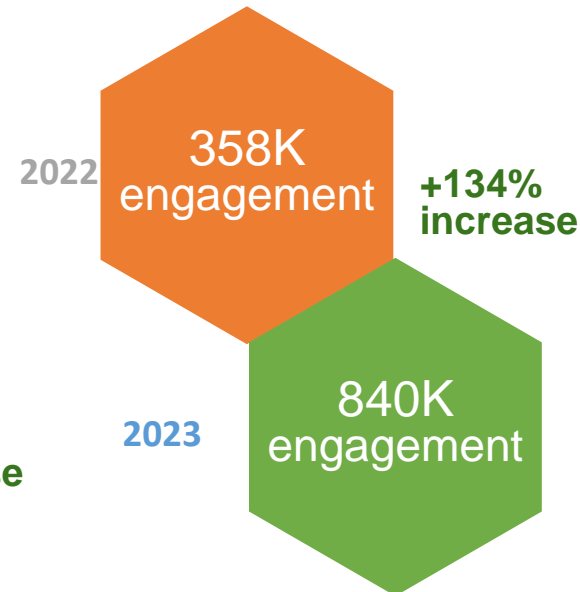
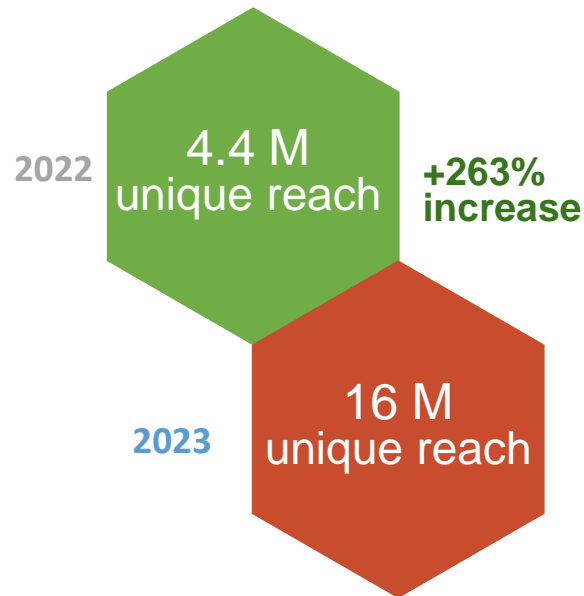
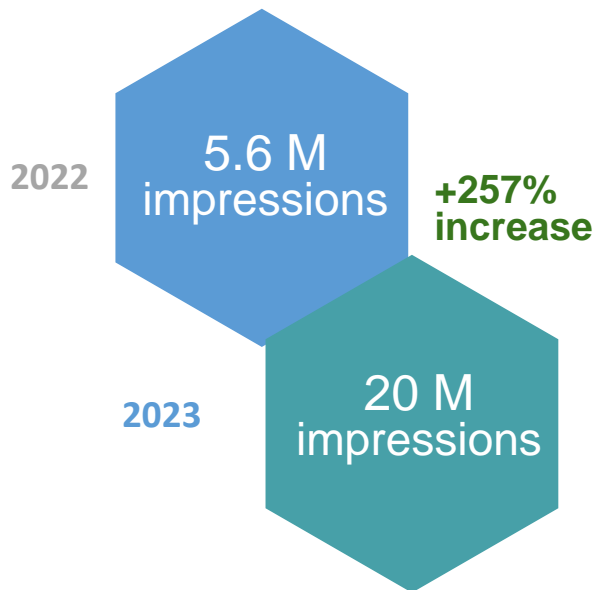


1.64 million +
Engagement

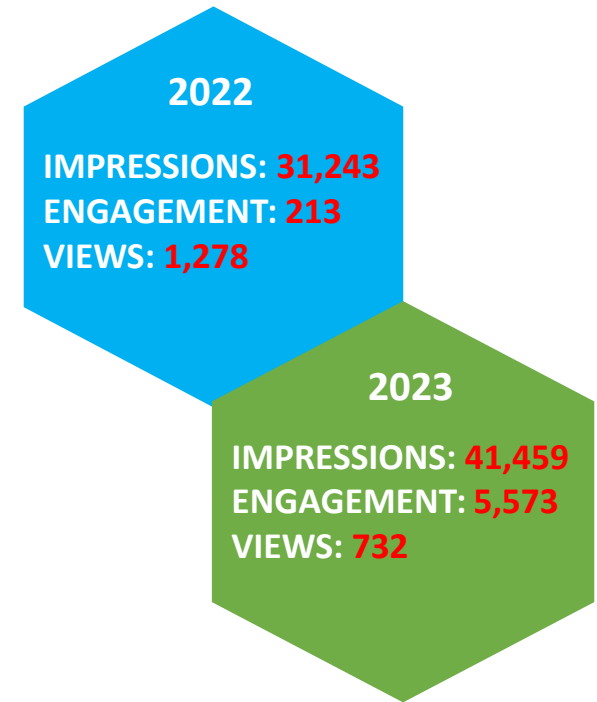
Compared to last year...

A quick breakdown of how we fared in terms of **organic performance**, compared to performance in 2022 -

THE SCRIBBLED STORIES



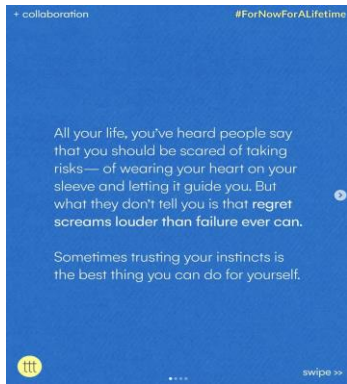
PANASONIC INDIA LINKEDIN



+32% increase in impressions
+2k% increase in engagements

Campaign benchmarking with Terribly Tiny Tales: We did better!

DISCOVER BEYOND
WITH ONE TEAM



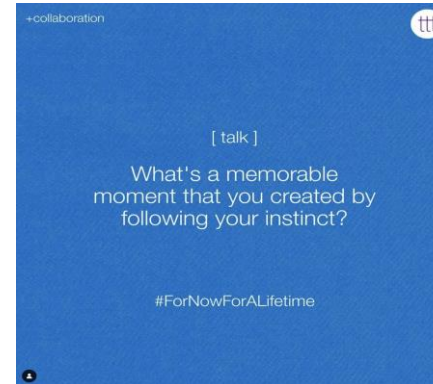
~ 10,800 likes.



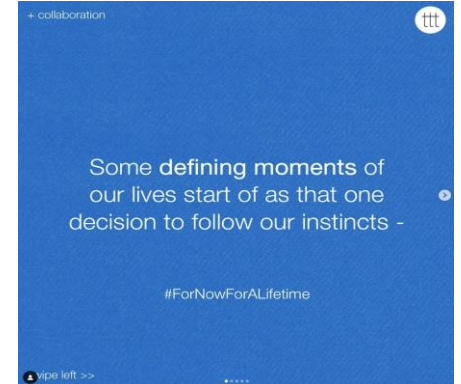
~ 6.6K likes.



~ 7.9K likes.



~ 7.2K likes.



~ 2.9K likes.



~ 25.1K likes.



~ 36.5K likes.



~ 36.4K likes.



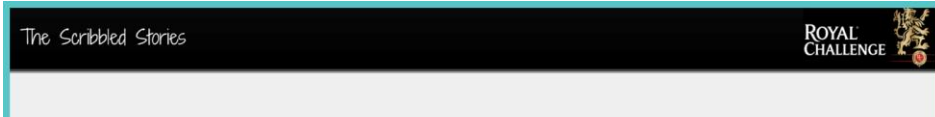
~ 34.4K likes.



~ 43.1K likes.

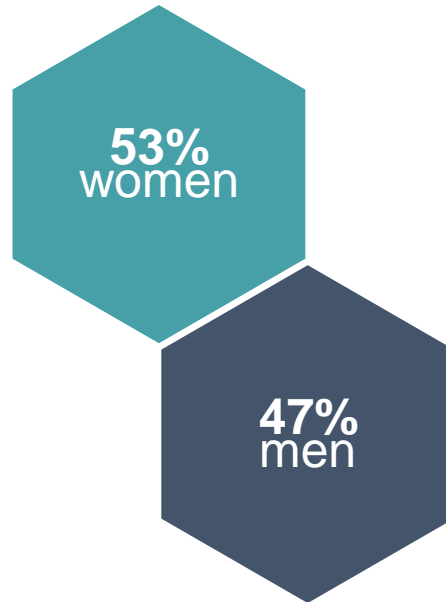
- Both the campaigns were active during the same timeframe (almost). The comparison is with the last five static posts. The campaign of TTT was with Levi's - #ForNowForALifeTime
- TSS had almost 5x better performance when compared to platforms in the same niche – TTT's average engagement on these posts was approx. 7k, while TSS garnered 35k+ on average per post

Campaign benchmarking: We did better!



- From Royal Challenge to MG Motors, or Puma —the average engagement hovered around 28-31K per post.
- With #WelcomeToAdulthood we clocked over 20 million impressions with an average engagement of ~ 35K (within a month) – performing better by approximately 12-35%.

Gender

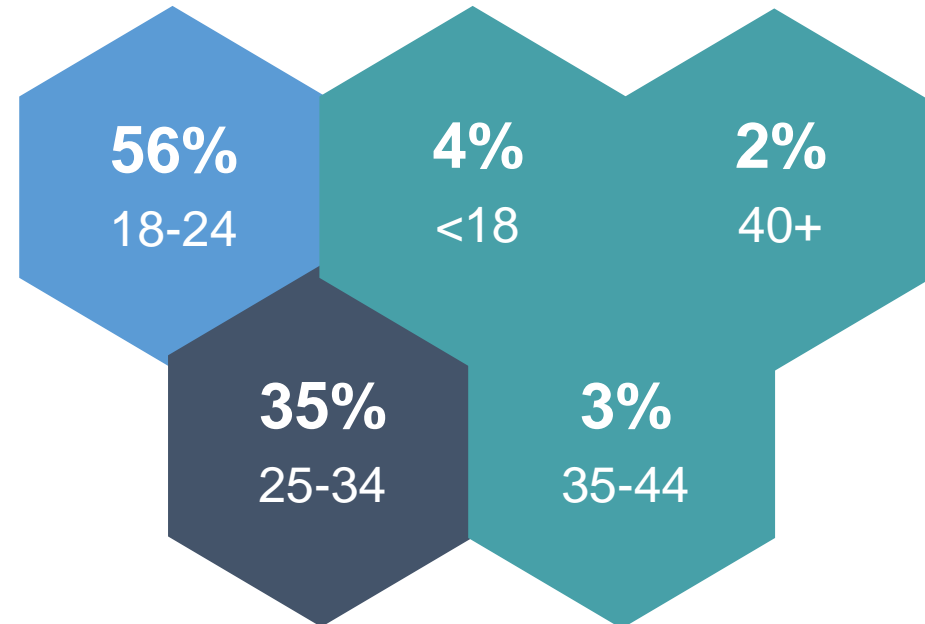


- Around 10 million impressions came from women
- Around 9.4 million impressions came from men

2022

Gender breakup: 52% women; 48% men

Age Split

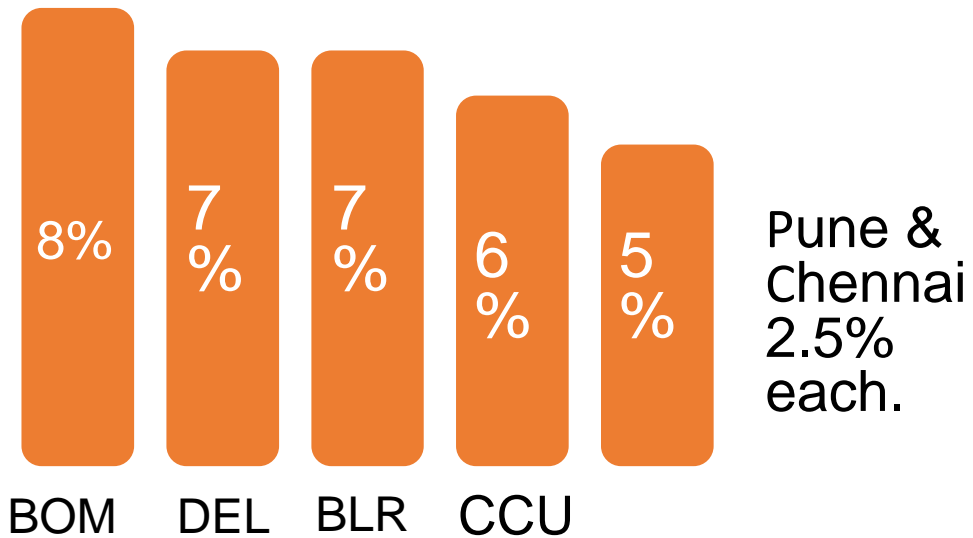


Of the overall impressions, 56% of them came from our readers who are between 18-24. The exact age where people are venturing out on their own, making their first purchases.

35% came from our readers who are between the ages 25-34

2022

55.5% - 18-24; 3.8% - <18; 2.8% - 40+; 33.9% - 25-34; 4% - 35-44



Around 30% of the traction
came from the Tier I metro cities.
the rest was from other cities across
the country.

2022 → Del – 8%; Bom – 7%; Blr – 7%; Ccu – 6%; P&C – 5%

Qualitative Performance

Positive Engagement Showcase

- Audiences resonated with the content and engaged with it



Media coverage

DISCOVER BEYOND
WITH ONE TEAM

The announcement of the campaign helped us garner stories in leading A&M publications like – **Adgully, The Financial Express BrandWagon**, and **Media Info Online** among others, having a reach of close to **33 million viewers and 13 media impressions**

Panasonic unveils second edition of #WelcomeToAdulthood

As per the company, the new initiative aims to connect with couples who are in their mid-to-late twenties ready to explore their new phase of relationship

Written by [BrandWagon Online](#)

September 21, 2023 15:00 IST

FE Brandwagon

Panasonic's #WelcomeToAdulthood Returns

ADVERTISING

2 MINUTES TO READ
SEP 21, 2023

ADGULLY BUREAU

@adgully

News in the domain of Advertising, Marketing, Media and Business of Entertainment



Panasonic Life Solutions India - a leading diversified technology company is delighted to announce the launch

Adgully

ADVERTISING

Panasonic's #WelcomeToAdulthood Returns to make younger generation smarter with living choices



By MediaInfoline
Sep 20, 2023, 17:51 Pm



Media Info Online

Panasonic announces #WelcomeToAdulthood returns

Empowers the young generation to make smart living choices.



Mumbai: Panasonic Life Solutions announce the launch of #WelcomeToAdulthood through the intricate journey of

Indian Television

Influencer Activation

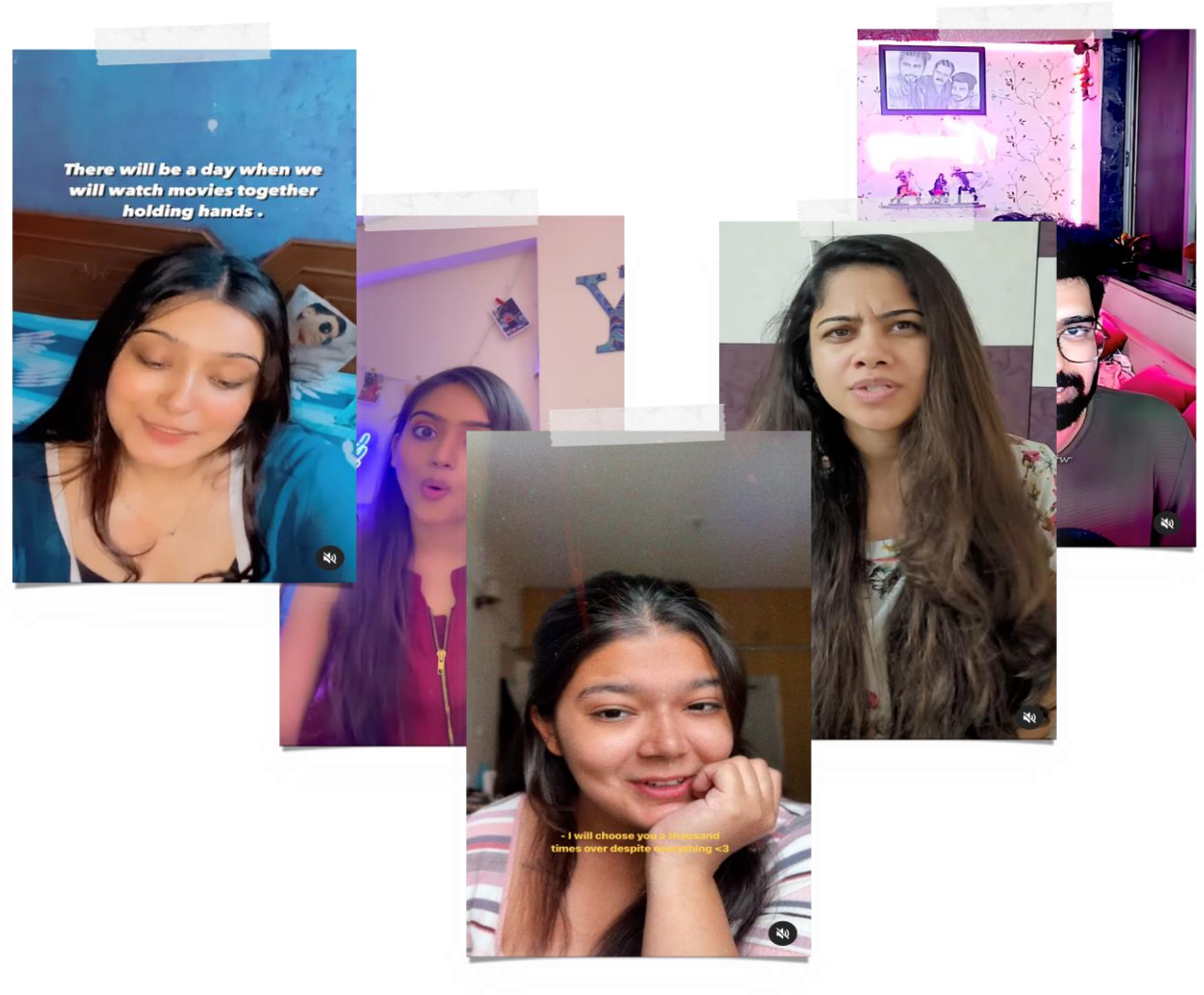
We collaborated with Instagram influencers to both interact with and produce content in alignment with our thematic approach, which transformed into poetry and **resonated widely on the platform.**

Thanks to the support of nearly 15 micro-influencers, our content **successfully reached diverse communities.**

The influencer based content garnered us close to **500,000 impressions.**



457k+
Impressions



[Link to data](#)

Meme Activation

Under the theme of #WelcomeToAdulthood, we crafted some **compelling memes** and **strategically distributed** them through 20 meme pages, collectively engaging a community **of 40 million individuals**. This effort resulted in a remarkable **3.2 million unique reach** and **over 3.5 million impressions**.



3.5 M
Impressions



3.2 M
Unique Reach



[Link to data](#)

Top Performing Content

Top Performing Content

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115,300+
Engagement



100,600+
Engagement



70,000+
Engagement

What worked well:

- All content did significantly well. This time, the reels as well as the carousels performed well – with some of the carousels each getting up to 800,000 impressions organically
- The relatability of the content worked well and resonated with the audience

KEY LEARNINGS

- Given the content's effective narrative and relatability, it successfully connected with the intended demographic: 54% of the audience fell within the 18-25 age range
- Owing to the significant level of engagement and the reach of distinct storytelling formats on niche-oriented pages, it's evident that these approaches are effective. Therefore, it's worthwhile to explore opportunities for further raising awareness and, as a result, garnering interest in our product guides.




WHAT'S NEXT?

- #WelcomeToAdulthood Season 3 will focus on the next age cohort – the new parents who only want the best for their little ones – including home appliances that ensure the health and safety of their children




ANNEXURE

Paid Media Campaign Overview

HIGHLIGHTS FOR 2023

2023		 Reach	 Impression	 Engagement
Planned	1.9 Mn	2.5 Mn	30 K	
Actuals	8.45 Mn (344%)	8.81 Mn (252.4%)	803K	

- 4.4x times higher reach delivered on relevant platforms due to better deliveries on impression
- We have served ads with the frequency of 1.75 while industry average is 3 times

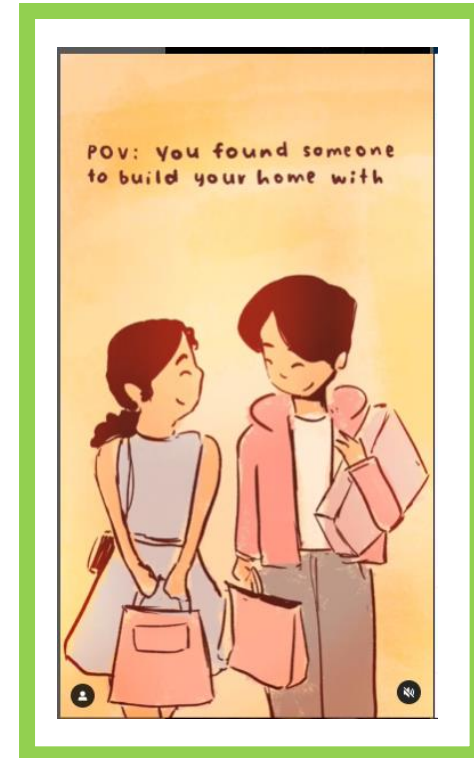
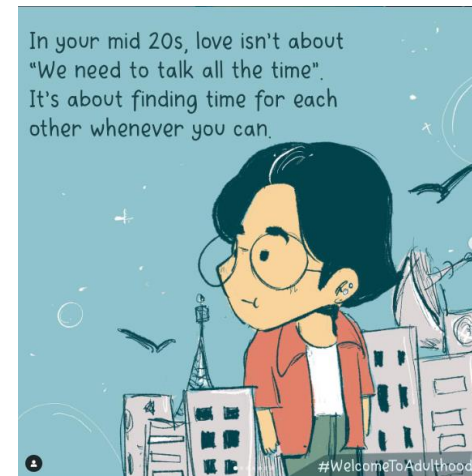
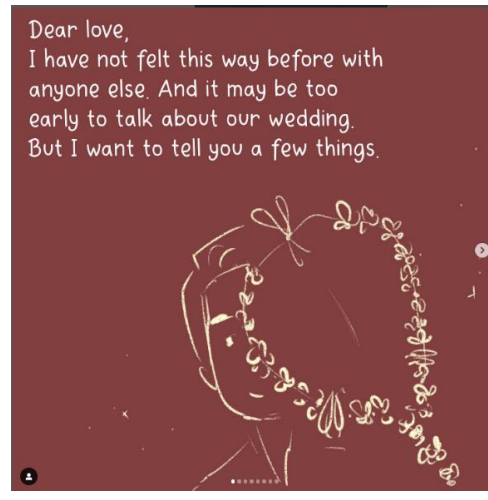
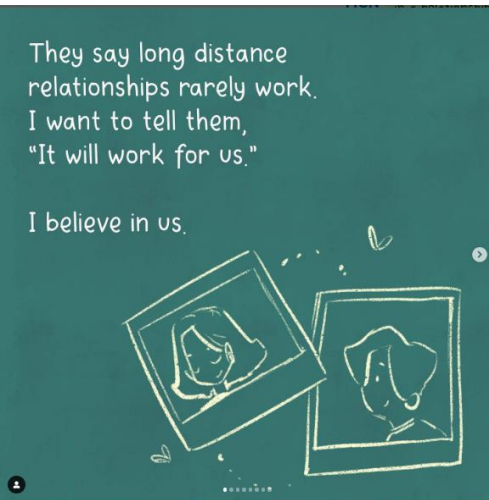
Objective	 Reach	 Impression	 Engagement
Reach	6.96 Mn	7.07 Mn	4.8 K
Engagement	4.87 Mn	1.80 Mn	793 K

Total Budget = INR **120,000**

- Overall campaign has delivered 8.81 Mn impressions
- Our primary target audience lies between 18-24 age group, and we have garnered the highest number of impression with 5.89 Mn
- We have received highest reach from Gujrat & Maharashtra with 218K and 203K respectively

CREATIVE INSIGHTS

7 Carousel Posts, 3 Reels & 2 set of stories

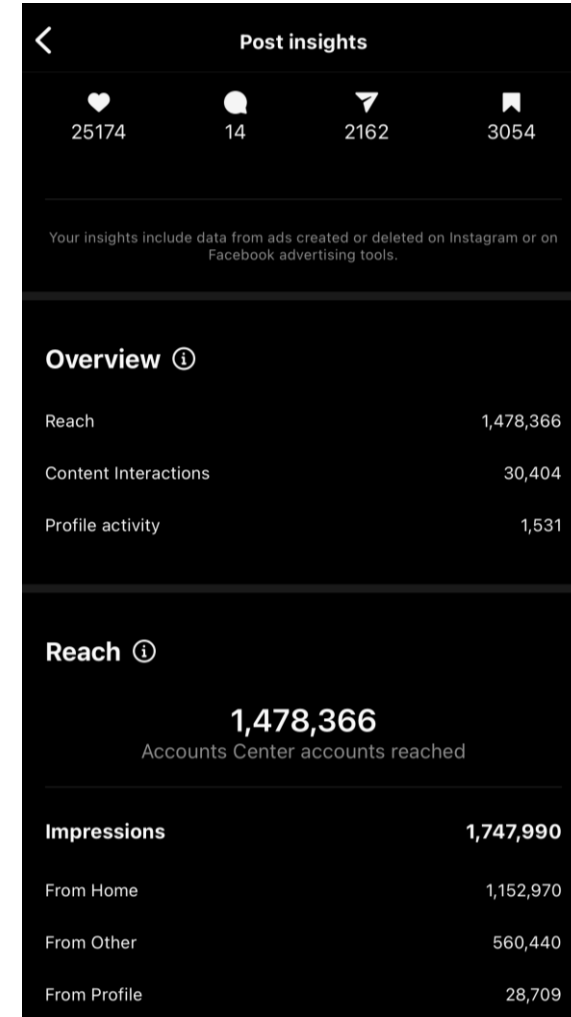
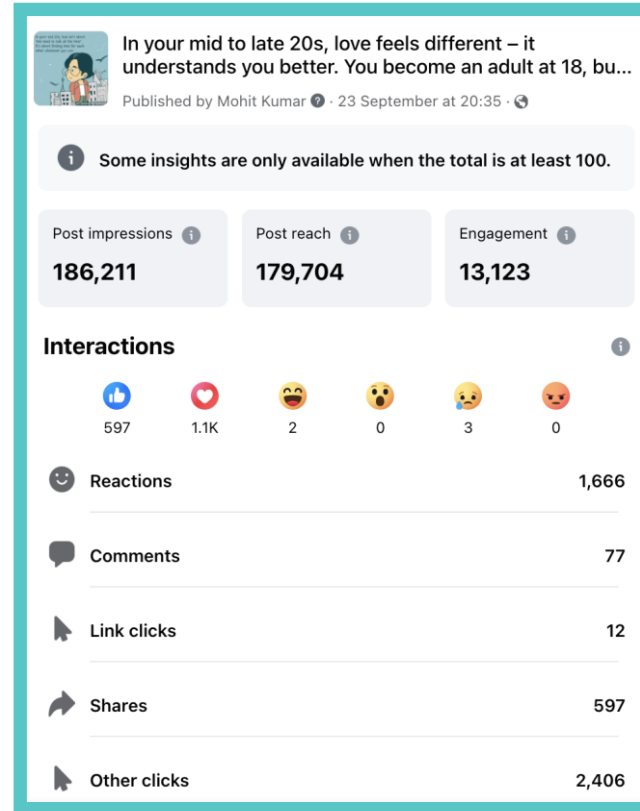
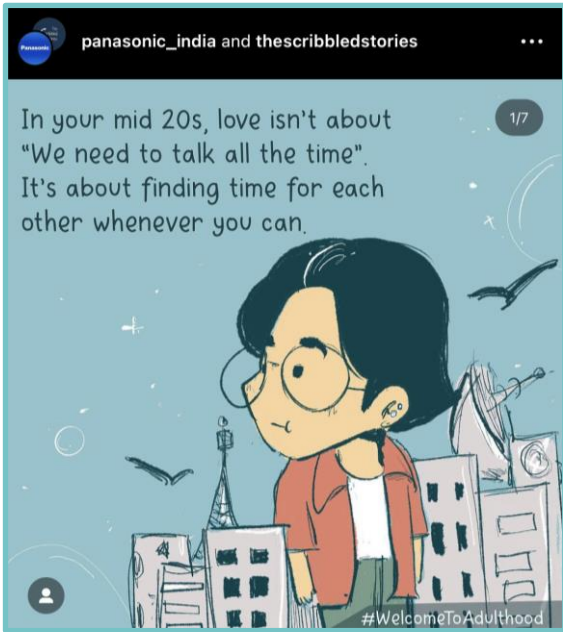


Best Performing

Post performance

[Link to full report by TSS](#)

Post 1



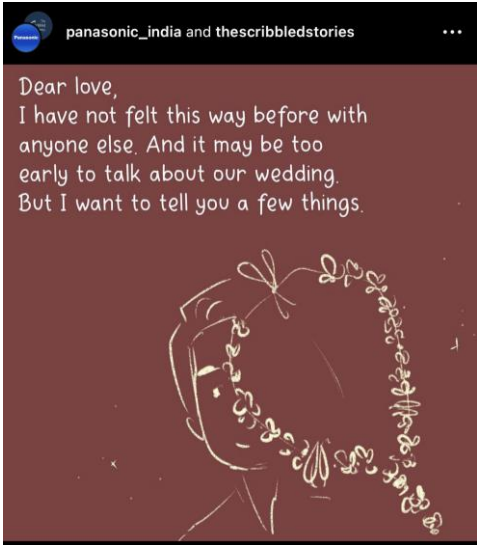
1.9 Million
Impressions

40,400+
Engagement

1.6 M +
Unique reach

Platform	Impressions	Engagements	Reach
LinkedIn	5,109	936	-
Facebook + Instagram (Paid metrics)	1170475	922	1146096
Total	1175584	1858	1146096

Post 2



The Scribbled Stories @thescribstories · Sep 24

In your mid to late 20s, you start building a place that you can call home with a person you can call yours. To make your journey into adulthood easier, @PanasonicIndia has prepared the perfect appliance buying guide for you: bit.ly/45Vc7nK ... [Show more](#)

7 2 1

Impressions 989 Engagements 21 Detail expands 1

Dear love, I want you to know these things about me because I love you. You become an adult at 18, but star...
Published by Instagram · 24 September at 20:15

Some insights are only available when the total is at least 100.

Post impressions 91,956 Post reach 89,132 Engagement 4,965

Interactions

- Like: 205
- Love: 281
- Wow: 1
- Wow: 2
- Wow: 3
- Wow: 0

Reactions 492

Comments 23

Link clicks 2

Shares 136

Other clicks 844

Post insights

36537 68 5342 9683

Your insights include data from ads created or deleted on Instagram or on Facebook advertising tools.

Overview

Reach	1,691,302
Content Interactions	51,630
Profile activity	2,413

Reach

1,691,302
Accounts Center accounts reached

Impressions	2,015,504
From Home	991,104
From Other	977,918
From Profile	33,750

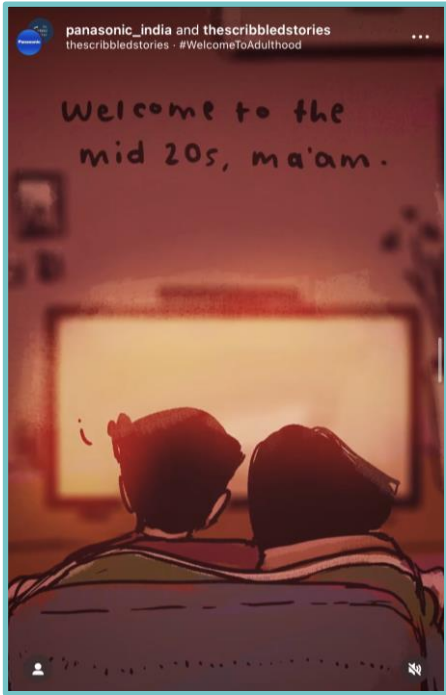
2.1 Million +
Impressions

56,000+
Engagement

1.6 Million+
Unique reach

Platform	Impressions	Engagements	Reach
LinkedIn	6,067	1,123	-
Facebook + Instagram (Paid metrics)	1213880	685	1213880
Total	1219947	1808	1213880

Post 3



The Scribbled Stories @thescribbledstories · Sep 26

You become an adult at 18, but start adulting only in your mid to late 20s.

To make your journey into adulthood easier, @PanasonicIndia has prepared the perfect appliance buyin... [Show more](#)

5 2 0

Impressions **810** Engagements **24** Detail expands **1**

Total insights

Post reach **7,224** Engagement **--**

Audience engagement

Shares	5	👍	👎	❤️	😱	😞	😡
Comments	0	49	0	26	0	0	0
Reactions	75						

Dear love, I want you to know these things about me because I love you. You become an adult at 18, but star...

Published by Instagram · 24 September at 20:15

Some insights are only available when the total is at least 100.

Post impressions **91,956** Post reach **89,132** Engagement **4,965**

Interactions

👍	👎	😂	😱	😞	😡
205	281	1	2	3	0

Reactions **492**

Comments **23**

Link clicks **2**

Shares **136**

Other clicks **844**

Reel insights

802190 97345 16 1092 2097

Plays exclude data from when your reel was delivered as an ad. Other insights include data from ads created or deleted on Instagram or on Facebook advertising tools.

Overview

Reach	720,747
Reel interactions	100,550

Reach

720,747

Accounts Center accounts reached

Plays	802,190
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Reel interactions

100,550

Likes	97,345
Saves	2,097

800,000 +
Impressions

100,600+
Engagement

1.6 Million+
Unique reach

3,200+
Shares and saves

Platform	Impressions	Engagements	Reach	Views
LinkedIn	1,294	13	-	326
Facebook + Instagram (Paid metrics)	563272	226762	440316	-
Total	564566	226775	440316	326

Post 4



The Scribbled Stories @thescribstories · Sep 26

One day, your LDR will work out and it will all seem right. You start adulting only in your mid to late 20s. To make your journey into adulthood easier @PanasonicIndia has prepared the perfect appliance buying guide for you. bit.ly/45Vc7nK #WelcomeToAdulthood

6 likes, 2 shares, 0 comments

Impressions **774** Engagements **19** Detail expands **3**

I knew that one day, we will be in the same city and we'll build our home together. You become an adult at 18, bu...
Published by Instagram · 26 September at 20:53

Some insights are only available when the total is at least 100.

Post impressions	Post reach	Engagement
87,585	82,425	4,074

Interactions

Like	Love	Wow	Wow	Wow	Wow
20	26	5	2	3	0
6	4				

Reactions: 477
Comments: 69
Link clicks: 6
Shares: 114
Other clicks: 854

Post insights

36456 likes, 120 comments, 6589 shares, 7292 saves

Your insights include data from ads created or deleted on Instagram or on Facebook advertising tools.

Overview

Reach	1,661,291
Content Interactions	50,457
Profile activity	2,174

Reach

1,661,291
Accounts Center accounts reached

Impressions	2,032,904
From Home	1,430,357
From Other	563,440
From Profile	29,413

2.1 million +
Impressions

44,000+
Engagement

1.7 Million+
Unique reach

Platform	Impressions	Engagements	Reach
LinkedIn	2,979	279	-
Facebook + Instagram (Paid metrics)	1163648	652	1147111
Total	1166627	931	1147111

Post 5



The Scribbled Stories @thescribbledstories · Sep 26

One day, your LDR will work out and it will all seem right. You start adulting only in your mid to late 20s. To make your journey into adulthood easier @PanasonicIndia has prepared the perfect appliance buying guide for you. bit.ly/45Vc7nK #WelcomeToAdulthood

6 likes, 2 shares, 0 comments

Impressions 774, Engagements 19, Detail expands 3

I knew that one day, we will be in the same city and we'll build our home together. You become an adult at 18, bu...

Published by Instagram · 26 September at 20:53

Some insights are only available when the total is at least 100.

Post impressions	Post reach	Engagement
87,585	82,425	4,074

Interactions

Like	Love	Wow	Sad	Angry
20	26	5	2	3
6	4			

Reactions: 477, Comments: 69, Link clicks: 6, Shares: 114, Other clicks: 854

Post insights

36456 likes, 120 comments, 6589 shares, 7292 saves

Your insights include data from ads created or deleted on Instagram or on Facebook advertising tools.

Overview

Reach	1,661,291
Content Interactions	50,457
Profile activity	2,174

Reach

1,661,291 Accounts Center accounts reached

Impressions	2,032,904
From Home	1,430,357
From Other	563,440
From Profile	29,413

1.9 million +
Impressions

47,000+
Engagement

1.6 Million+
Unique reach

Platform	Impressions	Engagements	Reach
LinkedIn	1,206	354	-
Facebook + Instagram (Paid metrics)	1155334	825	1152240
Total	1156540	1179	1152240

Post 6



The Scribbled Stories @thescribstories · Sep 30

...they end up looking for homes together, and it works out in the end. You start adulting only in your mid to late 20s. To make your journey into adulthood easier. @PanasonicIndia

2 likes, 2 shares, 0 comments

Impressions 924, Engagements 22, Detail expands 4

Published by Instagram · 30 September at 20:42

Some insights are only available when the total is at least 100.

Post impressions	Post reach	Engagement
95,883	94,467	6,723

Interactions

Like	Love	Wow	Wow	Wow	Wow
223	24	9	0	0	0

Reactions: 476, Comments: 12, Link clicks: 3, Shares: 99, Other clicks: 1,217

Post insights

43174 likes, 80 comments, 7852 shares, 6133 saves

Your insights include data from ads created or deleted on Instagram or on Facebook advertising tools.

Overview

Reach	1,632,204
Content Interactions	57,239
Profile activity	2,667

Reach

1,632,204 Accounts Center accounts reached

Impressions	2,063,378
From Home	1,608,756
From Other	422,062
From Profile	23,513

2.1 million +
Impressions

63,000+
Engagement

1.7 Million+
Unique reach

Platform	Impressions	Engagements	Reach
LinkedIn	9,638	337	-
Facebook + Instagram (Paid metrics)	1143935	716	1143935
Total	1153573	1053	1143935

Post 7



The Scribbled Stories @thescribstories · Sep 29

The thought that we're now living together makes me happy. You start adulting only in your mid to late 20s. To make your journey into adulthood easier. @Panasonicindia has prepared the perfect appliance buying guide for you bit.ly/45Vc7nK #WelcomeToAdulthood

3 2 0

Impressions **845** Engagements **17** Detail expands **3**

Total insights

Post reach **8,111** Engagement --

Audience engagement	
Shares	8
Comments	2
Reactions	82

895,000 +
Impressions

66,800+
Engagement

840,000+
Unique reach

Reel insights

889327 63012 25 1417 2298

Plays exclude data from when your reel was delivered as an ad. Other insights include data from ads created or deleted on Instagram or on Facebook advertising tools.

Overview

Reach 831,474
Reel interactions 66,752

Reach

831,474
Accounts Center accounts reached

Plays 889,327

Reel interactions

Reel interactions **66,752**
Likes 63,012

Platform	Impressions	Engagements	Reach	Views
LinkedIn	866	11	-	168
Facebook + Instagram (Paid metrics)	585019	247809	502778	-
Total	585975	247820	502	168



The Scribbled Stories @thescribstories · Oct 1

Fall in love with someone who notices the little things. What's your favourite lays flavour. Or what coffee you order.

Fall in love with someone who you can share a tub of ice-cream with. You start adulting only in your mid to late 20s. To make your journey into adulthood easier. @PanasonicIndia has prepared the perfect appliance buying guide for you: bit.ly/45Vc7nK #WelcomeToAdulthood

4 2 1

Impressions 943 Engagements 22 Detail expands 2

Fall in love with someone who you can share a tub of ice-cream with. You become an adult at 18, but start adulti...

Published by Instagram · 1 October at 20:54 ·

Some insights are only available when the total is at least 100.

Post impressions 209,625 Post reach 197,515 Engagement 11,792

Interactions

527 98 19 0 8 0

Reactions 1,528

Comments 106

Link clicks 4

Shares 479

Other clicks 2,200

Post insights

45330 86 6422 7430

Your insights include data from ads created or deleted on Instagram or on Facebook advertising tools.

Overview

Reach 1,639,931

Content Interactions 59,268

Profile activity 2,703

Reach

1,639,931
Accounts Center accounts reached

Impressions 1,946,994

From Home 1,425,380

From Other 482,843

From Profile 23,136

2.1 million +
Impressions

70,000+
Engagement

1.8 Million+
Unique reach

Platform	Impressions	Engagements	Reach
LinkedIn	6,047	1,681	-
Facebook + Instagram (Paid metrics)	1160076	1078	1160076
Total	116123	2759	1160076

Post 9



The Scribbled Stories @thescribstories · Oct 3

POV: The two of you build a future together. With the right person, it all feels easy. To make your journey into adulthood easier. @PanasonicIndia has prepared the perfect appliance buying guide for you: bit.ly/45Vc7nK #WelcomeToAdulthood

3 likes, 2 shares, 0 comments

Impressions 887, Engagements 12, Detail expands 0

Total insights

Post reach 11,677

Engagement --

Audience engagement	
Shares	17
Comments	7
Reactions	180

931,200 +
Impressions

115,300+
Engagement

866,400+
Unique reach

Reel insights

931206 plays, 110476 likes, 61 comments, 2168 shares, 2621 saves

Plays exclude data from when your reel was delivered as an ad. Other insights include data from ads created or deleted on Instagram or on Facebook advertising tools.

Overview

Reach: 866,402
Reel interactions: 115,326

Reach

866,402
Accounts Center accounts reached

Plays: 931,206

Reel interactions

115,326
Likes: 110,476

Platform	Impressions	Engagements	Reach	Views
LinkedIn	3,593	20	-	238
Facebook + Instagram (Paid metrics)	655915	318950	549887	-
Total	659,508	318970	549887	238

Post 10



The Scribbled Stories @thescribstories · Oct 4

Seeing your face everyday in the morning is the best part about moving in together. To make your journey into adulthood easier. @PanasonicIndia has prepared the perfect appliance buying guide for you: bit.ly/45Vc7nK #WelcomeToAdulthood

3 likes, 3 shares, 0 comments

Impressions 983 Engagements 18 Detail expands 0

Seeing your face everyday in the morning is the best part about moving in together. You become an adult at 18, b...
Published by Instagram · 4 October at 20:30 ·

Some insights are only available when the total is at least 100.

Post impressions	Post reach	Engagement
83,497	83,497	4,648

Interactions

Like	Love	Wow	Sad	Angry
150	208	2	0	1

Reactions: 359
Comments: 27
Link clicks: 4
Shares: 76
Other clicks: 799

Post insights

20472	26	2035	2316
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Overview

Accounts reached	279,502
Accounts engaged	22,870
Profile activity	1,261

Reach

279,502 Accounts reached

266,945 Followers	12,557 Non-Followers
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Impressions	440,508
From Home	412,818
From Profile	22,865

520,000 +
Impressions

29,000+
Engagement

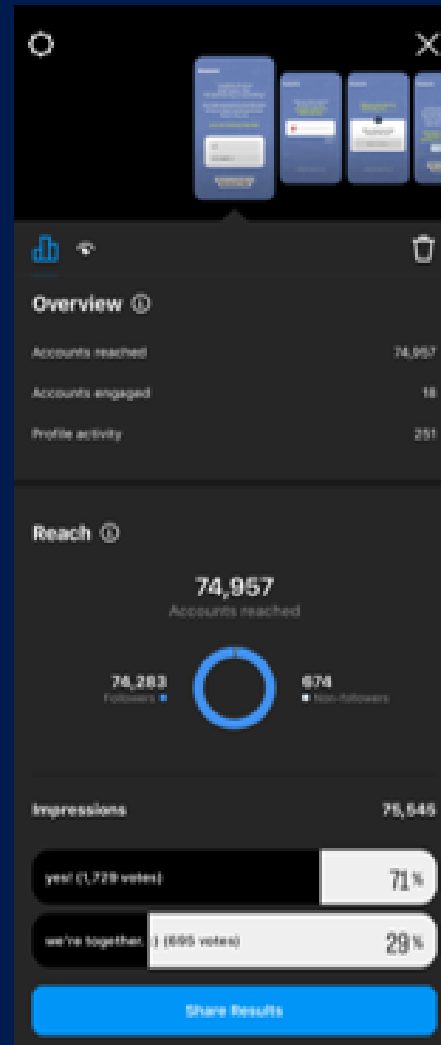
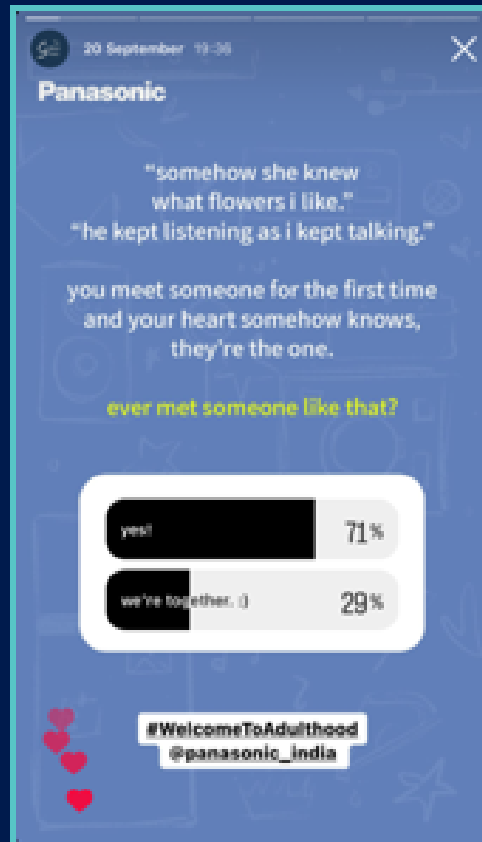
360,000+
Unique reach

Platform	Impressions	Engagements	Reach
LinkedIn	4,660	819	-
Facebook + Instagram (Paid metrics)	446,891	24,936	283,559
Total	451,551	25,755	283,559



Instagram Story — Set 1

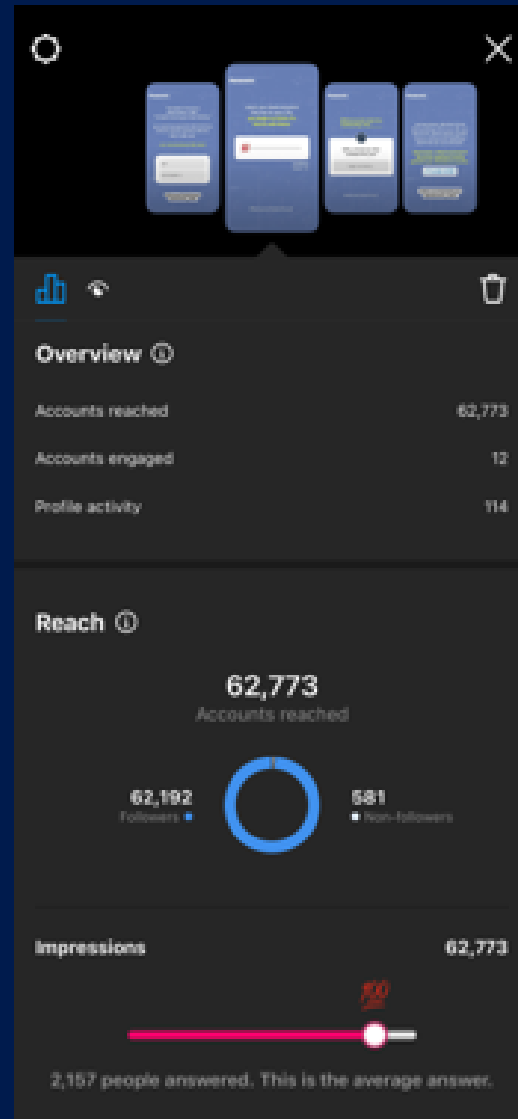
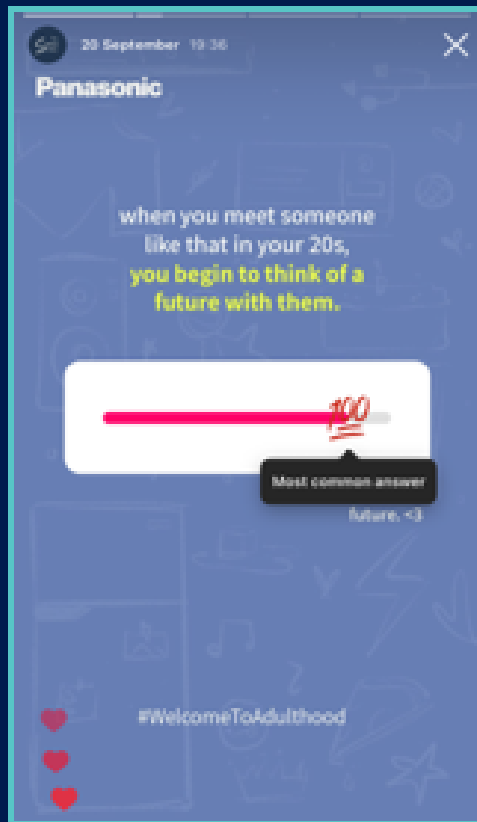
This story set got over 250,000+ impressions, and 3,000+ votes or answers.



75,500
impressions.

74,957
unique people
saw the story.

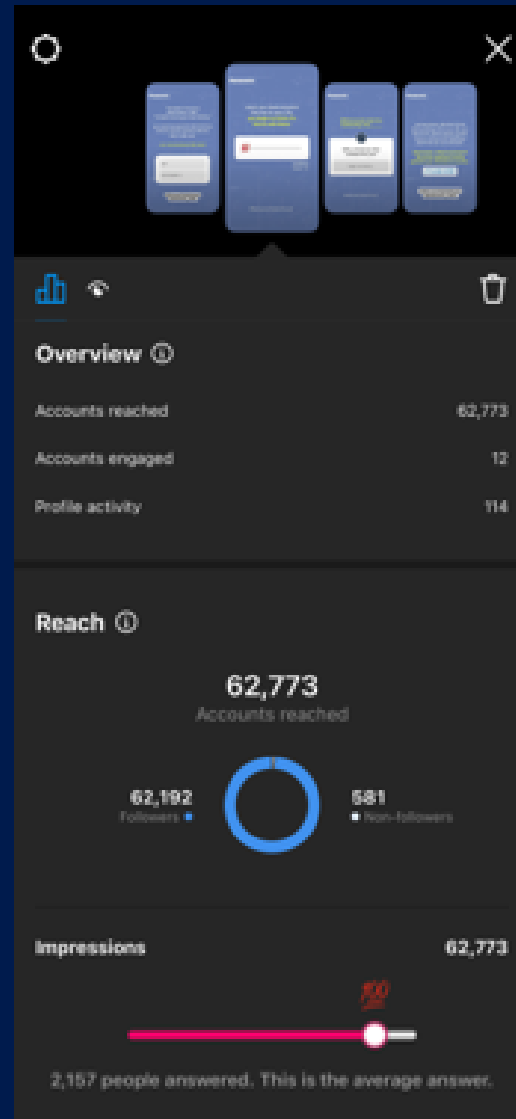
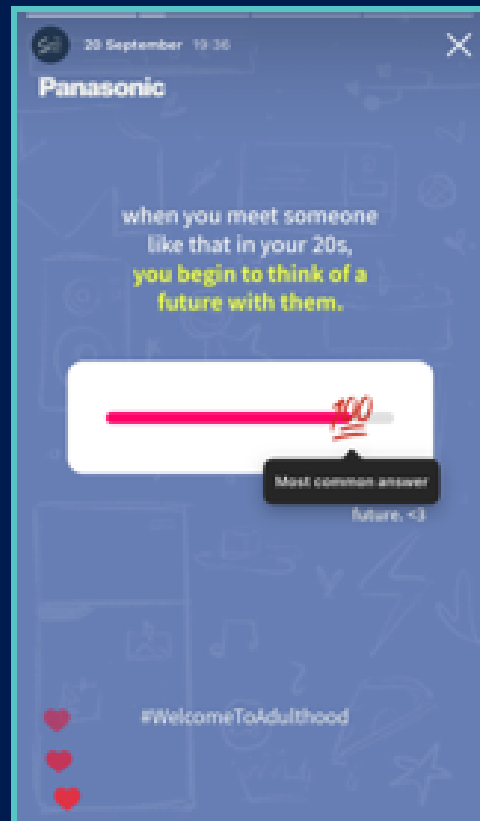
1,300+
people answered.



62,000+
impressions.

62,700
unique people
saw the story.

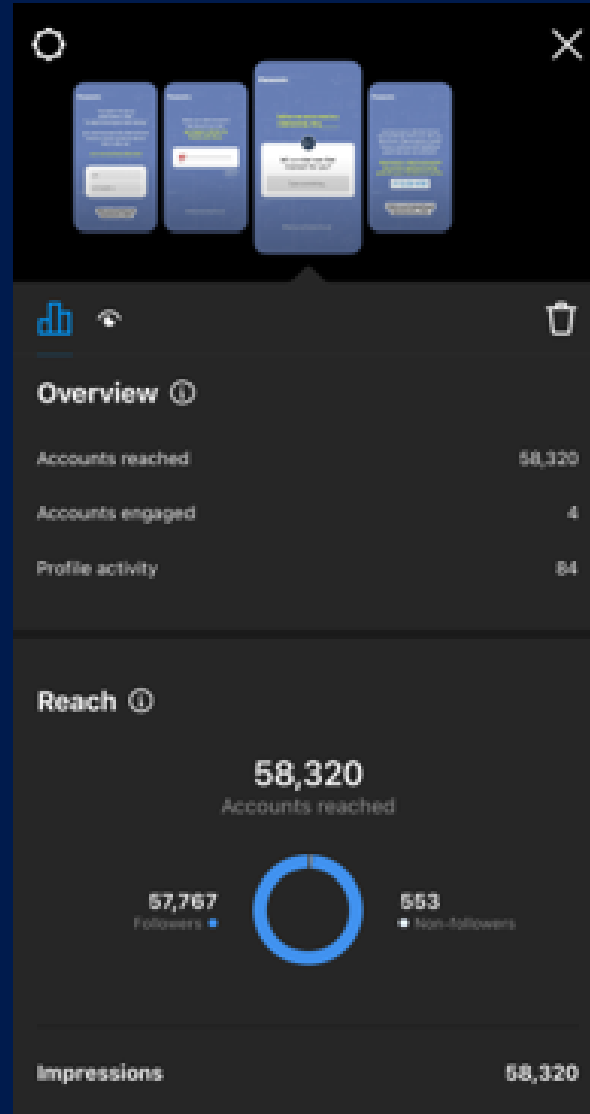
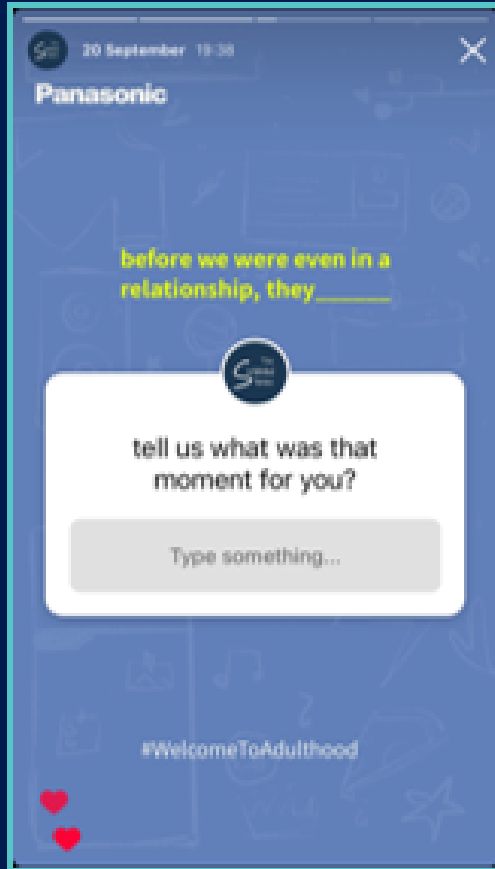
2,100+
voted in the poll.



62,000+
impressions.

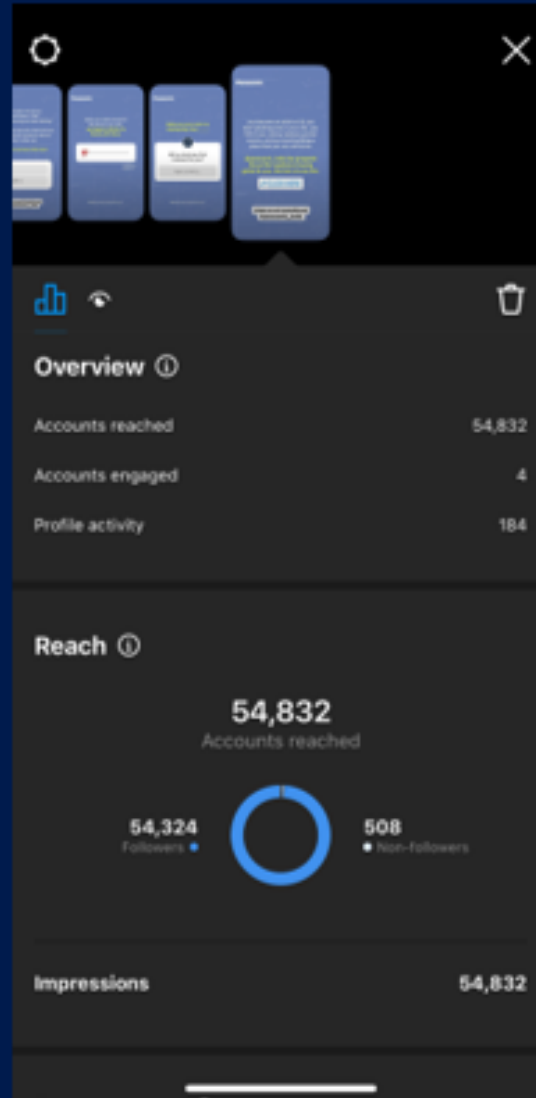
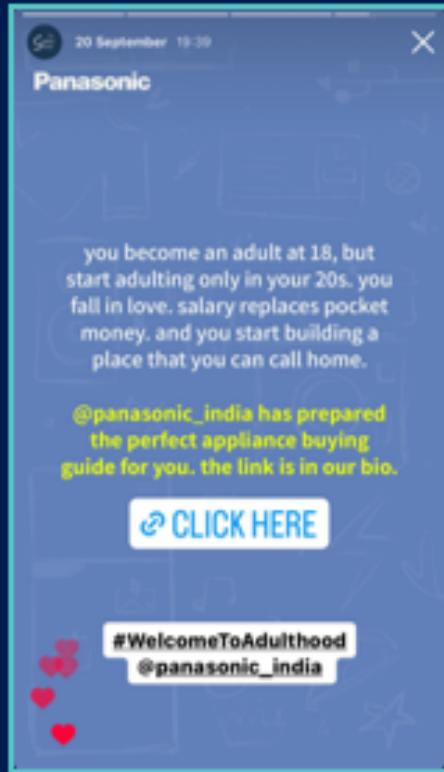
62,700
unique people
saw the story.

2,100+
voted in the poll.



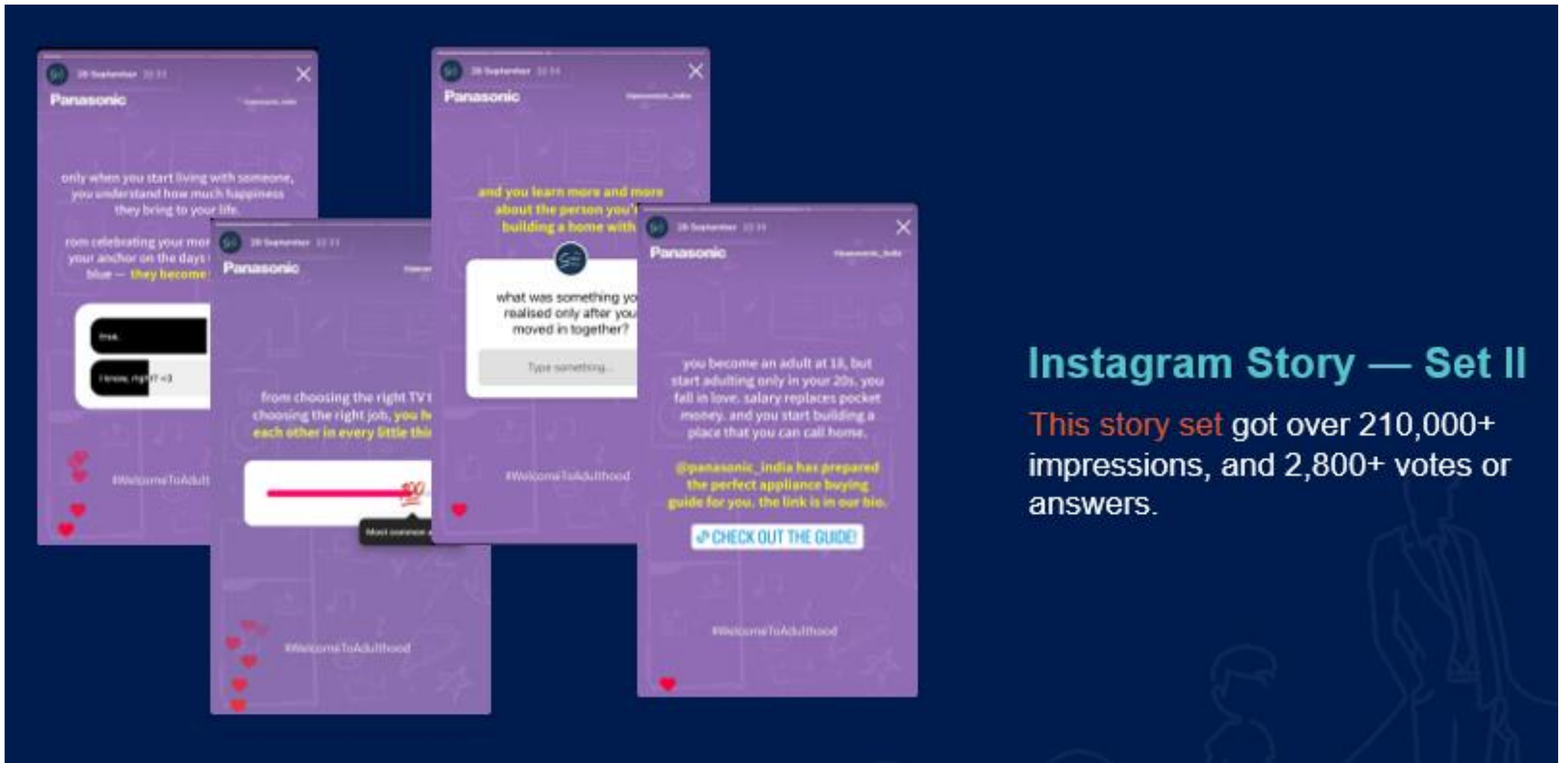
58,320
impressions.

58,320
unique people
saw the story.



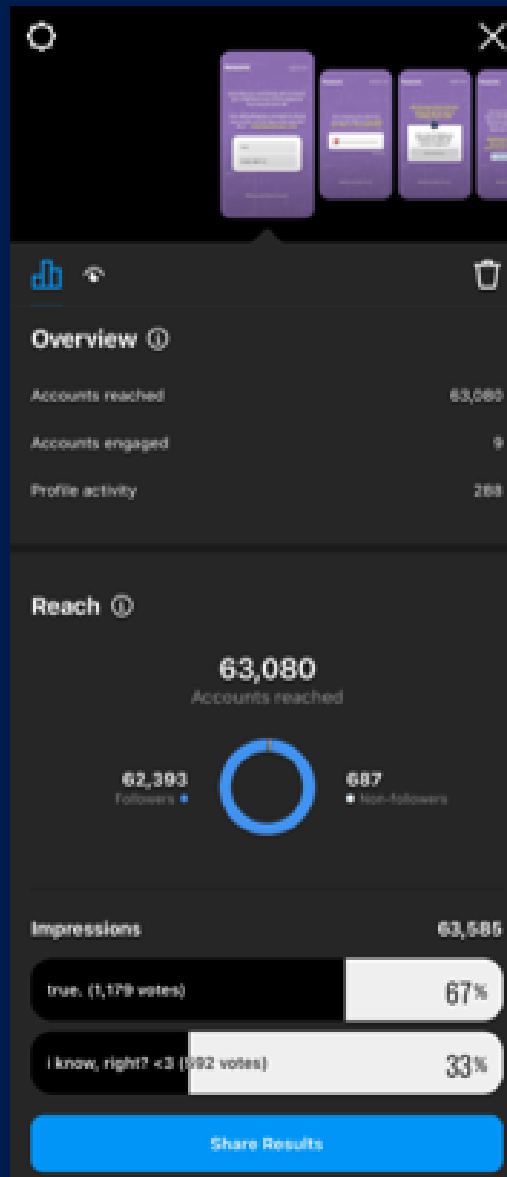
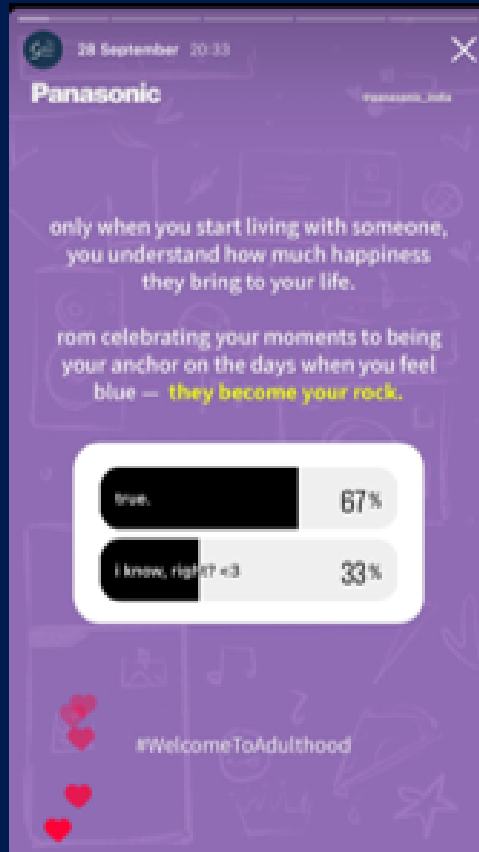
54,832
impressions.

54,832
unique people
saw the story.



Instagram Story — Set II

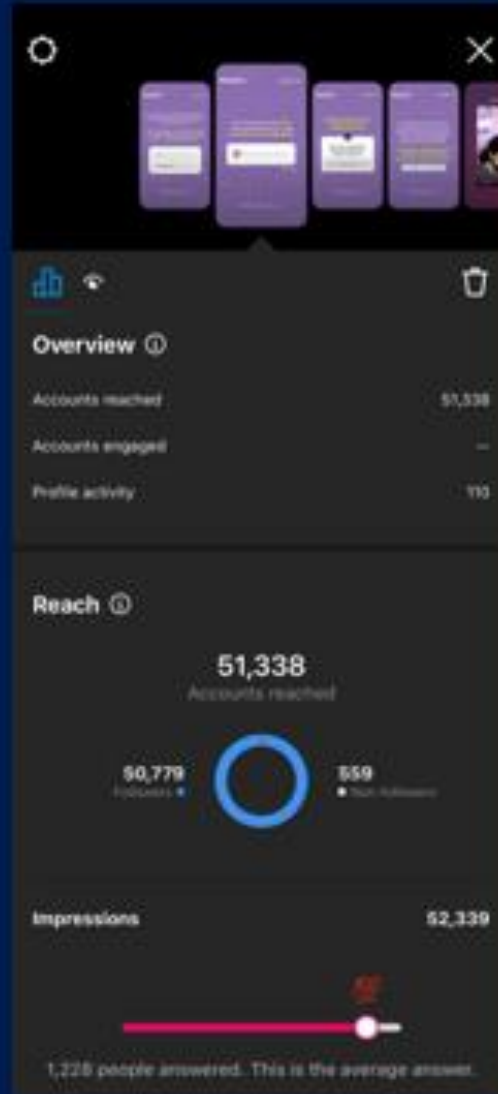
This story set got over 210,000+ impressions, and 2,800+ votes or answers.



63,580+
impressions.

63,000+
unique people
saw the story.

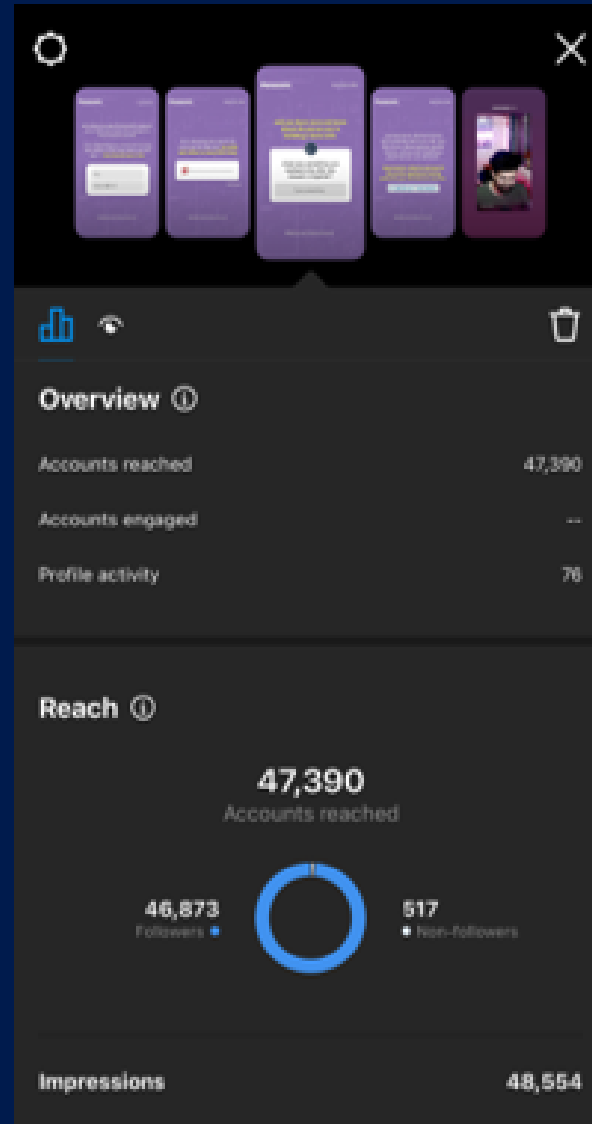
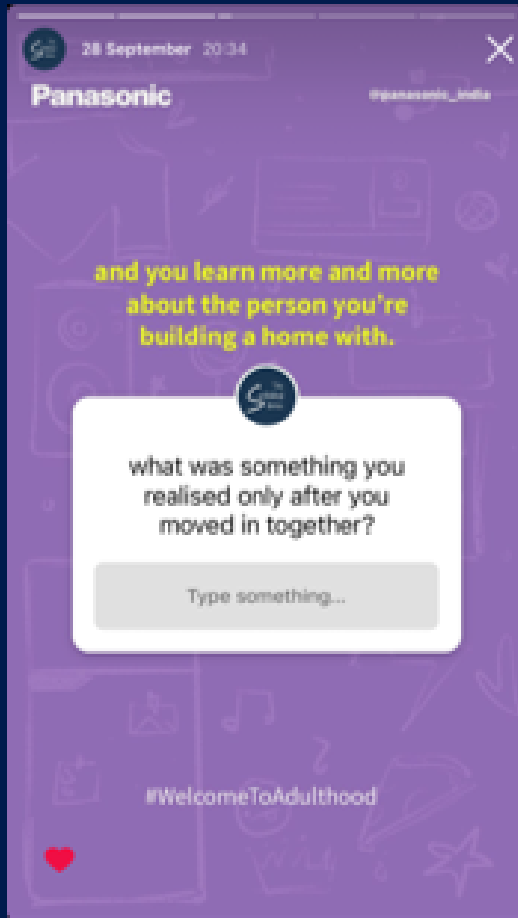
1,600+
people answered.



52,300+
impressions.

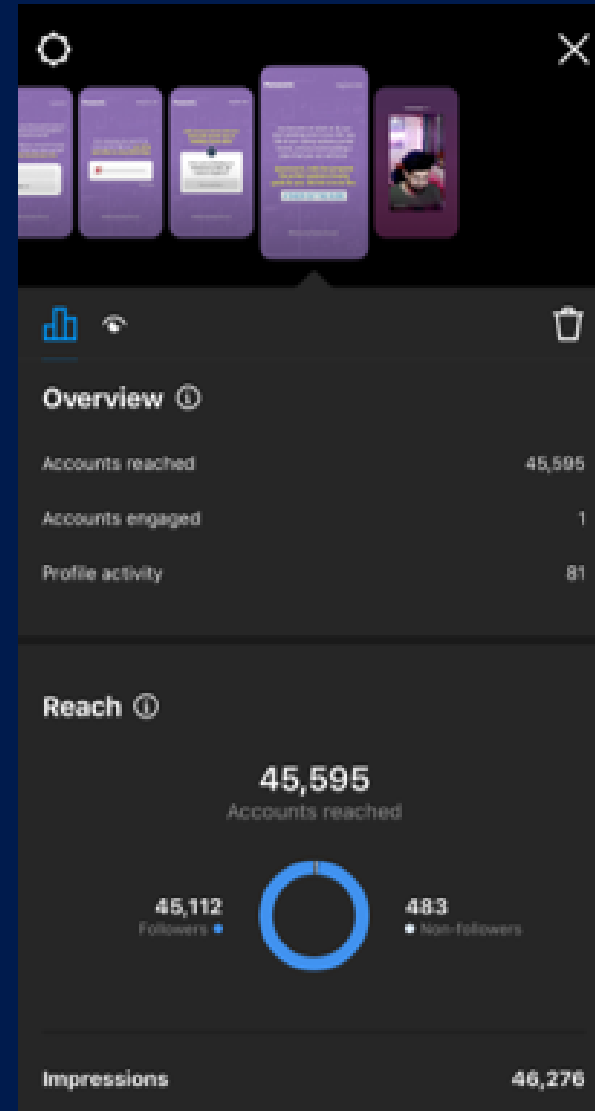
51,300+
unique people
saw the story.

1,200+
voted in the poll.



48,500 impressions.

47,390 unique people saw the story.



46,276 impressions.

45,595 unique people saw the story.

Thank you