

COMFORT WHERE **LIFE** HAPPENS



2026 Winter Campaign - Dealer Pack

Panasonic
heating & cooling solutions

COMFORT WHERE LIFE HAPPENS

Campaign Concept

This winter, Panasonic is shifting the conversation from heating technology to something more meaningful: how warmth makes everyday life better.

Comfort Where Life Happens positions Panasonic as the comfort brand for real Kiwi living. Rather than focusing solely on air conditioning products, the campaign highlights the everyday moments that matter most during winter - family mornings, movie nights, bedtime routines, and the simple comfort of being warm at home when it's cold outside.

The creative showcases authentic Kiwi homes filled with life, connection and warmth. Panasonic air conditioning is naturally integrated into these spaces, playing an important role without becoming the hero. Instead, the focus is on the people, routines and moments that warmth enables. By contrasting cold, wet winter conditions outside with warm, inviting interiors, the campaign reinforces Panasonic's role in creating homes that feel comfortable, welcoming and effortless to live in throughout winter.

The campaign is designed to build emotional connection with consumers, increase seasonal relevance, and position Panasonic as the trusted comfort solution for Kiwi households. It moves beyond product features to establish Panasonic as a brand that understands how New Zealanders want to feel in their homes during winter: warm, comfortable and connected.

Campaign Platform:

Comfort Where Life Happens

Supporting Creative Themes:

- **Warm Where Mornings Happen**
- **Warm Where Movie Nights Happen**
- **Warm Where Winter Happens**
- **Warm Where Family Happens**
- **Warm Where Bedtime Happens**

Together, these executions demonstrate that wherever life happens in the home, Panasonic delivers the comfort that makes those moments better.

Campaign Timing

The campaign will run from 8 June to 31 August 2026, strategically covering the peak winter period when home heating solutions are most relevant for New Zealand households.

Launching as temperatures drop across the country, the campaign is designed to maintain a consistent brand presence throughout winter, aligning with the moments when consumers are most focused on creating warm, comfortable living environments. The extended campaign period allows Panasonic to remain top-of-mind during key seasonal decision-making periods, driving awareness, consideration and demand across the category.

By spanning the heart of winter, the campaign will reinforce Panasonic's position as the comfort solution for real Kiwi homes, connecting with consumers when the need for warmth, comfort and energy-efficient heating is at its highest.

Campaign Objective

To build seasonal relevance, strengthen brand affinity and drive consideration for Panasonic Air Conditioning during New Zealand's peak winter heating season.

Campaign Assets

To help dealers leverage the Comfort Where Life Happens campaign throughout winter, a suite of ready-to-use marketing assets has been developed for local activation across digital channels.

The creative toolkit is built around the core campaign platform and supporting winter lifestyle moments, ensuring a consistent and recognisable Panasonic brand presence across all customer touchpoints.

Hero Campaign Asset: COMFORT WHERE LIFE HAPPENS

The lead campaign creative showcases a warm, lived-in Kiwi home where everyday life is unfolding across multiple spaces. The imagery reinforces Panasonic's role in creating comfortable homes during winter, with warmth, connection and real-life moments at the centre of the story.



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WARM WHERE MORNINGS HAPPENS

Featuring a family morning routine in a warm kitchen environment, this creative captures the comfort of starting the day in a home that feels warm and welcoming despite cold conditions outside.

Emotional cue: Comfort that starts the day right.

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WARM WHERE MORNINGS HAPPEN

A woman in a pink robe is pouring milk into a bowl of cereal. A baby is sitting on her hip. Two children are sitting at a wooden table, eating cereal. A Panasonic air conditioner is mounted on the wall above the table. A chalkboard with a family calendar is on the wall. A window shows a snowy mountain landscape.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00am @ 10:30am	Soccer practice	Teacher Help - morning	Working all day	Working all day	Soccer 9am	
Dental appt. @ 3:30pm	Dinner Time	Electrician 4pm		School Disco @ 5pm	Swimming @ 6pm	

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WARM WHERE MOVIE NIGHTS HAPPEN

A cosy evening scene centred around relaxation, blankets and quality time together. This execution highlights the comfort of staying in on cold winter nights.

Emotional cue: The comfort of staying in.



WARM WHERE WINTER HAPPENS

This creative focuses on the contrast between cold, wet winter weather outdoors and the warmth and comfort of home indoors, reinforcing Panasonic as the solution for effortless winter comfort.

Emotional cue: Escape the cold effortlessly.



WARM WHERE FAMILY HAPPENS

A busy family environment with multiple moments happening simultaneously, showcasing Panasonic's role in keeping shared living spaces comfortable for everyone.

Emotional cue: Comfort for real family life.



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WARM WHERE BEDTIME HAPPENS

A calm and peaceful evening scene featuring bedtime routines and warm, comfortable bedrooms. This creative highlights the role of comfort in helping families unwind at the end of the day.

Emotional cue: Comfort that helps you fully unwind.



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AVAILABLE MARKETING ASSETS

Dealers will have access to a range of campaign materials designed to support local marketing activity and drive seasonal engagement.

SOCIAL MEDIA ASSETS

A suite of ready-to-use social media creative featuring the hero campaign and supporting winter moments, optimised for key social platforms.

[DOWNLOAD HERE](#)

WEBSITE BANNERS

A range of digital banner sizes for dealer websites, helping create a consistent customer experience and reinforce campaign messaging online.

[DOWNLOAD HERE](#)

EDM TEMPLATE

A customisable email marketing template designed to help dealers communicate the campaign to their customer database and promote Panasonic winter comfort solutions.

[DOWNLOAD HERE](#)

ALL ASSETS ARE DESIGNED TO WORK TOGETHER AS A COHESIVE CAMPAIGN, HELPING DEALERS DELIVER A CONSISTENT PANASONIC BRAND MESSAGE THROUGHOUT THE PEAK WINTER SEASON.

MEDIA SCHEDULE

					April				May				June					July				August				September				
					06	13	20	27	04	11	18	25	01	08	15	22	29	06	13	20	27	03	10	17	24	31	07	14	21	28
AIRCON																														
DIGITAL																														
Partner	Targeting	Format	Sizes	Est. Impressions/Clicks																										
Meta	Home Appliance, Energy, Weather and Home Renovation	Carousel + Video		1,200,000																										
	Remarketing			300,000																										
DV360	In market for Aircon + contextual targeting			500,000																										
	Remarketing			200,000																										
NZME - Native	Health & Weather Targeting			1,800																										
Stuff - Native	Health & Weather Targeting			1,800																										
MetService	Weather			2,100																										
OUT OF HOME																														
Partner	Targeting	Format	Sizes	Est. Impressions/Clicks																										
Vistar	Nationwide - Daypart 4pm-1030pm	Small Format OOH	Various	456,736																										
	Weather Targeting - 17 Degress and below																													
Audio																														
Partner	Targeting	Format	Sizes	Est. R&F																										
NZME	Homeowners	Audio	15" Audio	706685 + 1 Reach																										
	Day part audio targeted			4.7 Frequency																										

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THANKS FOR YOUR
CONTINUED SUPPORT

