

Panasonic launches pan-European campaign

By [Olivia Solon](#)

15 Jun 2010

EUROPE: Panasonic is to launch a pan-European campaign to promote the launch of its new Lumix G2 camera.

Panasonic worked with Mark Neveldine and Brian Taylor, the directors of the Crank and Gamer movies, to create the TV spot that features the urban acrobatic arts of free running and parkouring. The ad centres on a parkour challenge, which involves vaulting around the historic cityscape of Valencia, Spain whilst using the G2 to take high-quality photos.

The campaign, created by Atletico International in Berlin, will run across TV print, online, outdoor and point of sale.

The Lumix G2 camera is the first camera with an interchangeable lens system, touch screen control and a flexible free-angle LCD Screen.

Merlin Wulf, general manager marketing at Panasonic Europe, said: "With the flexible LCD screen that allows touch-screen operation, users can take brilliant pictures with have professional effects with a single touch of the Lumix G2's screen. The touch-screen operation not only makes it easier to shoot photos but also allows for quicker playback. Users can touch one thumbnail among many photos to quickly and easily see the full size of the desired photo."

For more, visit: <https://www.bizcommunity.com>