



Canon Launches New Masterbrand Campaign

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SYDNEY, Sydney, 8 November, 2010. Leaders in digital imaging and business solutions, Canon Australia, today announced an initial \$2 million investment in a major new Masterbrand campaign, designed specifically for the Australian market. This is part of an annual \$34 million marketing spend that Canon invests across all its brands in this market.

Kicking off on November the 8th with an evocative nation-wide bill-board initiative across 70 sites, Canons Masterbrand campaign supports Canons presence and growth across its business and consumer divisions. Billboard sites will include landmark locations such as on William St in Sydneys CBD, and the Junction Roof at St Kilda in Melbourne.

Canon is continuing its transformation as a brand that speaks to the Australian market. So much of our brand is defined by the experience our customers gain from using our products and the new campaign resonates around the theme of inspires to achieve more. Its designed to embrace both our consumer product and business products and solutions customers, said Kenji Kobayashi, Managing Director, Canon Australia.

The renewed investment in the Canon Masterbrand provides a reinvigorated Canon presence and an overarching architecture for all our marketing activities. It consolidates the dominant presence of some of our well loved sub-brands such as EOS, PIXMA printer and IXUS, said Kobayashi.

The Inspires to Achieve More campaign articulates how the brand has for some time been moving beyond technology specifications to the experiences and benefits our customers can have using our products. The campaign highlights the approach that Canon believes it can inspire consumers and businesses to connect, communicate and achieve more than they thought possible.

Canons creative agency Leo Burnett, have summed up Canons ethos and that of its people who strive to create conversations and stimulate the imagination of our customers with our products. They interpreted the concept of inspiration by creating stark, white billboards, which contrasts with Canons traditional industry positioning.

We have much heart in our brand and part of the ethos of this is to bring the theme of creativity and inspired achievement to life. The effectiveness of a Masterbrand must extend across to all our customers, equally so for our business customers. We want the brand to deliver a promise that speaks about the creativity in managing print on a commercial scale, and ultimately delivering recognition of the effective print solutions that Canon delivers.

This is an exciting time for our brand in this market but it is only the beginning of the journey. Next year will see an even greater focus on the revitalisation of the brand in this market, with further investment made across the whole of 2011 in Australia and New Zealand, said Kobayashi.