

# Panasonic

## Harness Nature Ad Campaign

Bringing technology  
to the natural level  
of  
**excellence.**

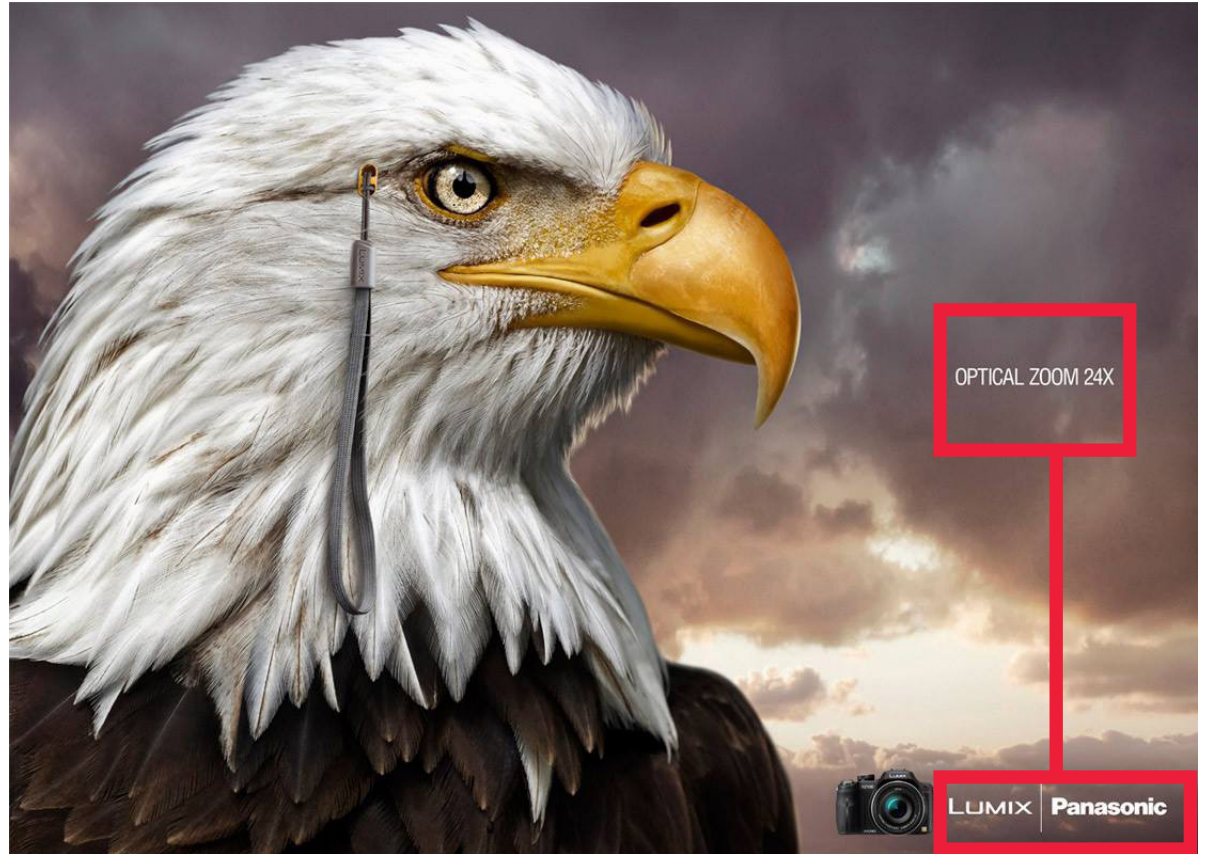


**Original Ad**

**Composition:**  
Rule of Thirds



**Typography:**  
Clear and Crisp



OPTICAL ZOOM 24X

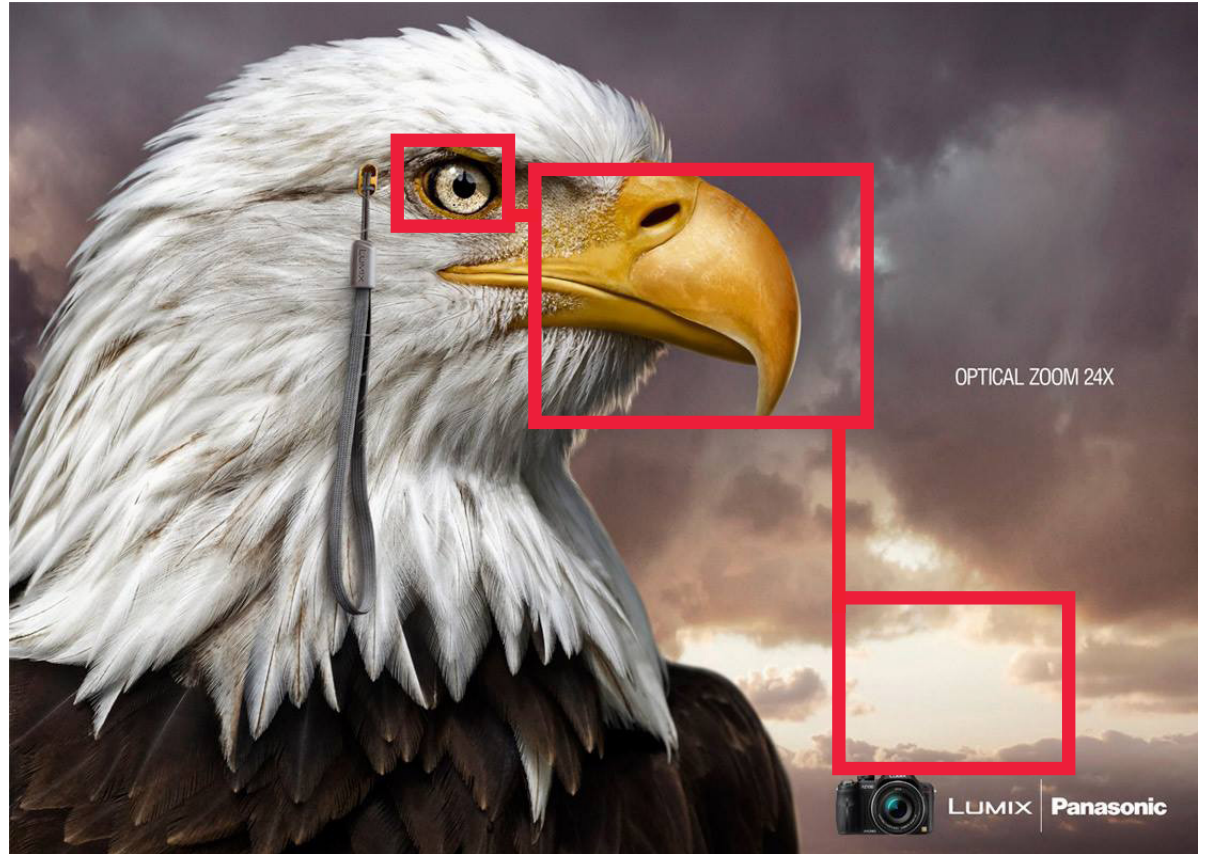


LUMIX | Panasonic



## Color:

White, Black and Gold



**NEW AD!**

**Consistency:**  
Rule of Thirds

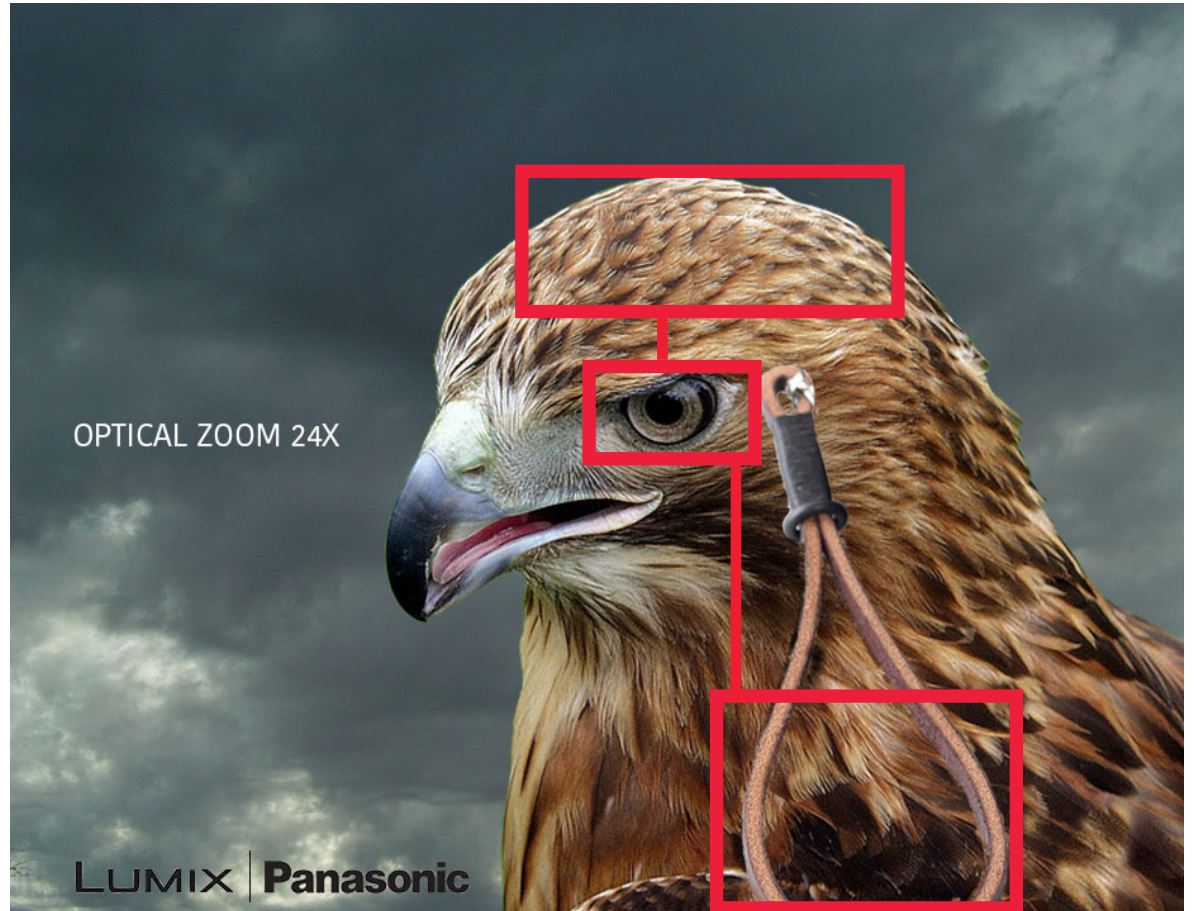


**Consistency:**  
Type





**Consistency:**  
Colors



**Panasonic**