



## **Sigma Group Secures Two "Station Dominations" for Panasonic Toughbook in Washington DC**

[ORADELL, NJ] – [June 3, 2008] – Sigma Group, a full service advertising agency, combines award-winning creative execution and key strategic positioning in a hard-hitting "Station Domination" takeover of the Pentagon and Capitol Hill South Metro Stations featuring Panasonic's Toughbook® laptop computers, May through July 2008.

Sigma's highly targeted "Legally" campaign for Panasonic Toughbook won four Silver ADDY awards from the New York City District of the American Advertising Federation for its witty take on Toughbook durability claims. And most recently, won an ABA Stevie Award for Best Outdoor Ad Campaign.

Sigma's campaign for Panasonic is two-fold: an invasive, blanketed use of signage in key strategic locations, buying out all traditional and non-traditional out-of-home advertising space to reach more than 40,000 people each day; and clever use of Panasonic's "quasi-legal" claims touting Toughbook products' strength when exposed to extreme circumstances like fire, water or freezing temperatures. The ad's claims originate from real-life experiences of Toughbook users.

The award winning creative executions include tongue-in-cheek ads with the bold claims, "Legally, we cannot say it could catch the next terrorist suspect," "Legally, we cannot say there's one in the White House" and "Legally, we cannot say it can take a bullet."

Securing this invaluable placement maneuver was a coup for Sigma, and an opportunity for Panasonic to move ahead of the competition. The timing of the campaign is crucial to the success of the mission -- as April through August is the major Federal technology buying season.

"When you consider the audience for this Station Domination, it's the perfect venue for a campaign that's all about taking on challenges...and succeeding," said Tony Pucca, Sigma's Creative Director. Pucca authored the campaign, along with Associate Creative Director Nikolai Nikolov. Creatives Heather Canova, Chris Newkirk, Greg Roman, Tim Stapleton, Dan Berenson, Christie McPartlain, Mark Livolsi, Skye Leith and Bill Szymanski brought additional executions to life.

Founded in 1987, Sigma Group is a full service advertising agency specializing in carrying brands across an array of media platforms. Recent campaigns include established brands such as Panasonic, DeLonghi, MasterCard, PoggenPohl, Hunter Douglas and others. Sigma prides itself on offering NYC creative combined with suburban flexibility. Details are available at [www.sigmagroup.com](http://www.sigmagroup.com).