

Panasonic awards the best 'Spider'-man a VIP City Trip to New York

Zellik, 22 January 2018 – In 2017 (8 May to 31 December) Panasonic teamed up with Sony pictures for a major European Spiderman: Homecoming competition. To enter the competition, entrants had to sign up to start their own digital web and were encouraged to invite friends and family by social media to join – and by doing so expand – their web. The person who 'caught' the most people in their web, and therefore won the grand prize of a family city trip to New York, was a lucky 'Spider' man from Russia.

Panasonic developed the pan European competition to engage with core battery users around the launch of the much-awaited Spider-Man: Homecoming movie. A dedicated website was created in 26 languages to attract participants from all over Europe with Баруля А. from Russia having successfully trapped the most 'prey' in his web.

The winner has been awarded with an exclusive four-person city break to New York, the home of Spider-Man. He will enjoy experiences relating to Peter Parker's life both as a high school student and Spider-Man. He and his family will go on a behind-the-scenes 'field trip' to the Museum of Moving Image in Peter Parker's neighbourhood. Together, they will defeat the ultimate villain in a crime-fighting escape room experience and follow a Spider-Man: Homecoming-inspired stunt masterclass. The lucky four will end their trip with a Spidey-eye view of the city from one of the world's tallest buildings: the One World Observatory.

Spider-Man themed runner up prizes have been awarded to the entrants with the 2nd to 30th largest webs.

The competition was supported by a wide range of eye catching POS materials and were used in stores all over Europe. The promotion also prominently appeared online on the [Panasonic website](#), on Google ads and through [social media](#).

ABOUT PANASONIC ENERGY EUROPE NV

Panasonic Energy Europe is headquartered in Zellik, near Brussels, Belgium. The company is part of the Panasonic Corporation, a leading global manufacturer of electronic and electrical goods.

Panasonic's vast and lengthy experience in the consumer electronics field has enabled Panasonic to become the largest battery manufacturer in Europe today. The European production facilities are located in Tessenderlo, Belgium, and Gniezno, Poland. Panasonic Energy Europe supplies 'mobile' energy solutions to more than 30 European countries. The company's diverse product range includes rechargeable cells, chargers, zinc carbon, alkaline and specialty batteries (such as zinc air, photo lithium, lithium coin, micro alkaline, silver oxide). For more information, please visit:

www.panasonicbatteries.com.

ABOUT PANASONIC

The Panasonic Corporation, based in Osaka Japan, is a leading company worldwide and concerned with the development and manufacture of electronic goods for a wide range of private, trade and industrial uses. In the financial year ended 31 March 2016, Panasonic posted consolidated net sales of around 61 billion EUR. Panasonic is committed to creating a better life and a better world, continuously contributing to the evolution of society and to the happiness of people around the globe. Panasonic will celebrate its 100th anniversary in 2018. More information about the company and the Panasonic brand name at www.panasonic.net.

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