

Panasonic brings magic alive with an amazing *Cirque du Soleil*® contest

Zellik, July 17, 2018 – Panasonic Energy have teamed up with *Cirque du Soleil* for a major European promotional partnership as part of its 2018 ‘Bring Magic Alive’ campaign. The exclusive promotion, which is featured on-pack, is designed to engage with core battery users by getting them to create their own online *Cirque du Soleil* show. The fan that can attract the largest audience to their online show will win a trip to the international headquarter for *Cirque du Soleil* and tickets to the show *CORTEO*™ by *Cirque du Soleil* in Montreal, Canada.

Breathtaking *Cirque du Soleil* footage

To enter the competition, fans will need to visit the Panasonic *Cirque du Soleil* website. The website will feature exclusive footage of some of the most spectacular acts ever performed by *Cirque du Soleil* artists, and participants are encouraged to invite family and friends to come and watch (via email or social media). As they acquire new ‘spectators’ they will receive points which they can trade for new acts to make their show even more breath-taking. The show with the most ‘spectators’ will win a trip for two to *CORTEO* by *Cirque du Soleil* in Montreal.

Powerful POS materials

The contest across 30 European countries will be supported with a wide range of dynamic POS materials. Packs for the promotion will be available from May 2018, and feature images of the *Cirque du Soleil* characters for maximum on shelf impact. The characters call upon European consumers to bring the magic alive by power their own show via the Panasonic *Cirque du Soleil* contest website.

A powerful alliance

As an official partner of *CORTEO* by *Cirque du Soleil*, Panasonic will provide the battery power needed to bring *Cirque du Soleil* to life, helping power both lighting and audio equipment. The partnership with *Cirque du Soleil* will help to widen Panasonic’s appeal and build awareness and engagement for its extensive battery range. It will form a core pillar of Panasonic’s ‘Bring Magic Alive’ campaign, which run will throughout year.

The Panasonic *Cirque du Soleil* contest will run from June 13 through to August 28, 2018. *CORTEO* will premiere in December in Montreal, Canada and so keep an eye on the [contest website](#) if you do not want to miss out on the show!

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.panasonic-batteries.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. This year, Panasonic celebrates its 100th anniversary with a 'Bring Magic Alive' campaign. More information about the company and the Panasonic brand name at www.panasonic.net.

PRESS CONTACT

ARK Communication

Ann-Sophie Cardoen
Project Manager
T +32 3 780 96 96
ann-sophie@ark.be
www.ark.be

Panasonic Energy Europe NV

Vicky Raman
Brand Marketing Manager
T +32 2 467 84 35
vicky.raman@eu.panasonic.com
www.panasonic-batteries.com