

ARK Communication and Panasonic Energy Europe steal the show with *Cirque du Soleil*[®]

Rupelmonde, 26 July 2018 – This year is Panasonic's 100th anniversary and their battery branch, Panasonic Energy, is celebrating with a major image campaign. Agencies around the world pitched their most creative concepts. Strategic B2B marketing agency, ARK Communication, won the project with their 'Bring Magic Alive' campaign. Under this magical umbrella, ARK Communication and Panasonic Energy are now launching a partnership with the world-famous *Cirque du Soleil*.

The campaign for battery manufacturer Panasonic Batteries not only had to inspire people, but strengthen the image and increase brand awareness. ARK Communication stood out with their comprehensive proposal that spoke to the consumer's imagination. This image campaign is not the first time ARK Communication and Panasonic Batteries have joined forces: the two have collaborated on a Spider-Man contest and Angry Birds. ARK Communication also set up an international expedition for Panasonic's rechargeable battery brand, eneloop, in 2017.

Co-branding with *Cirque du Soleil* that speaks to the imagination

As a part of the three-year-long 'Bring Magic Alive' campaign, Panasonic Energy Europe will be breathing life into the magic this year via a unique co-branding together with *Cirque du Soleil*. The battery brand is searching for the participant who puts together the most popular, *Cirque du Soleil*-inspired show via an online contest, for which ARK Communication completely designed and programmed the systems and website. The participant who can attract the largest audience between 13 June and 28 August will win a trip for two to Montreal (Canada), where you will both visit the *Cirque du Soleil* headquarters and go see its newest show, 'Corteo[™].

Exclusive images and POS materials

You can see exclusive images of the spectacular *Cirque du Soleil* acts on the website. Participants can 'buy' these acts using points they earn by attracting spectators. In order to attract even more participants, ARK Communication has planned an online SEA campaign and Panasonic will provide a push within the physical POS: *Cirque du Soleil* characters will be lending extra energy to colourful, branded POS materials in over 30 European countries.

Would you like to know more or do you want to participate?

You can find more info on this website. Potential contest participants can start their *Cirque du Soleil*-inspired show on the website. The contest runs from 13 June through 28 August 2018.

About ARK Communication

We are a strategic B2B marketing agency with partners around the world. You can rely on us for all your communication needs: from strategic marketing advice, concepts, and designs to digital integration, (social) content, and public relations – both nationally and internationally. [Check out our projects here.](#)

PRESS CONTACT

ARK Communication

Ann-Sophie Cardoen

Project Manager

T +32 3 780 96 96

ann-sophie@ark.be

www.ark.be