

Panasonic concludes successful Angry Birds contest

Zellik, 22 December 2016 – From 4 April to 31 October 2016 battery manufacturer Panasonic Energy Europe launched a playful lookalike contest in collaboration with The Angry Birds Movie. Those who uploaded a photo of themselves as an Angry Birds movie character and gathered as many votes as possible could win fun prizes. A participant from Estonia took the cake – he won a family holiday to Croatia in a four-star hotel.

The votes have been counted, the prizes have been awarded. The Panasonic Angry Birds lookalike contest – in response to the European release of The Angry Birds Movie on 11 May 2016 – attracted a nest full of **participants from 24 European countries**. With the opportunity to win great prizes, people took photos of themselves as an Angry Birds movie character. Some put their own look together, others downloaded Panasonic's online tools to add eyebrows, beaks and other accessories to their faces.



THE
ANGRY BIRDS™
MOVIE



Winning photo by Nadezna Verner - Estonia

A trip to Croatia and a bag full of Angry Birds gadgets

The **grand prize** was awarded to an Estonian participant with his Red lookalike. He won an **all-in trip to Croatia for four people in a four-star hotel** – including transport to the airport, flights, hotel, breakfast, travel insurance and a budget for activities, food, beverages, tips, excursions and other expenses. These lucky devils will spend three nights in the seaside resort of Split and enjoy all its beauty. They can also choose from a daytrip to the amazing Krka National Park or Sibenik National Tropical Park, where visitors can discover more than 222 bird species, or an adventurous half-day of kayaking and climbing.

In addition to the grand prize, the 30 most popular photos received prizes in the form of two different packages stuffed with fun Angry Birds gadgets. The consolation prize winners, who submitted the 16 most popular photos, each won a **writing set, a gym bag, three stress toys and a Spin Master set**. The lookalike photos that rose to places 17 through 31 all received an Angry Birds package with **headphones, glasses with moving eyebrows and a set of 3D magnets**.

'Power your day' with Panasonic and Angry Birds

Under the motto 'Power your day', Panasonic enthusiastically collaborates with energetic brands like The Angry Birds Movie. With the assistance of the recognisable main characters – who colour the POS materials and the packaging – Panasonic highlights its **range of batteries**.

- **Red colours the Evolta battery** (High Premium alkaline range): meets the power needs of today's electronic appliances – higher energy efficiency and longer lifespan.
- **Bomb promotes the Pro Power battery** (Premium alkaline range): provides reliable and dependable power, any place any time, for high and medium drain appliances – lasts up to 85% longer than standard batteries.
- **Chuck supports the Everyday Power battery** (standard alkaline range): guarantees an excellent price versus quality ratio for frequently used appliances – lasts up to 50% longer than standard batteries.

[Discover more about Panasonic's product range.](#)

About Panasonic Energy Europe

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 helped make Panasonic 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, chargers, zinc carbon, alkaline and specialty batteries (such as zinc air, photo lithium, lithium coin, micro alkaline, silver oxide).

For more information, visit: www.panasonic-batteries.com.

About Panasonic

The Panasonic Corporation is a leading company worldwide in the development and manufacture of electronic goods for a wide range of private, trade and industrial uses. Panasonic, based in Osaka, Japan, in financial year ended 31 March 2015 posted consolidated net sales of around 57.28 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.

More information about the company and the Panasonic brand name at www.panasonic.net.

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