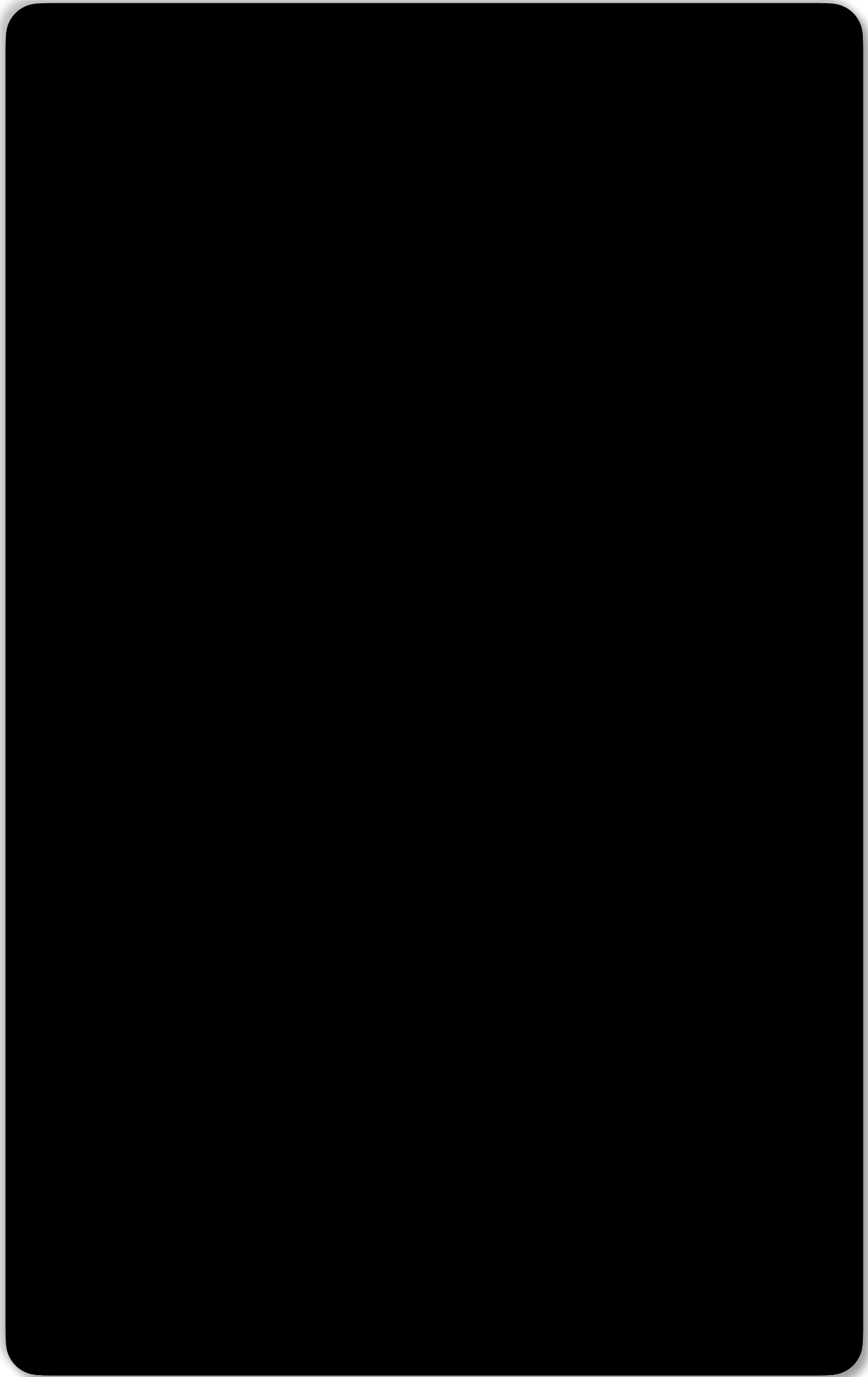




**Panasonic Evolta**



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## About the campaign

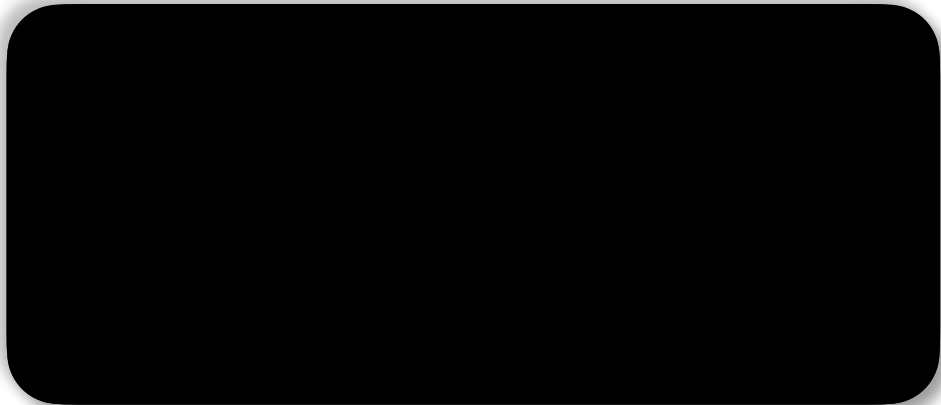
- EVOLTA is not just the ultimate long lasting energy Panasonic battery; it consistently outperforms our competitors' premium products in commonly accepted performance tests.
- Panasonic launched an awareness campaign for Evolta batteries in Apr'21

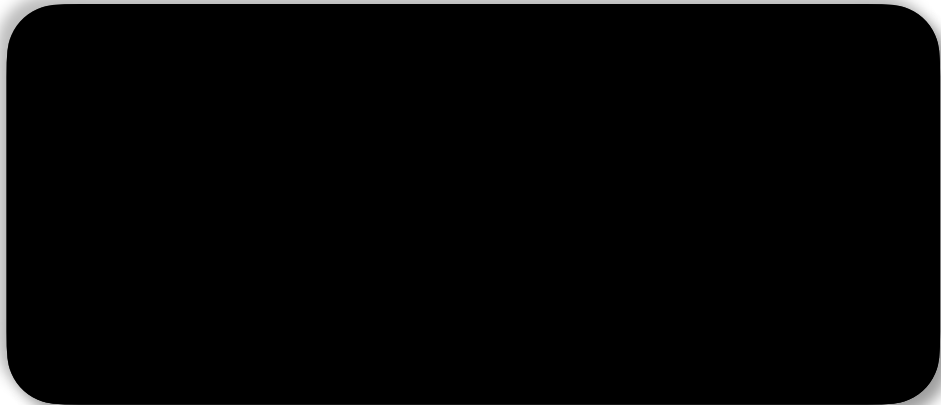
## Goals

- Build awareness about Panasonic Evolta batteries that boast high power and last 20 times longer as compared to standard zinc carbon batteries\* in high powered devices such as photo flash and toy cars.

## Interactive storyline

- Engaging first creative ft. brand's mascot and brand communication, asking viewers to engage on tap.
- Leading viewers to brand's quiz centred around product's USP of lasting 20 times longer than standard Zinc batteries.
- Upon correctly answering the brand quiz, viewers are taken to a short video film made for the campaign. CTA leads viewers out to brand's landing page.





Engagement Rate

2.97%



Clickthrough Rate

2.07%

**Panasonic**

A BETTER LIFE, A BETTER WORLD

**EVOLTA**

**बैटरी का  
किंग**



**TAP TO  
ENGAGE**







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**बैटरी का  
किंग**



**TAP TO  
ENGAGE**

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# Brand - Panasonic Evolta

Panasonic®

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Clickthrough Rate

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