

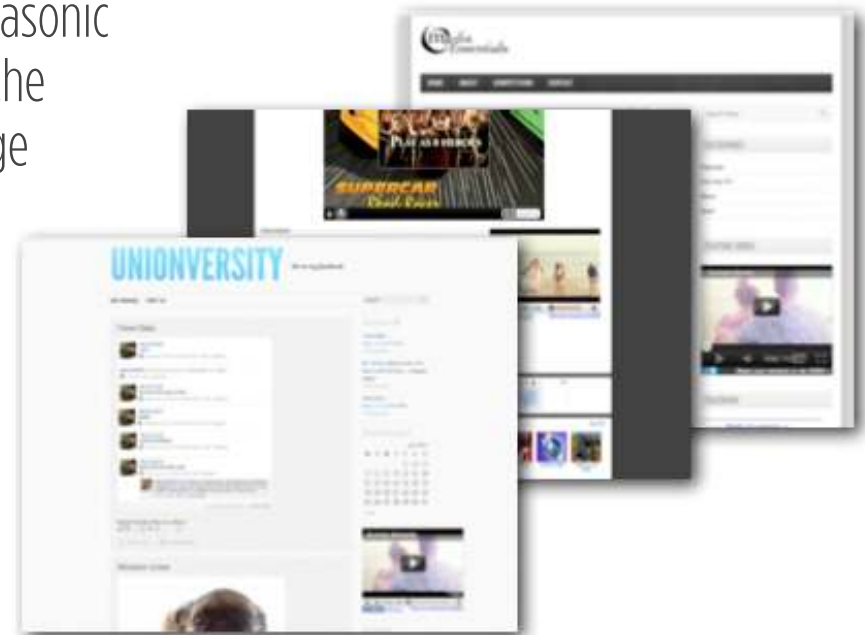
CASE STUDY: PANASONIC

VAN

Panasonic launched a fun video for their campaign 'Summer Moments' which included an online competition with the chance to win Panasonic cameras and a grand prize of £5000. Viewers were able to enter the competition by clicking on the link to the Panasonic Facebook page which we embedded within the ad unit.



Panasonic
ideas for life



The video received **127,223 views through VAN**, with **444 clicks through** to enter the Facebook competition.