

## Panasonic's Facebook campaign is conquering South-East Europe



In only two weeks, Panasonic's campaign activated more than 130 000 Facebook users in South-East Europe. One of the world's leading Japanese companies promoted its 3D products through the online media in Bosnia-Herzegovina, Bulgaria, Croatia, Serbia, and Slovenia with the support of local agencies, such as Inventa and BData.

Panasonic designed and executed an online campaign in five countries in the region: in Bosnia-Herzegovina, Bulgaria, Croatia, Serbia, and in Slovenia. The campaign was planned and delivered by a team of agencies, consisting of the regional social-media agency Uniomedia Communications and its local partners Inventa for the Balkans and Bdata for Bulgaria.

As a first step, Panasonic created fan-pages in each country, where contests were started, which helped communities to form around Panasonic. The winner of these contests won a Panasonic 3D camera. During the two-week long campaign between the middle of March until the end of the month, Panasonic continuously shared 3D technology related content through Facebook and activated users all over South-East Europe.

Panasonic has a leading position in the field of 3D movie experience. Eszter Viktor, Communications Manager South-East Europe said: „Last year we were the first company on the market to launch a 3D camera designed for amateur users- and it was a great success in the region! In 2011 the users can choose from a wide variety of 3D televisions and Home Cinemas , so everybody has the opportunity to watch their own videos in 3D.” About the Facebook campaign, Ms. Viktor added: „We were truly surprised to see the huge mass of people coming together on our pages to share their home-videos. It is a real community.”

The campaign has shown success already in the first days and by the end of the month, the number of „Likes” reached 132 000. This is a significant success in Panasonic's history since this number exceeds the number of Facebook page fans on important markets such as Panasonic Australia, Germany, or Spain. With the campaign, the company reached a high percentage of all local Facebook users in the region. For example, in Bulgaria more than 2% of the total Facebook users „liked” the local page of our company.

Panasonic's regional social-media agency was Uniomedia Communications, supported by its local partners Inventa for the Balkans and Bdata for Bulgaria . The agencies designed and executed the campaigns in all five countries.

Country	Number of page fans	Total number of Facebook users in the country	Rate (%)
Panasonic USA	91 621	155 177 200	0,06%
Panasonic Malaysia	54 000	10 011 720	0,54%
<b>Panasonic Serbia</b>	<b>47 000</b>	<b>2 746 680</b>	<b>1,71%</b>
<b>Panasonic Bulgaria</b>	<b>41 400</b>	<b>1 991 760</b>	<b>2,08%</b>
<b>Panasonic Croatia</b>	<b>26 000</b>	<b>1 378 120</b>	<b>1,89%</b>
Panasonic Australia	25 500	10 035 700	0,25%
<b>Panasonic BiH</b>	<b>11 000</b>	<b>1 033 380</b>	<b>1,06%</b>
Panasonic Germany	8 520	17 953 500	0,05%
<b>Panasonic Slovenia</b>	<b>6 600</b>	<b>649 320</b>	<b>1,02%</b>
Panasonic Spain	4 955	13 841 440	0,04%

Diagram: Number of Panasonic Facebook page „likes”, the total number of Facebook users in the country, and the percentage of Panasonic Facebook page „likes”.

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