

# PORTFOLIO: PANASONIC AV LIVESTREAM



THE TV & AUDIO LIVESTREAM

**SPECIAL HOSTS** Panasonic

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 DATE 29 JULY 2020 TIME 8.30 PM

**Sofea & Naz**

**LIVE BIDDING!**  
 65" 4K SMART TV  
**RM99**  
 ONWARDS

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 65" 4K ANDROID TV  
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MARBLE PLATE SET  
 EXCLUSIVE CREAMY MUG

Panasonic

LIVE AUCTION OFFERS WATCH

SOFEA & NAZ SPECIAL HOSTS

29 JULY 2020 • 8.30 PM

LIVE AUCTION  
 65" 4K SMART TV  
**RM99**  
 ASP: RM4,899 ONWARDS

LIVE Panasonic Malaysia

Panasonic

LIVE AUCTION OFFERS WATCH

LIVE AUCTION  
 65" 4K SMART TV  
**RM99**  
 ASP: RM4,899 ONWARDS

LIVE Panasonic Malaysia

To create continuous engagement with the consumer, Panasonic embarked on a series of livestream events. This first session gave special offers on audio visual products and found 19,000 views. Viewership peaked at 500 with an exciting live auction for brand new LED TVs.