



30 March 2010

## **PANDA LAUNCHES NASA COMPETITION TO CELEBRATE PLANET 51 DVD RELEASE**

Panda's association with kids' cinema blockbuster, Planet 51 continues from May with the launch of a nationwide on-pack promotion to celebrate the release of the film's DVD.

Available from May, the brand has launched an on-pack competition to win a family holiday to the Kennedy Space Centre and the chance to win one of 51 Planet 51 DVDs.

Starring the voice of stars like Sean William Scott the funny adventure tells the story of an astronaut who lands on a planet to find aliens living like humans. To celebrate Panda's association with the movie the brand has introduced Planet 51 characters to the brand's packaging.

Competition details on the Panda packaging will encourage consumers to enter via the website by logging on to [www.pandadrinks.com/planet51](http://www.pandadrinks.com/planet51). The promotion will be visible over the summer trading period and the competition will be live until February 2011.

The Planet 51 affiliation co-incides with Panda's recent rebranding to stretch the brand's target age group.

Panda Brand Manager, James Nichols, said: "We have joined other major brands such as Burger King and SEGA in our association with Planet 51, highlighting the calibre of our investment which will help to create even more appeal and give retailers another reason to stock Panda."

***ENDS***

### **Notes to editors**

The following Panda products are available as singles through C&C in outers of 24:

- Pops: Cola, Lemonade, Cherry, Orange
- Still: Orange, Raspberry, Blackcurrant

**Issued by Smarts on behalf of Vimto Soft Drinks. For further information please contact Emma Diamond or Suzanne Clark on 0141 222 2040 or e-mail [firstname.surname@smarts.co.uk](mailto:firstname.surname@smarts.co.uk)**

