

Panasonic Well Taps into ATC Ecosystem for Family Wellness Innovation Challenge



Panasonic Well, a venture and business incubator within the Panasonic Group that innovates products and services to enhance well-being for people at every life stage, sought to expand their portfolio of offerings in the AgeTech and longevity space.

Panasonic Well collaborated with the AgeTech Collaborative from AARP for the [Family Wellness Innovation Challenge](#) —an initiative inviting innovators and early-stage founders to pitch their caregiving and smart living solutions. Through a bespoke multi-channel promotional campaign, the goal was to target and identify promising startups with potential to integrate into Panasonic Well’s product strategy. In addition to receiving a cash prize, the winners would be showcased within Panasonic’s exhibition at CES 2025 in Las Vegas and on ATC’s CES booth stage.



160

ATC PORTFOLIO
STARTUPS TARGETED

2 of the winning startups were
ATC Portfolio Companies



65%

OPEN RATE ACROSS 3 TARGETED
EMAILS TO ATC PARTICIPANTS

38% forward rate and 18.6%
clickthrough rate



8.4%

AVERAGE SOCIAL MEDIA POST
ENGAGEMENT RATE

Across 4 dedicated posts on ATC
social media channels

Solution

Challenge Announcement

Launched at ATC’s 2-day summit gathering 200+ AgeTech Collaborative stakeholders.

Campaign Execution

Ran a multi-channel promotion for Panasonic Well’s startup challenge across email, ATC blog, ecosystem community and social media platforms.

Brand Visibility

Expanded reach for Panasonic Well via communications across the ATC platform, as well as joint-hosted events at HLTH and CES conferences.

Startup Targeting

ATC announced the Panasonic Well challenge to 160 innovative early-stage AgeTech startups, aiming to target top candidates for the Family Wellness Innovation Challenge.

Outcomes

Email Reach

Sent 3 branded emails to a targeted list of ATC participants resulting in a 65% average open rate, average 38% forward rate, and 19% average clickthrough rate. Visitors to Panasonic Well website via these promotions stayed an average of 3x longer.

Social Media Promotion

Published 4 sets of posts on ATC social media channels, generating an 8.44% average engagement rate.

Featured Article

Published on the ATC blog and spotlighted on the ATC platform to over 1,100 participants, representing enterprises, investors, testbeds, business services, and startups.

Winners

Of the 5 winners selected to showcase in Panasonic’s exhibition at CES 2025, 2 were ATC portfolio startups. All winners were highlighted in panel discussion with Panasonic Well on ATC’s CES booth stage.

“Collaborating with the AgeTech Collaborative from AARP was a strategic move for Panasonic Well. Their platform connected us directly with the right startups and decision-makers, amplified our brand visibility, and positioned us as a leader in the AgeTech space. **What truly set this opportunity apart was the trust and loyalty of their unique community. By aligning with the AgeTech Collaborative, we were able to leverage that trust to build authentic relationships and drive meaningful engagement.”**

- Christie Pitts, Panasonic Well