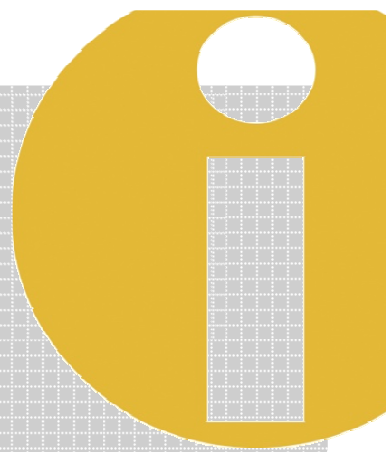
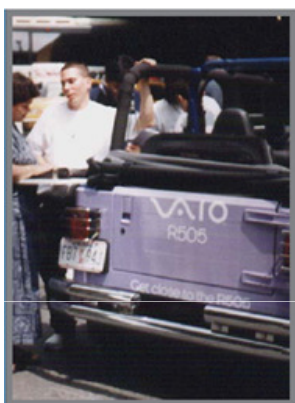


“GENERATED AN
INCREDIBLE 99.1%
TOTAL RECALL RATE IN
A POST CAMPAIGN
RECALL STUDY”



Sony
USA



OBJECTIVE:

The program objective was to create awareness and encourage purchase intent among mobile business professionals for SONY's new, super slim super powerful laptop, the VAIO R505.



BREAKDOWN:

The key plan elements included station dominating Out-Of-Home, Street Teams, product display kiosks and consumer promotion. The total net budget was \$758.9 MM.

Montgomery Street Station-San Francisco, Union Station-Washington DC. Creating a VAIO domination effect, TME purchased all available out-of-home media in two venues: New York's Grand Central Station and San Francisco's Montgomery Station, as well as 60% of all available out-of-home media in commuter heavy Union Station in Washington DC.

In addition to this massive VAIO R505 domination media, Brand Buzz further integrated the "Get Close" campaign with a consecutive-day street effort using a promotional sweeps in each market, and in-market display with live demos, street teams distributing collateral, and on-street billboards driving traffic.

OUTCOME:

The SONY VAIO campaign at GCT in New York, generated an incredible 99.1% total recall rate in a post campaign recall study conducted by Viacom. Survey participants were: A25-54, college graduates, professional/managerial, HHI\$50K+. Also, 4 out of 5 respondents agreed that this campaign made them more aware of the SONY VAIO brand, and 3 out of 5 said they would consider purchasing a SONY VAIO after having seen the ads. Furthermore, there was a 14% increase in "inclination to purchase"



Source: Outdoor Advertising Association of America