

Creative Work Plan

Sony Walkman

I. Why are we advertising at all?

We are advertising to promote the introduction of the new Sony Walkman NWS705F to the American market, and increase Sony's market share in the MP3 market. We are trying to get the traditional iPod consumers to stray away from the iPod brand and adopt the new Sony Walkman brand.

II. What is the advertising trying to achieve?

This campaign is being used to stimulate a quick response. Advertising along with other parts of the integrated marketing mix will need to sell a net 1,000,000 Sony Walkmans from its introduction in November 2006 until the end of December 2006, the holiday buying period. The Walkman NWS705F needs to become Sony's flagship product of Sony's MP3 product line. Advertising is also attempting to increase Sony's market share in the MP3 market from the current 10% share, by differentiating its MP3 player from Apple's iPod.

III. Who are you talking to?

Our main target audiences for this product are men and women between ages 18-28 of all ethnicities within America. In this product category "youngness" is not an age, but rather a mindset. So rather than targeting certain age groups, advertising needs to target certain lifestyles. We are targeting people who already own and frequently use an MP3 player and are looking for an upgrade.

MP3 users can be broken down into two main categories: "tech savvy's" and "trendies." "Tech savvy's" are attracted to the product for technology's sake. They like to experiment with products and find their own means for using the technology. They also

don't have any problem voicing their opinions about new technology on blogs, and thus are key players in word of mouth communication.

The second category, the "trendies" use MP3 players as more of an accessory that compliments their style of life. Colors, accessories, and size are more important to the "trendies" than the "tech savvy" people. Within the "trendies" there are two types of people, "trend setters" and "trend followers." By targeting the "trend setters" and establishing the Walkman as the new "it" that will take them away from the crowd. The "trend followers" will follow in the footsteps of these "trend setters."

IV. What do you know about the target consumer(s)?

These types of consumer have a lack of trust towards official branded messages. They are bored with traditional media and are not impressed with its intrusiveness. They are highly receptive and trusting to word of mouth communication from fellow customers.

V. What is the main idea we need to communicate?

In order to communicate our main idea, we need to "re-brand" the name Walkman. We need to distinguish Walkman NWS705F from other MP3 players in a way similar to what Apple did with the iPod. We want to eliminate the NWS705F from the product name as this only leads to confusion and intimidation among consumers. For example, when discussing our product, we want consumers to call it a Walkman, not just an MP3 player. The tagline that will be used to communicate this message is, "walkman. it's not the same."

VI. What is the best way of planting that idea?

We are taking an integrated marketing approach; focusing more on buzz marketing, public relations, guerilla marketing, and product placement. We will start with buzz marketing in the major markets using buzz marketing agencies as well as celebrity endorsements.

Following the research conducted from our focus group, it is apparent that while most people may go online to research the product, they prefer to go to the store to purchase it. Therefore we will set up point of purchase displays in Circuit City that will bundle the Walkman with a free armband, which we believe will drive people towards the Walkman as opposed to other MP3 players. In consideration of the fact that most purchase decisions are made at the point of purchase, we will offer a contest among Circuit City's sales regions. The contest will award the salesperson in each region that sells the most Sony Walkmans, a free 3-night trip for 2 to Las Vegas.

We will also advertise the Sony Walkman through Out of Home advertising. We will place a wrap-around billboard in Times Square covering the length of Broadway between 51st and 52nd Streets delivering 325 million impressions annually. In the two month time period that the Walkman Billboard will be up it will deliver 54,670,000 impressions, and will have a CPM of only \$6.16.

Additional integrated marketing we will utilize include:

- Give away a free Sony Walkman with the purchase of every Sony Vaio laptop
- Feature products on shows like Good Morning American and/or The Today Show
- Use Sony artists to promote the Walkman whenever they make appearances on television, radio, or at autograph stations, etc.
- Sponsor key words on google.com
- Customize the Sony Walkman website using search engine optimization so that it is one of the top returned sites on top search engines
- Myspace.com ads
- Sponsor the Las Vegas Great Santa Run on Dec. 10th which is a 3-day event; give away Walkmans to the first 200 registered racers with Sony artists preprogrammed on them; set up a booth in the exposition
- Run advertisements during the American Music Awards (Nov. 21st), give Walkmans to audience members in the pit with preprogrammed Sony artists on them, and give away Walkmans to all of the winners in their gift packages
- Push the Sony credit card online which will in turn make Sony more money

- Bus & bus shelter wraps in major markets
- Sponsor X-Game Qualifications with free giveaways
- Airport Advertising
- Guerilla marketing projections on buildings and clouds in major cities
- Advertise on mtv.com/overdrive/ and vh1.com
- Run ads in *Cosmopolitan*, *Maxim*, *People*, *Rolling Stone*, *Sports Illustrated*, *Spin*, *Stuff*, and *Wired*
- We will also choose the top 25 cities and have a custom made car in the shape similar to the Walkman with speakers blaring the music of popular Sony Artists. This will initiate buzz about the product as well as awareness.

VII. How do we know we're right?

By successfully using secondary research from the *Sunday Times* and conducting our own primary qualitative research in the form of a focus group representational of our target market, we believe that our proposed campaign will be the most effective in reaching the target market. Our campaign will reestablish brand identity for the Walkman product line. By doing this, it will deliver the desired 1,000,000 units sold from November 2006 through the end of December 2006.

Sony is known as one of the world's greatest brands, being rated the number one brand in the U.S. by the 2000 Harris poll. The purpose of this integrated marketing strategy is to reinforce both Sony's and the Walkman's brand equity. We feel that the brand equity is stronger than the product itself.

VIII. Creative Sentence

The Walkman is the new iPod in name recognition.