

Sony Advertising Campaign

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Introduction & Background:

This advertising campaign will be focused around marketing and presenting Sony's PlayStation 4 or PS4 gaming console to a new audience. This campaign will be focused around advertising this product around features that are often overlooked by nonusers. My main focus will be to shift the perspective of the PlayStation 4 from solely a gaming console to an all in one entertainment device.

Gaming consoles today are often overlooked by the non-gaming communities. Today, as technology grows many Sony gaming consoles contain features that include internet use, music, movies, and social media. Sony is a multinational, multimedia company that was founded in Tokyo in 1946 by Masaru Ibuka and Akio Morita, and produces and sells electronics focused around entertainment.¹ This campaign will be focused on the Sony PlayStation 4 videogame console and the differentiating features of the console that are often overlooked.



Motivation for Campaign:

I am a strong member of the video gaming community, as well I'm a firm believer that videogames should be for everybody. I want to bring the benefits of game consoles to more people. Many times when people think of a gaming console, they don't often think of the many other benefits they offer then just video games. For example, Sony is a large developer of electronic entertainment, and is the producer of Blu-ray players. These are high quality media players that can play movies, T.V. shows, and other film based content. The PS4 features a Blu-ray player and access to apps such as Spotify, YouTube, Netflix, and many more. This product features many benefits that can be marketed to a college age audience who are very interactive with media streaming. I will bring this into greater detail later in this plan book.²



Two Month Timing of Campaign:

July 10th – September 4th

This campaign should take place during the end of summer and beginning of the new school year for college student, and will be focused around marketing this product to college students. Since this is a break for students, many students are working and making money, as well as getting ready to head back to school. Which means students have a higher disposable income during this period. This campaign will try to add the PlayStation 4 to the “back to school list” of required items.

² https://www.playstation.com/en-us/explore/ps4/?smcid=sony:us:pdp:playstation:gwt_pdp_visit:playstation:ps

Point of Departure:

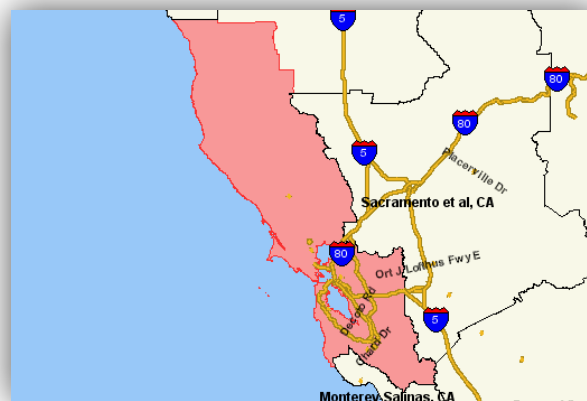
Through this campaign, I want to bring Sony's common thought "Gamer Focused, Developer Inspired" and replace it with "Media Focused, Developer Inspired." One thing that Sony can differentiate itself on with the PlayStation 4 is its ability to handle many different forms of media and content all in one device. This "all in one" ability creates distinct benefits that competition cannot meet. As well, the "all in one" approach will be effective with college age young adults who surround their lives with media. This strategy will approach a good demographic of not just age 14-35 males but ages 17-27 males and females. This campaign will begin by showing people that the PlayStation 4 is videogames, and so much more.³



Designated Market Area:

San Francisco, CA

When deciding this market, I decided which DMA uses the internet for its primary source of entertainment. San Francisco met this category with Market Potential Index of 125. Since I am attempting at marketing a product that provides many forms of entertainment through internet streaming, San Francisco meets the highest potential for this group. There are many colleges within the San Francisco bay area as well. This is why I want to market the PlayStation 4 to people who are deeply entwined with internet streaming and activity. This would create a very positive market for the PlayStation 4 because of its massive internet stream capabilities such as YouTube, Netflix, HBOGO, and many more.⁴



³ <http://www.sony.com/electronics/playstation>

⁴ <http://next.srds.com.ezproxy.gvsu.edu/nmp?newsess=y>

Target Audience Analysis:

Demographic:

When looking at my target audience I had to bring the large number of colleges within the San Francisco Bay area into mind. This region has over 30 colleges, with their student bodies ranging from 2,000 students to 30,000. As well their common age range of 17-25 years old.⁵ As well the ratio of male to female students tend to be round 55% women to 45% men. When looking at ethnicity, the college environment provides a complex and diverse group.⁶

Geographic:

Looking at the geographic detail to the San Francisco area, I note that the area is in the Pacific region and is an urban environment. Also this area has high humidity due it being close to the water and foggy weather. This area also has many college campuses.

Behavioristic:

For the behaviors of this region, most consumers would only purchase a PlayStation 4 on special occasion. I am also targeting nonusers and potential users for the product who are unaware of the products capabilities. The services the PlayStation 4 provides will be the key marketing aspect. Because of this region having high amounts of users who use internet for entertainment, the PlayStation 4 will provide access as an “all in one” product.

Psychographic:

While researching the lifestyles and personalities of the target market, most college students are strivers and achievers who enjoy spending their downtime in using media streaming applications and internet use. Many of these people are also compulsive and ambitious in their wants. For this ad campaign I am attempting to provide an “all in one” source for the average lifestyle of college age students.

Positioning:

Through my campaign I want to bring a new light onto Sony’s PlayStation 4. Most often, when people think of a gaming console, they think only of the fact that it can play videogames. I want consumers to know of the special and distinctive benefits the PlayStation 4 provides. Consumers should view this product as “a videogame console, with so much more.” The PlayStation 4 offers media streaming such as YouTube, Netflix, Blue-ray player, Premium Spotify, and social media capabilities. It is the diverse product for digital entertainment and staying in touch with friends and relatives. This campaign will reposition the PlayStation 4 to the “all in one” entertainment device. The affinity for streamed media my target audience shares will help reposition this product.⁷

⁵ <http://www.sfsu.edu/~puboff/sfsufact/archive/1112/students.htm>

⁶ <https://www.usfca.edu/about-usf/what-you-need-to-know/facts-statistics>

⁷ https://www.playstation.com/en-us/explore/ps4/?smcid=sony:us:pdp:playstation:gwt_pdp_visit:playstation:ps

Advertising Objective

The advertising objective for this campaign is based around creating awareness in nonusers and potential users. The advertisements created should display the features and benefits that many consumers are unaware of. As well these ads should present this information in a way that captures audience attention. Also my campaigns objective of creating awareness should help create a broader audience of consumers for this product.

As of now, our level of awareness is high in teen and young adult males. However, it does not reach other audiences as well. For my campaigns target audience we have a low benchmark in awareness. This campaign should drastically improve levels of awareness. This will be done through multiple television commercials during the time of the campaign. Television will be the major ad to spread awareness for my target audience.

My advertising objective is to create a goal of high awareness. Many consumers only see this product as a system that plays video games. I want to change how the consumers view the product. I want to switch this from just being a game console, to an all in one media device. I want to survey on campuses after the campaign to see how awareness has shifted.

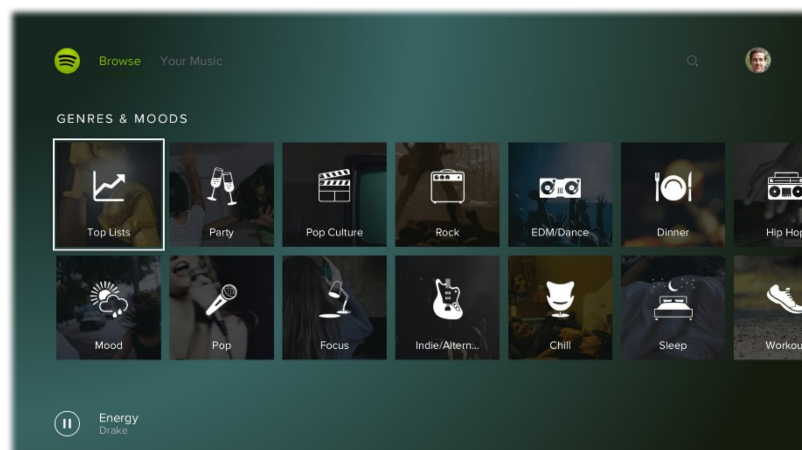
Copy Platform

Features:

1. Multimedia Streaming Apps; Netflix, HBOGO, Hulu, YouTube, Crackle, Crunchyroll, MLB.TV, NBA Network, NHL GameCenter, , NFL Live Stream and more.
2. Social Media: Facebook and Twitter.
3. Premium Spotify

Benefits:

1. Presents convenience with a broad range of entertainment apps and media.
2. The product has a sense of newness with its access to multiple social media services.
3. This product provides a satisfying experience with is free access to music.



Comparative Advantages and Disadvantages:

Sony's PlayStation 4 main competitor is Microsoft's Xbox One console, as well it competes with Nintendo and their Wii U console. However, not to the same degree as it competes with Microsoft.

One of Sony's biggest advantage is its lower price than the Xbox console line. Since the two consoles launch the Xbox has remained \$100 to \$40 more expensive than Sony's system. The PS4 offers more entertainment applications then the competition. Along with that, Sony offers Premium music streaming that Microsoft does not. Lastly Sony's sleeker smaller console fits it better for smaller spaces that are often found in dorm rooms. Which suits this campaigns target audience.

Sony's PlayStation 4 does have some disadvantages to the competition. The PlayStation 4 does have few server issues. This can create problems for few specific online features. However, Sony also doesn't have the same presence in American markets that Microsoft has, and the Xbox tends to be viewed more as the all in one system. Even despite its smaller functionality.



Target Audience:

This campaign's target audience are new and active college students. These are males and females ages 17- 25. These people are all strivers and archivers that enjoy their downtime. They are people who are heavily involved online whether it being entertainment, social media, online streaming, and staying connected with one another. They also are from an urban environment with technological advances. The San Francisco Bay area is a prime market for this demographic, due to its many college campuses in the area.

Tone:

This campaign's advertisements should present an expressive tone. Tis campaign is focused in being all in one and unique to many tastes. The advertisements run should promote the expressive range of media the product offers.

One Thing:

Sony's PlayStation 4 offers a diverse and expansive range of media including music, movies, television, social media and more for many tastes.



MORE THAN JUST THE PLAYERS



It's Finally Here, Sony's All In One Entertainment Device

Sony's PlayStation 4 now has the ability to access a multitude of apps. Including Netflix, YouTube, Spotify, Facebook, Skype, your favorite sports applications, and much more. It is now easier than ever to access all your favorite media services in one place.



Together At Last



T.V. Ad:



VID: TEXT; WHAT IF?

VO: What if I told you,



VID: STUDENTS WATCHING NETFLIX

VO: you could watch it all?



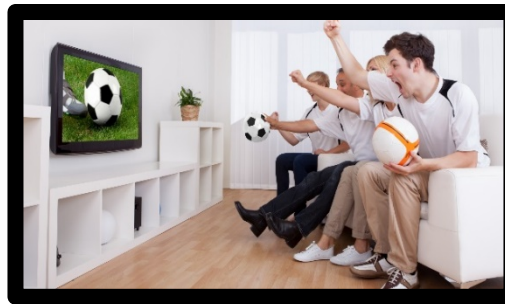
VID: TEXT; WHAT IF?

VO: What if I told you,



VID: STUDENTS PLAYING SPOTIFY ON A T.V.

VO: that you could hear it all?



VID: STUDENTS WATCHING SPORTS ON T.V.

VO: Tailgate it all?



VID: STUDENTS PLAYING VIDEO GAMES

VO: Play it all?



VID: STUDENTS TALKING OVER SKYPE

VO: Share it all?



VID: TEXT; WHAT IF?

VO: What if I told you,



VID: STUDENTS USING A PLAYSTATION 4

VO: you can do it all, on the PlayStation 4.



VID: SHOWING THE PLAYSTATION 4

VO: It's not just for games anymore.

Creative Discussion:

Advertisement Objective: For my advertisements, they fit and function with my advertising objective. They focus on revealing functions and benefits many consumers do not know about the product. This helps my objective of creating new consumer awareness.

Copy Platform: For the effectiveness of my Copy Platform in my advertisements, it strongly reflects the benefits and features this product has. My advertisements feature focus on this part of the platform. They also feature the tone and one thing aspect by covering the expressive tone the target audience focuses on.

AIDA Theory: In respect of the AIDA theory, my ads focus greatly on the awareness section of the theory. These ads are based on awareness, hence the major attempt to create it with these advertisements.

Layout Style: In terms of my advertisements layout style, mine magazine ad features the combo style layout. This means I features multiple characteristics of layout styles and create in a sense my own style. Mine would feature poster style and picture style layout.

Visual Purpose: In sense of visual purpose, for my written ads they focus on capturing attention. The bright text on the backdrop of color stands out. As well it helps identify the brand. While my visuals can also emphasize the products features.

Visual Focus: When selecting my visuals, I chose to bring emphasis onto the product itself and the features it presents. This is due to my advertising towards nonusers and potential users to create a broader target audience.

Design Principals: The two most underlying design principals would be Balance and Unity. He balance used is informal. Overall the ads don't maintain perfect symmetry but the composition has its optical center with the product for both written ads. Unity wise, my ads feel harmonious, this is due to the ads style of proportion and contrast. Lastly, my ads continuity is very clear, they all feature a signature color, type, and logo, for each advertisement.

Typography: For my advertisements' typography, my ads create a simplistic and legible form that can easily be understood that adds to the composition. As well my type is easily understood and presents my message.

Color: In terms of color for my advertisements, my ads feature a common color scheme that ads to continuity between ads. Also the use of dark blue and white makes the copy and headings pop off of the magazine and outside ads.

Headline Guidelines: My headlines within my advertisements serve their key function. They grasp attention and bring focus onto the advertisement. Getting attention is a major priority due to my goal of creating awareness.

Headline Role: My headlines serve the purpose of grabbing attention by standing out from the background the advertisements. But they also are thought provoking statements. Both headlines are statements that can capture attention, then bring the reader in to find out more.

Headline Type: My headlines are provocative headlines. They focus on creating and capturing curiosity of the audience. They also capture curiosity to cause the reader to want to understand and read the body copy.

Body Copy Guidelines: For my body copy in my advertisements, they play off my headlines and subhead creation of interest. My copy focuses on the features and utility of my ads to promote awareness to consumers.

Body Copy Styles: My body copy style in my magazine ad features straight-sell style of copy. This is due to my copy getting right to the point. My copy doesn't waste time, and goes right into answering the questions I created with my headline and subhead.

Body Copy Formatting: For my formatting since I didn't create a long copy style advertisement, my copy goes right into the close. My headline and subhead work as an introduction and my copy sells the information I want to spread to consumers.

Body Copy Effectiveness: For my ads, I think my body copy is effective. I think for my product and goals I need to capture attention, then follow with a quick sell to the audience. My copy must quickly explain the features I want to create awareness for and not waste time. I think my body copy completes this successfully.

TV Copy Guidelines: The television ad follows the guidelines set for format of the ad. My advertisement displays all the features I'm trying to sell. The ad is able to demonstrate this simply by asking a basic question "What if". This rhetorical question is thought invoking and captures audience attention.

TV Format: My commercial format follows the lifestyle technique, my ad doesn't immediately feature the product. It features things that people of certain lifestyles do. Also in my ad my product is the hero of the advertisement by it bringing these lifestyles together.

TV Commercial Effectiveness: I believe my television ad would be successful and effective. This is because I focus on the many features and the product and create curiosity in the viewer. It causes the audience to think "what can do all of this?" Then the reveal at the end of the commercial would cause success in creating awareness for the advertisement.