

SONY

TV Marketing Plan  
2006



**BRAVIA™ TV**

- To build on the successful launch of BRAVIA LCD TV – The World's First Television for Men and Women™, we will continue to gain brand awareness and intent with the next installment of the campaign.
- "Trailers" - the first television spot in our new series, launched during this year's Academy Awards period. And we'll let you choose the ending to this story later in the year.

**BRAVIA™ PRINT**



**ONLINE ADVERTISING**



Illustrations of 2006 Marketing Plan images herein not for public distribution.

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**SXRD™ TV**

- After the incredible response to Cal vs. Stanford "The Play," we will continue to develop Lo-Def Productions spots throughout the year, announcing that Sony is Rated America's Favorite HDTV and America's Favorite HDTV for Watching Sports.<sup>1</sup>
- Look for the next Lo-Def Production - Tentatively Kentucky vs. Duke launching during the NCAA Men's Basketball Tournament.



**Sony.com/HDTV**

- Inform, educate and influence customers to purchase
- Capture information to profile customers and close the sales loop for improved sales tracking
- Improve Home Audio and Video attachment opportunities

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<sup>1</sup> Based upon consumer preference among leading brands' 50-inch, high-end HDTV models.

Please visit the Dealer Network for more information at [www.sony.com/dn](http://www.sony.com/dn)

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Take everything you know about HDTV and get ready to crank it up a notch. Because we are not in the business of simply engineering great televisions, we are in the business of turning people on. From the moment your eyes lock on, our televisions will rock your world and ignite your senses. So fasten your seat belts, hang on and get ready for the thrill of your life. Sony HDTV: The World's Greatest High-definition Televisions.

like.no.other™



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TV Communication Priorities

- **HD Leadership:** Continue driving our #1 position and asserting our leadership with a wide offering of high-definition products.
- **SXRD:** Leverage "America's favorite television" messaging.
- **BRAVIA:** Maintain our #1 market share. Continue the momentum on our targeted messaging, The World's First Television for Men and Women.™
- **1080p:** Educate consumers on 1080p and the power and benefit of Sony HD technology.

Objective	Strategy
Defend Sony brand equity in the mind of the consumer.	Compete head-to-head on the basis of technology and feature-benefit superiority. •Relevant innovation •Style + design •Superior quality Deepen brand relationship and influence purchase with customers.
Retain the position as the HD technology leader.	Reinforce our leadership with tangible compete and compare proof-points. •BRAVIA •SXRD
Consumers: Make it easy for customers to choose Sony by removing purchase barriers.  Floor: Incent associates to close the customer.	Make technology and sub-brand understandable, approachable.  Offer year-round purchase incentives.  Offer compelling, year-round selling incentives.
Sustain velocity by encouraging attachment to televisions.	Communicate the benefits of an end-to-end solution that delivers a full HD experience. •HD Audio •HD Video: Blu-ray (full 1080p)
Invest in and grow high-potential segments.	Target untapped markets with relevant products and promotions to drive sales. •Hispanic MVPs •Women
Lay the groundwork to familiarize market with networking for personalization.	Begin education with consumers and customers about potential networking for personalization developments.



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Television

	2006									2007		
	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
PR		Dads	NASCAR		NFL		Movie Event		Holiday			
Broadcast			NASCAR / Ryan Newman			NFL / Peyton Manning						NCAA
Print Ads							Lifestyle / Enthusiast Print					
Online	Search / NASCAR.com / Sports / Movie / Lifestyle											
Outdoor	BRAVIA / Yankee Sponsorship											
Custom Inserts		FSI			FSI			FSI	FSI	FSI		FSI
Direct Marketing		Email/DM			Email/DM			Email/DM		Email/DM		
Education	Sony.com/HDTV											
Spot Promo/Event					Sony HD500			Holiday				
National Promotion				Sony HD Test Drive								
Merchandising	Merchandising Strategy: New Visual Identity											
Financing	18 month, 0 payments, 0% interest on purchases over \$399.99											
Finance Promotion		Father's Day			BTS/Football			Holiday		Big Game	March Madness	
Spiff	Spiffs will be included on select models											



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