

SONY®

HAV Marketing Plan
2006

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	2006									2007		
	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
PR			Dads	NASCAR			Movie Event		Holiday			
Print Ads		Wait for BD			BD launch							
Online												
Custom Inserts		FSI			FSI			FSI	FSI	FSI	FSI	
Direct Marketing		Email		Email: Full HD				Email: Gifts				
Education												
Spot Promo/Event												
National Promotion												
Merchandising												
Financing												
Finance Promotion												
Spiff												



Have you ever felt a 360-degree sensation? Listen. It's a wash of sound across your body that makes the hair on the back of your neck stand up. Or a rush of goose bumps that prickle your spine. Your heart beats a little faster. Watch. Every detail is suddenly razor sharp. Subtle details become significant. Sony Home Audio + Video: Get the full HD experience.

like.no.other™



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HAV Communication Priorities

- **HD Leadership:** Reinforce Sony as a stronger HD leader with wide offering of high-definition products:
- **Blu-ray™ Disc:** Establish BD technology and industry leadership by hyping breadth of product.
- **HD Audio:** Continue to use Sony HD Audio: HEAR THE BIG PICTURE.

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. •Blu-ray •HD Audio
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)
Capture Sony Blu-ray leadership mindshare with consumers and customers.	Position Sony as the format leader with breadth of product. Leverage television leadership and trust based on successful heritage.
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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Home Audio

	2006									2007		
	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
PR			Dads	NASCAR								
Print Ads					Entertainment / Lifestyle / Enthusiast / Sports							
Online	Search / NASCAR.com / Entertainment / Lifestyle / Enthusiast / Sports			Sound of Racing Takeovers								
Custom Inserts		FSI			FSI			FSI	FSI	FSI	FSI	
Direct Marketing				Email: Simple		Email: Sports		Email: Gifts				
Education	Articles / Courses / Podcast											
			Simple HD Audio				Complete HD HTS					
Spot Promo/Event	DaVinci Code				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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