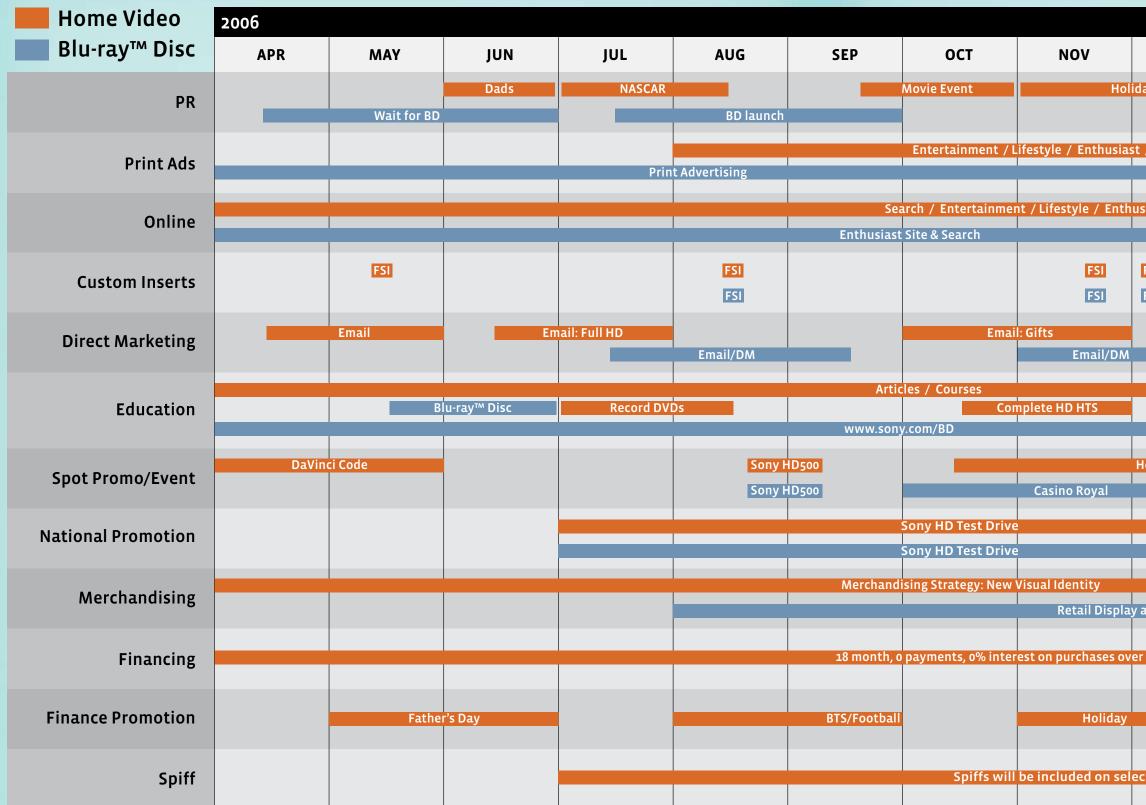


HAV Marketing Plan 2006 HAV Marketing Plan 2006

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## SONY

 HAV Marketing Plan

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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

## SONY

## HAV Marketing Plan 2006

HAV Communication Priorities

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- 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.

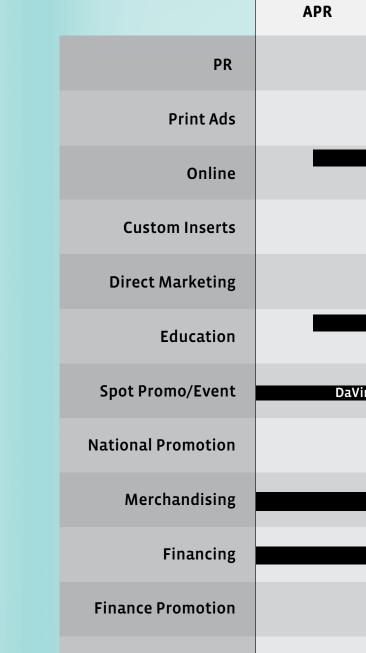
Objective	Strategy				
Defend Sony brand equity in the mind of the consumer.	Compete head-to-head on the basis of technology and feature-benefit superiority. •Relevant innovation •Style + design •Superior quality Deepen brand relationship and influence purchase with customers.				
Retain the position 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.	Make technology and sub-brand understandable, approachable. Offer year-round purchase incentives.				
Floor: Incent associates to close the customer.	Offer compelling, year-round selling incentives. Communicate the benefits of an end-to-end solution that delivers a full HD experience. •HD Audio •HD Video: Blu-ray (full 1080p) Position Sony as the format leader with breadth of product. Leverage television leadership and trust based on successful heritage.				
Sustain velocity by encouraging attachment to televisions.					
Capture Sony Blu-ray leadership mindshare with consumers and customers.					
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.				

Home Audio 2006

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HAV Marketing Plan 2006



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