

- Product: Sony Ericsson
- Launch: 5th Feb '09

THE SITUATION

- Needed to launch the latest Sony Ericsson W595, use digital as the means of engagement to highlight the product proposition Differences disappear when you share a song
- Target audience
 - Pioneer Youth in the age bracket of 15 – 24 who are trend setters and would like to keep themselves updated with the new technology.

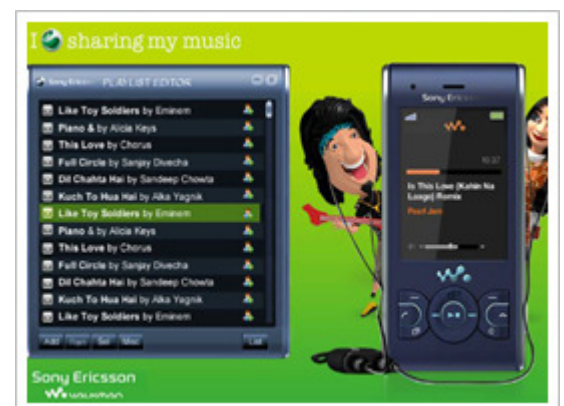


THE CHALLENGE

Pioneer Youth spends maximum time on Internet. The challenge was to engage them in a non intrusive manner. Hence the overall campaign was integrated on those properties through which users can share the music

THE SOLUTION

- Harness the popularity of the Listen section on In.com and talk to the music aficionado by making him / her experience the product virtually
- The Pop out player on in.com was re-created in the shape of the Sony Ericsson phone. The player controls were made to look exactly as they would in the actual mobile. This is as close to a physical product simulation. The user would thus feel like he / she is using the handset to control his or her song play



THE RESULTS

- **Almost a million customer engagements & experiences in 3 weeks!**
 - **More than 8,000 delighted consumers participated in an enhanced brand engagement activity with Sony Ericsson.**
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