

Branding, case study

High Profile / Page 1

Client:

Sony Ericsson

Agency:

mediaedge:cia

Objective

The online objective for the W995 launch was to demonstrate via integrated and creative solutions that the phone offers a complete entertainment experience

To co-incide with the messaging the client was aiming to tap into our target audiences' down-time and make it entertaining for them.

Target Market

- ABC 1 adults
- Consumers that are affluent, adventurous and forward thinking

Campaign:

W995 Handset Release

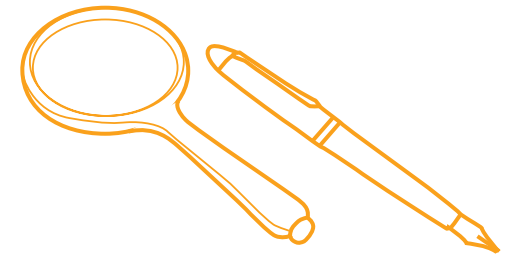
Net Communities Solution:

Our gadget enthusiast community was perfectly aligned with the campaign's target market: innovators, early adopters and tech enthusiasts (69% earning over £35k a year).

Our gadget enthusiast sites include award winning electricpig.co.uk, boygeniusreport.com, boingboing.net amongst others...

Strategy

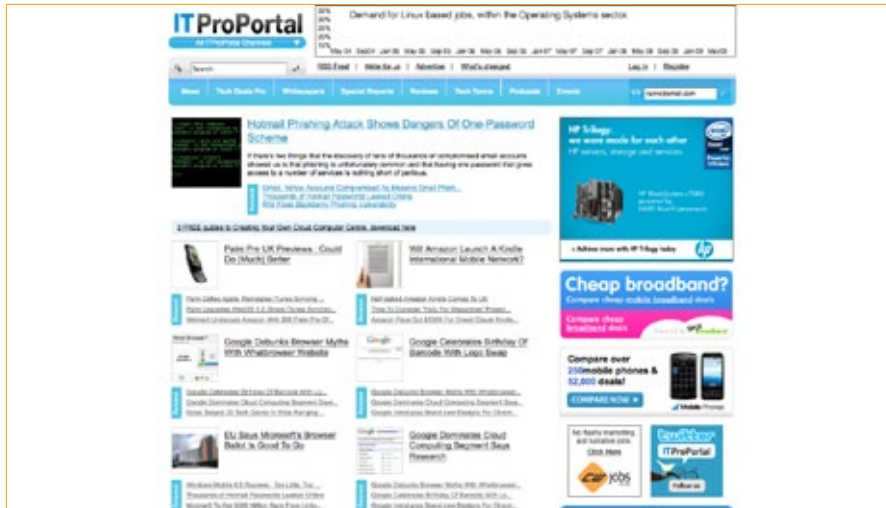
- High-Impact Site Takeover of ITProPortal.com, ElectricPig.co.uk & ChannelFlip.com
- Co-Branded
- Video Re-Skin's overlap and distribution
- Interstitials
- Graphical Ads
- Product Review – Video / Text



Branding, case study

High Profile / Page 2

Site Takeovers



Co-Branded Interstitials



Integration with Key Sites



Branding, case study

High Profile / Page 3

Client:

Sony Ericsson

Results:

Building Buzz

0.42% CTR in first week of launch across graphical ads

Agency:

mediaedge:cia

Integration with Key Sites

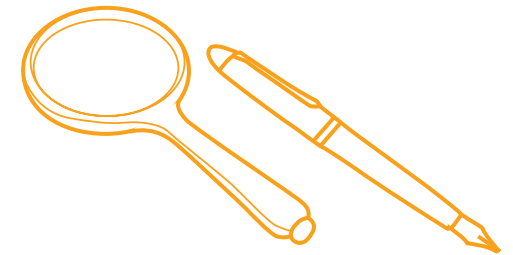
1.83% CTR on site takeovers

Testimonial:

"Extremely happy with creative solution Net Communities delivered for the recent SE W995 campaign.

The package delivered an extremely engaging and cost effective solution for both MEC and the client. They will be at the forefront of consideration for any future briefs"

**Kamil Yadallee, Account Manager.
MEC Global**



Positive perception of integration amongst target audience

Feedback:



root10: @WilHarris Sweet new site perfect in all OS's/Browser configs. Love the discreet sony ads, very non invasive. Good work Wil@**ChannelFlip.com**
4 days ago from *web* · [Reply](#) · [View Tweet](#)



njentzsch: @WilHarris **ChannelFlip** comes up fine on Firefox on a Mac! Love the site.
4 days ago from *Tweetie* · [Reply](#) · [View Tweet](#)



DustyNR4N: @WilHarris new www.channelflip.com looks very nice in Safari 4. Video works changing channels works even Sony ads work.
4 days ago from *Tweetie* · [Reply](#) · [View Tweet](#)

