

Radio Is Music To SONY's Ears

Objective:

To generate immediate mass audience awareness and drive retail store traffic to purchase the new, lower-cost Sony Super Audio CD (SACD).

Media Strategy:

Use Radio as primary media because of its ability to both effectively and efficiently reach consumer music enthusiasts throughout the day.

Radio Plan:

Create integrated program including personality endorsements, website support, on-air promotions and on-air support.

Results:

Dave Leitner, Manager, Segment Media Solutions for SONY, observed, "Overall, the campaign was deemed very successful based on the increased awareness among consumers as well as the feedback from our retail partners. I believe the antennae for Radio, as it applies to the media mix, is about to go up."

When SONY launched a new, lower cost, \$499 version of their Super Audio CD (SACD), a product that uses Direct Stream Digital technology to capture musical sound 64 times faster than a CD, SONY and their agency, Mediaedge:cia, turned to Radio to generate broad and immediate mass audience awareness and to drive retail store traffic.



With a limited budget, Radio was selected as the primary medium because of its ability to both effectively and efficiently reach the consumer music enthusiast throughout the day.

Every beneficial aspect of Radio was put to use to create an integrated program that included personality endorsements, website support, on-air promotions and on-air support to drive traffic to specific retail locations. Additionally, :60 brand messaging was delivered throughout the day over a five week period through sponsorships in high-profile programming including music sweeps, countdowns and special feature concerts and events. These programming formats were selected to create a synergistic link between the program-featured music and that of the artists who are available at retail in the SACD format.

Using the personal approach, SONY partnered with well-known Radio personalities such as Rick Dees in each of the Top 10 markets. Air personalities were asked to test the product and then to deliver on-air testimonials regarding the enhanced listening experience with a SACD

Player. With the theme "fall in love with music all over again," an emotional connection with the consumer was created, thus maximizing their listening experience with their favorite artist. To further help build product awareness, each station created an exciting on-air contest that gave listeners an opportunity to win a SACD.



Missing no opportunity to reinforce the brand and provide curious consumers with more information, "live" promotional announcements were used to direct listeners to either the station's website, or the Sony website.

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Kim Vasey, Sr. Vice President/Director of Radio, Mediaedge:cia added, "This multifaceted campaign incorporated every element of Radio to its fullest advantage and proved that, when used properly, 'Radio Gets Results!'"



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