

SONY

Digital Media & Communication Strategy for Sony Corporation

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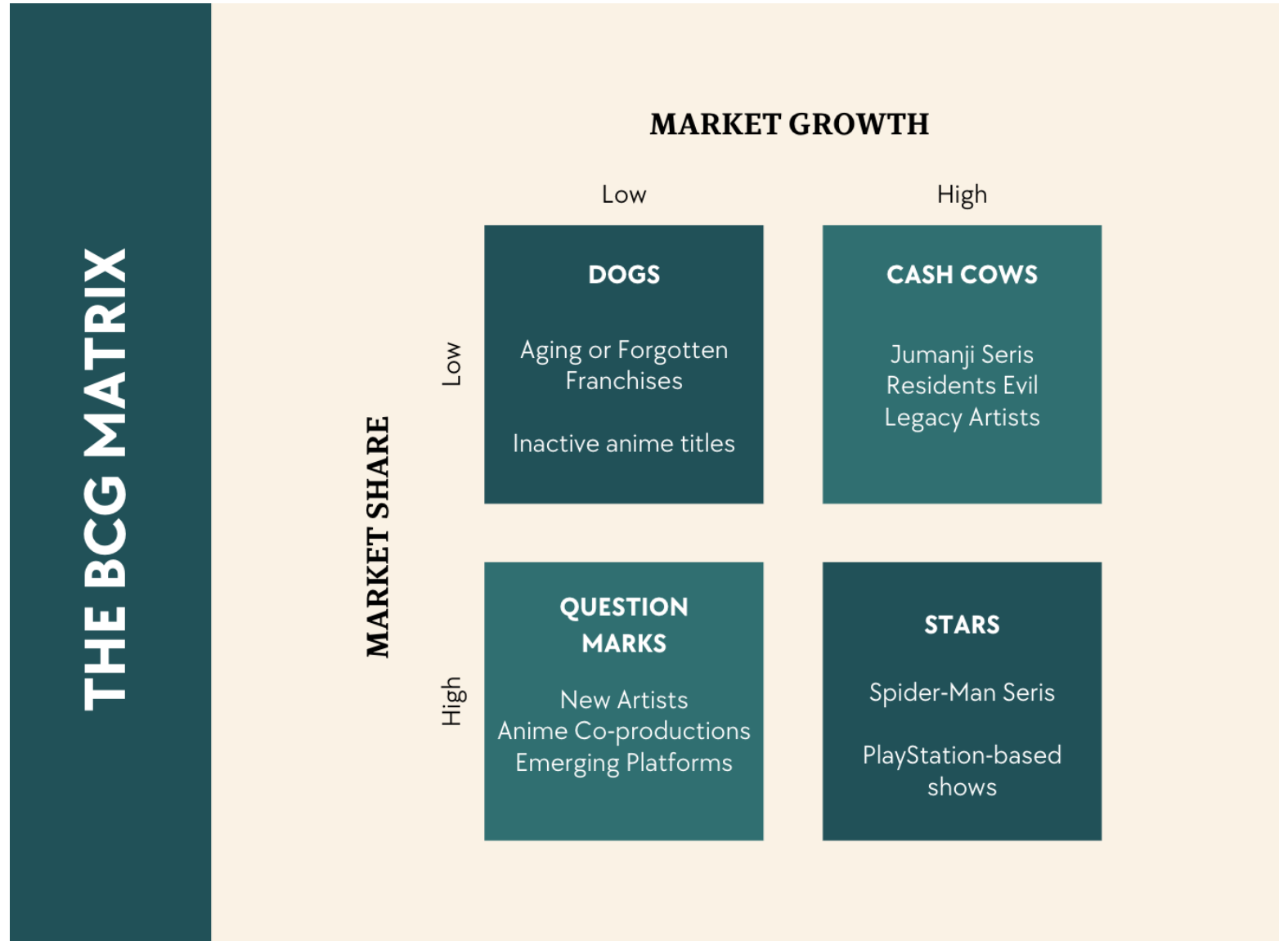
Situational Analysis – Internal

Digital Media Marketing Mix

- Sony Pictures & Sony Music operate global across:
 - YouTube, TikTok, Instagram, Spotify, Apple Music
- Sony Music runs TikTok challenges, YouTube Shorts, and artist-based campaigns
- Sony Pictures promotes content via trailers & teasers on YouTube and Instagram.

Situational Analysis – Internal

Product portfolio (BCG Matrix)



External Analysis:

PESTEL Analysis

Political

- Increasing global content regulations; varied streaming laws by region

Economic

- Intense SVOD competition; rising production costs; price-sensitive consumers

Social

- Gen Z prefers short-form content; growing demand for diversity & inclusion

Technological

- Growth in AI-generated music, AR/VR experiences, and algorithm-based streaming

Environmental

- Rising pressure for green production; concerns over OTT energy consumption

Legal

- Tighter copyright laws; unclear legal status of AI-created content; GDPR impact

Porter's Five Forces



1. Competitive Rivalry

Disney, Netflix, Universal, and independent creators.



2. Threat of New Entrants

Low entry barriers for digital creators (e.g., YouTube, TikTok), but high cost for large-scale production.



3. Threat of Substitutes

Free user-generated content and short-form platforms (e.g., TikTok, YouTube Shorts).



4. Bargaining Power of Suppliers

High – Popular artists, producers, and IP owners hold strong negotiation power.



5. Bargaining Power of Buyers

High – Consumers can easily switch platforms; price and content quality are key.

Competitor & Customer Analysis



Competitors

Netflix – Strong in originals, aggressive digital distribution

Disney+ – Dominates family & Marvel content

Universal Music/Warner – Compete in global music distribution

YouTube Creators – Disrupting traditional media via user content



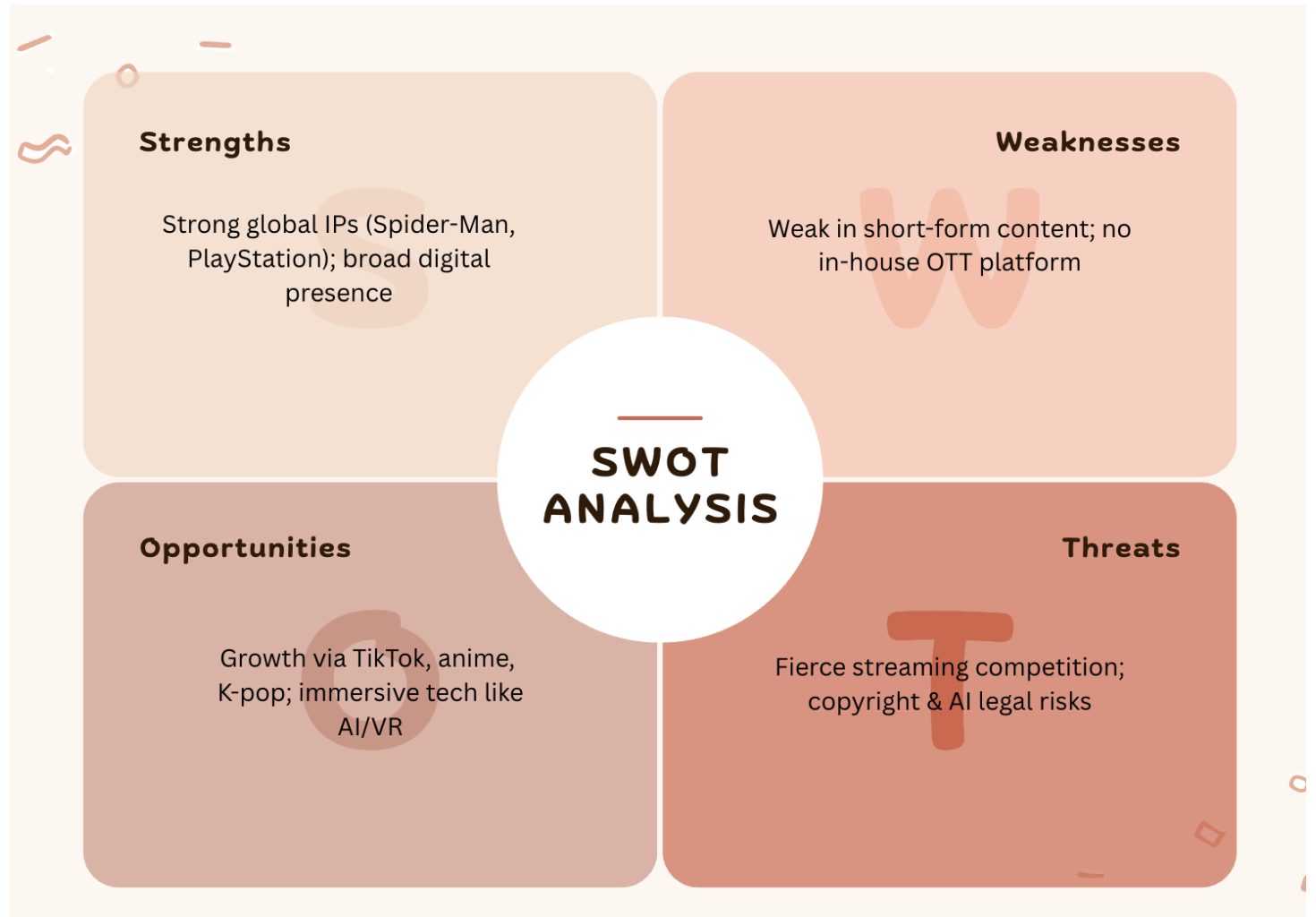
Customers

Gen Z & Millennials

- Prefer **on-demand, short-form, mobile-first** content
- Seek **interactive, socially aware, and authentic** media

Regional fanbases (e.g., K-pop in Asia, Anime in North America)

SWOT Analysis



Strategic Focus

Challenge: Weak performance in short-form content platforms

Focus: Build TikTok/Shorts strategy using strong IPs to reach Gen Z

Vision

“To fill the world with emotion, through the power of creativity and technology.”

Mission

“To create and deliver compelling entertainment content to global audiences.”

Business Challenge

“To improve direct engagement with digital consumers while reducing dependency on third party streaming platforms.”





SMART Objectives

S (Specific): Grow YouTube engagement by **30%** via new content formats.

M (Measurable): Launch **2** artist-hosted podcasts on our own channel.

A (Achievable): Leverage high-profile artist collaborations and timed “content drops.”

R (Relevant): Directly supports goal of boosting digital consumer engagement.

T (Time-bound): Complete rollout and hit targets within **6–12 months**.



Target Market and Positioning

Target Market

Age Group: 18–34 years old

Behavioral Traits: Streaming-first, mobile-centric, culturally driven

Geographic Focus: North America, Europe, India, Japan

This segment is highly responsive to exclusive, creator-led content and emotionally engaging experiences

Positioning

Sony is positioned as a premium and culturally resonant entertainment provider with a focus on innovation, artistry, and personalization.

STRATEGIC TACTICS 4PS

Product

Focus on original films, artist-led content, podcasts, behind-the-scenes exclusives.

Utilize limited edition releases and collaborations (e.g., Travis Scott x PlayStation).

Price

Tiered models: free (ad-supported) and premium subscriptions; bundles with PlayStation+ and Spotify.

Bundles with PlayStation+, Spotify, etc.

Place (Distribution)

Distribute via public platforms (YouTube, Spotify, Netflix) and own *Sony Entertainment Hub* app.

Recommendations:
Partner with niche platforms (Bandcamp/Letterboxd).

Promotion (IMC)

Use social challenges, influencer collabs, AR filters, and virtual premieres for engagement.

Recommendations:
Design meme-friendly hooks (quotes, hooks) for organic spread.

STRATEGIC TACTICS

CRM

CRM Initiatives

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graph LR; A[CRM Initiatives] --- B[Loyalty Tiers]; A --- C[Personalized Engagement]; A --- D[Community Building];
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Loyalty Tiers

Free/premium memberships with tiered perks (early access, exclusive events).

Personalized Engagement

Data-driven alerts (artist updates, new releases) based on user behavior.

Community Building

Fan forums for feedback; highlight top contributors with rewards.



Implementation Plan

WHAT

- Launch content campaigns.
- Sign new global licensing deals.
- Develop D2C streaming pilot.

HOW

- In-house content and marketing teams will lead production and distribution.
- Influencer-led activation to drive reach.

WHEN

- Month 1–2: Planning.
- Month 3–6: Campaigns go live.
- Month 7–9: Monitor and refine.
- Month 10–12: Expand high-performing initiatives.

WHO

- Digital Marketing Manager.
- CRM and Analytics Lead.
- Artist Liaison Officers.



Monitoring:

- Weekly dashboards and monthly reviews using KPIs like engagement, CTR, conversions.

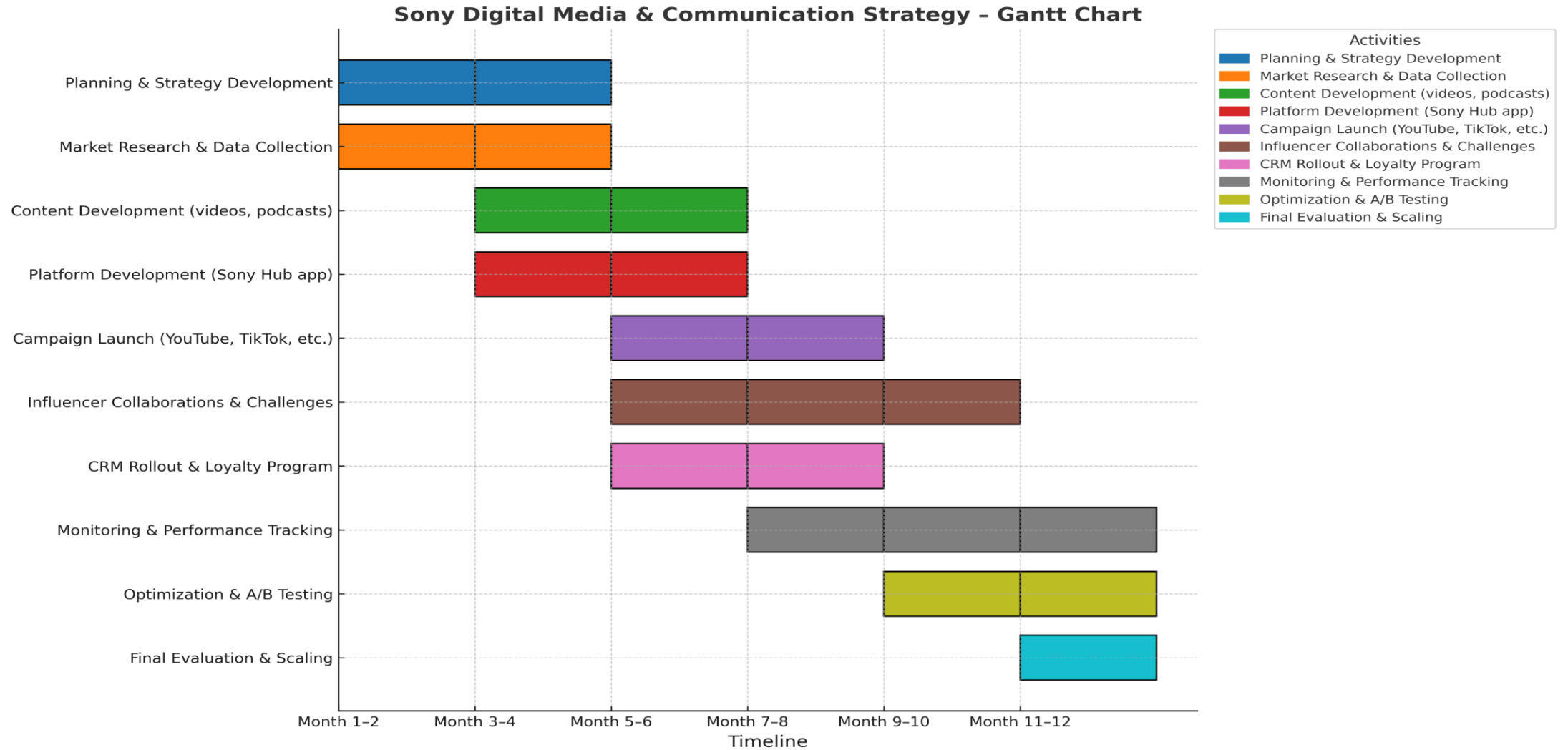
Cost:

- Campaign Budget Estimate:
- Influencer Marketing: \$100K
- Platform Advertising: \$80K
- CRM Tools & Analytics: \$30K
- Production: \$150K
- Total: ~\$360K





Gantt chart



EVALUATION AND CONTROL



Formal Control:

Regular strategic reviews and reporting to top-level management.

Use of performance dashboards (CRM + social analytics).



Informal Control:

Listening to fan feedback.
Community engagement on Reddit, Discord, etc.



Metrics to Track:

Traffic to platforms (YouTube, Spotify).
Number of downloads or views.
Engagement rate and fan retention.
Return on Ad Spend (ROAS).
Social sentiment.

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